LIVEWIRE

beyond limits

We are your
360°
Growth Partner.

Meaningful Measurable Marketing

That Leaves An Impression

www.live-wiremarketing.co.za | Est. 2014 | 100% Black-Owned | Level 1 B-BBEE

More Than an Agency — We're Your Growth Engine.

Founded in 2014 by Nosisa Xulu, Livewire Marketing was built on one belief: that marketing only matters when it moves people — and moves the needle. We are a 100% black-owned, Level 1 B-BBEE full-service marketing agency rooted in the South African market, with an intimate understanding of township economies, informal trade, suburban estates, and the digital streets.

In over a decade of craft we have evolved from a field-activation specialist into a true 360° integrated marketing partner — offering everything from brand strategy and creative conceptualisation, through to digital execution, PR, events, retail activation, and post-campaign analytics. Whether your brand needs to win on a supermarket shelf in Soweto, go viral on TikTok, or dominate the conversation at an industry conference, Livewire is built to deliver.

What Makes Our Numbers Different: They Speak Louder Than Promises

Our metrics aren't vanity. Every campaign we run is tracked from strategy through execution to post-analysis. Our 500+ partner network spans township and rural markets, giving brands access to audiences that most agencies simply cannot reach.

Our 200+ promoter network ensures consistent, on-brand representation across Gauteng, Limpopo, and KwaZulu-Natal trained, briefed, and quality-checked for every activation.

10+ Years of Proven Experience

100+ Campaigns Delivered

300+ Stokvel Activations

500+ Urban & Rural Market Partners

200+ Trained Brand Ambassadors

15+ Blue-Chip Clients Served

1B+ Consumer Impressions

Our offices

Gauteng · Limpopo · KwaZulu-Natal

More Than An Agency

BOLD IDEAS

Safe won't get you remembered. We swing for the boundary on every brief.

LOCAL INTEL

We understand stokvels, spazas, estates & digital communities better than anyone.

EXECUTION

Strategy without action is theory. We close the loop from idea to measurable impact.

One Partner
Every Channel
Total Coverage

Modern marketing demands presence across every touchpoint from the screen in someone's pocket to the stall at a community market. Livewire's 360° model ensures your brand shows up with consistency, creativity, and commercial impact everywhere your audience lives

Strategy · Creative · Digital · Events · Activation · PR



01

BRAND STRATEGY & CONSULTING

› Brand audits & competitive landscape analysis
› Positioning, messaging architecture & brand identity
› Go-to-market strategy for new products & markets
› Consumer insight research (qual & quant)
› Category & channel strategy

02

CREATIVE SERVICE

› Campaign concept development & ideation
› Copywriting, art direction & design
› Video production, photography & motion graphics
› Packaging design & point-of-sale materials
› Content creation for all platforms

03

DIGITAL MARKETING

› Social media strategy & community management (Facebook, Instagram, TikTok, X, LinkedIn)
› Search engine optimisation (SEO) & paid search (Google Ads / SEM)
› Paid social media advertising & programmatic display
› Email & SMS marketing campaigns
› Influencer marketing (nano to macro)
› Website design, development & UX optimisation
› Performance tracking, analytics & monthly reporting

04

EXPERIENTIAL MARKETING & EVENTS

› Consumer brand activations & pop-up experiences
› Trade shows, exhibitions & conference management
› Product launches & media events
› Roadshows & multi-city campaigns
› Sponsorship activation & leverage
› Virtual & hybrid event production

05

RETAIL & TRADE ACTIVATION

› Spaza shop, wholesale & supermarket activation
› In-store sampling, demonstration & merchandising
› Toolkit development: display units, shelf talkers, POS
› Sales force briefing & promoter training
› Route-to-market strategy & retail negotiation support
› Mystery shopping & compliance auditing

06

TOWNSHIP & COMMUNITY MARKETING

› Stokvel engagement & trust-based activations
› Taxi-rank, church, school & community hall activations
› Informal market brand ambassadors & sampling
› Community sponsorships & CSI-aligned campaigns
› Local language content (Zulu, Sotho, Tswana, Xhosa)
› Ward-level consumer mapping & penetration strategy

07

ESTATE & RESIDENTIAL ACTIVATIONS

› Gated estate brand days & lifestyle experiences
› Digital engagement with estate residents via app & WhatsApp
› Directory listings, newsletter placements & chapter meetings
› Targeted introductions & lead generation within estates
› Workshops, webinars & curated brand events for residents

08

PUBLIC RELATIONS & COMMUNICATIONS

› Media relations & press office management
› Press release writing & journalist pitching
› Crisis communications & reputation management
› Thought leadership articles & CEO profiling
› Internal communications & employee brand activation
› Awards submissions & industry recognition campaigns

09

FIELD MARKETING & TALENT

› Trained brand ambassadors, promoters & demonstrators
› Event hosts, MCs & brand spokespersons
› Production crews, logistics & event staffing
› Nationwide field force deployment & management
› Real-time field reporting via mobile dashboards

10

REPORTING, ANALYTICS & INSIGHTS

› Pre-campaign benchmarking & KPI alignment
› Live campaign dashboards & weekly status reports
› Post-campaign analysis: reach, engagement, ROI
› Consumer sentiment & social listening
› Quarterly brand health tracking
› Actionable insight decks for brand decision-makers

LIVEWIRE

beyond limits

From Brief to Brand Impact
A Proven 8-Step Framework

RECEIVE CLIENT BRIEF & IMMERSION

We deep-dive into your business objectives, brand challenges, competitive context, and audience landscape. No assumptions just genuine understanding.

CONSUMER & MARKET RESEARCH

We conduct desk research, field intelligence, and social listening toground the strategy in real-world data — not boardroom guesses.

STRATEGY DEVELOPMENT

We craft a bespoke go-to-market strategy aligned to your goals, budget, and timeline — covering every channel that matters for your brand.

CREATIVE CONCEPT & CAMPAIGN DESIGN

Our creative team brings the strategy to life with compelling concepts, visuals, copy, and assets built for the platforms and people you're targeting.

From Brief to Brand Impact
A Proven 8-Step Framework

CONSUMER JOURNEY MAPPING

We plot every touchpoint — digital, physical, and community — to ensure your message reaches the right person at the right moment with the right message.

CAMPAIGN EXECUTION

From launch day to last activation, we manage seamless implementation across all channels — on time, on brand, and on budget.

REAL-TIME MONITORING & OPTIMISATION

Our campaign managers track performance daily, adjusting spend, messaging, and tactics in real time to maximise your return.

REPORTING, ANALYSIS & DEBRIEF

We deliver detailed post-campaign reports with ROI analysis, audience insights, and clear recommendations — so every campaign makes the next one smarter.



Industry Expertise Across South Africa's Biggest Categories

FMCG & FOOD BRANDS

Supermarkets, wholesale, spaza shops, and community kitchens — we know how to move product off the shelf

TELECOMS & TECHNOLOGY

From SIM activations to smartphone launches — driving subscriber growth at the grassroots level.

FINANCIAL SERVICES

Making complex products simple and accessible for mass-market and township consumers

HEALTH, PHARMA & WELLNESS

Trusted community voices for OTC, nutrition, and wellness brands across urban and rural SA

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RETAIL & E-COMMERCE

Foot traffic and online conversion driven by integrated phygital campaigns.

GOVERNMENT & PUBLIC SECTOR

Community awareness and citizen engagement campaigns that reach the last mile.

LIFESTYLE, SPORT & ENTERTAINMENT

Events, sponsorships, and culturally resonant activations that earn real fan loyalty


Brands That Trust
Us to Deliver.
MTN
Nestlé
Coca-Cola
Cadbury
Unilever
Food
Solutions
McCain
Fanta
Holsum
SOLID VEGETABLE OIL
CRISPA
gold
Excella
Pure Excellence


Cadbury
TORTELLINO D'ORO
fluffy
felix



Campaign Spotlight



Challenge:

Rapidly recruit, train, and deploy brand ambassadors across Gauteng for a national SIM activation push.



Solution:

Livewire deployed 80 trained promoters across 40 MTN retail outlets and taxi ranks, running a 6-week door-to-door and in-store activation campaign with daily reporting.



Result:

12,000+ SIM registrations in 6 weeks. 97% promoter attendance rate. Client renewed for a second phase



Challenge:

Drive trial and brand love among youth (16–24) in high-density urban environments.



Solution:

Pop-up Fanta Snack Challenge zones at taxi ranks, universities, and malls across three provinces — sampling, social content creation, and a consumer competition mechanic.



Result:

45,000+ direct consumer touchpoints. 3.2M social impressions over 4 weeks. 80% positive sentiment score

What Sets Us Apart in a Crowded Market

100% Black-Owned, Level 1 B-BBEE

We are a proudly South African agency that ticks the transformation box while delivering world-class results — a genuine competitive advantage for procurement

Truly Integrated Execution

From the creative brief to the post-campaign debrief, everything is managed in-house. No briefing agency A to manage agency B — one team, one point of accountability.

Speed & Agility

We are built to move. When opportunities open up — whether a community event, a retail window, or a viral moment — Livewire mobilises fast

Ground-Level Intelligence

Most agencies theorise about township and rural markets. We have 500+ active partners, trained promoters, and campaign experience across these communities — we live and breathe them.

Data-Driven Storytelling

We merge culture, creativity, and data. Every campaign has measurable KPIs, real-time dashboards, and post-analysis reports — so you always know your ROI.

Long-Term Partnership Mindset

We don't chase once-off projects. Our model is built on understanding your business deeply and growing with you. Our client retention rate speaks for itself



What's Next for Livewire

Growing our digital capability · Expanding estate activations nationally · Deepening township & rural community impact · Partnering with brands that seek genuine audience connection.

LIVEWIRE

Ready to Connect?

Phone: 082 849 1663
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Offices: Gauteng · Limpopo · KwaZulu-Natal
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