

1 AWAKE MOVEMENT

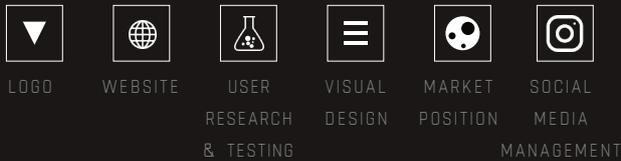


PROJECT INFORMATION

The socially-conscious AWAKE startup, based in Johannesburg, South Africa, has worked with Mapogo to handle the building of their web-based app, the production of video documentary and music for the platform, as well as coordinating two soft launch events in Johannesburg and Accra. To best deliver this solution, members of the Mapogo team spent several months in South Africa.

BRAND

Mapogo conducted an initial branding workshop with the board and other employees of the AWAKE team. From this, we were able to keep the core element of the logo: the symbol of an eye, while stylistically identifying and integrating colour schemes, fonts and values into the AWAKE brand. We then tested the brand on a focus group representative of AWAKE's target audience before the launch of the website and social media.



EVENTS

Mapogo planned and hosted two events on behalf of AWAKE. Our first brief required a soft-launch event in South Africa, to which our solution was a 2000 student-concert with speaking engagements and launch of the website, which pushed signups to the platform and interaction on the website. Our second brief was organising a global youth conference to discuss global sustainability issues in collaboration with the UNDP. The brief was unique in that the event was to take place in Accra, Ghana while being planned in Johannesburg, South Africa. Not only was this event a success for brand exposure and web/app signups, it also provided additional high quality media content.



TECH

AWAKE required an application to be built with three main features; to be able to view content, to be able to host discussion and to be accessible globally, whilst being protected against censorship and any security threats. Therefore, our team identified a progressive web-based application (PWA) to best fit the requirements, as it avoided many censorship or additional security threats that an iOS or Android based platform may have. Moreover, being in South Africa, our team identified the existing technological infrastructure in the region, reinforcing our decision that the PWA format would best serve this target audience. In addition, identifying the long term vision with our client, we were able to build the Beta version while using foresight to lay the foundations for future development of the application.



WEBSITE
DEVELOPMENT



NATIVE
APPS



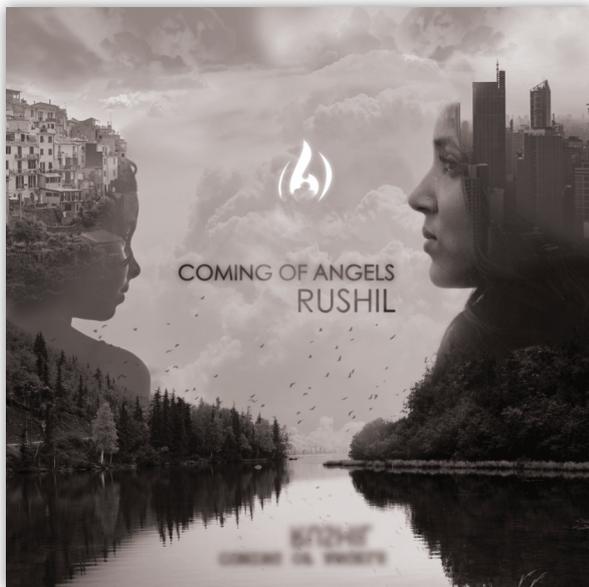
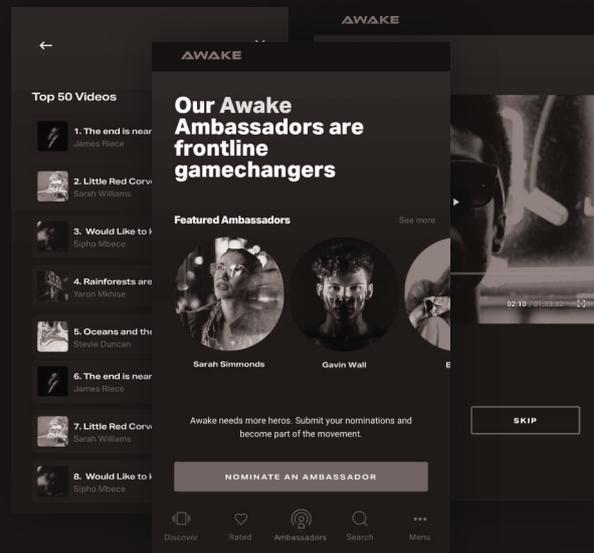
E-COMMERCE



UI/UX



DATA
ANALYTICS



MEDIA

As a media organisation, AWAKE's largest requirement naturally existed in media production. In the space of a few months, we were able to produce over 100 short documentary videos and 20 music tracks with full music videos to fulfil this brief. Utilising a global network of content creators, coupled with establishing a streamlined process internally for the production process, Mapogo were able to create a sustainable structure that yielded content long after we were no longer directly involved. A large element of our brief involved launching the social media accounts and management of the platform. Within 2 months of the Facebook page being launched, it had grown organically to over 50,000 likes, with many of our videos receiving an even greater view count.



MUSIC
AUDIO &
VIDEOS



DOCUMENTARIES
& FILMS



MOTION
GRAPHICS &
ANIMATION

