

STUDIO

Volume I

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MAPOGO[®]



GENERAL
ENQUIRIES

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MAPOGO

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STUDIO

MAPOGO IS A FULL SCALE DESIGN & MEDIA PRODUCTION STUDIO.

We have executed projects ranging from political talk shows to documentaries to stadium sized concerts but above all else, we are a dynamic One Stop Shop for all your tech and media needs.

SMALL BUSINESSES

MANIFESTO

Our mentality is to take on a small number of clients and invest our time completely and thoroughly into each one. We have a strong background working across the spectrum, from small businesses to larger corporates. We become YOUR media team, handling everything from branding and video production, to social media management to website development and maintenance.

LARGE CORPORATES

ABOUT



01



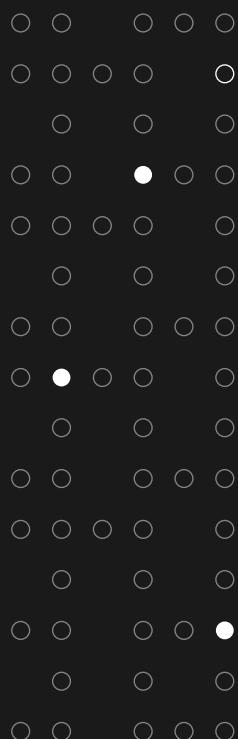
HOW DO YOU KEEP UP?

MAPOGO DESIGN STUDIO

Mapogo. Mapogo is a team of dynamic young professionals from around the world with a stronghold in the media sphere. Bringing together our experience working with all kinds of clients ranging from local businessmen to presidents, working in Europe, Africa, Asia and the States, we are a One Stop Shop for all of your media, marketing and technological needs.

MAPOGO

In today's society, it's very easy to get lost with all the technological development and new innovations that seems to come easy to young people. Business used to be simple. You buy and sell. Throw up some billboards and posters and you're good. Or at least you used to be. Now, there's social media, websites and apps. Even small businesses are using music and events.



JOHANNESBURG

SOUTH AFRICA

02

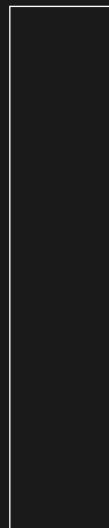


OUR TEAM IS BUILT OF
THINKERS, CREATORS,
PLANNERS, INNOVATORS AND
PROBLEM SOLVERS.

HOW WE WORK

We provide you with the necessary tools and skills, combined with an open and collaborative environment. Our experience across the world, and with a range of clients, has honed an understanding of what works where.

As perfectionists, whether we're planning your event or designing and building your website, our end product will give you the competitive edge.



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ONE STOP
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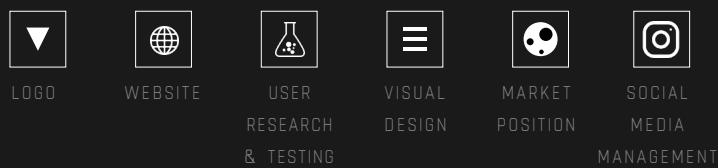
CORE SERVICES

DESIGN STUDIO

The One Stop Shop for your customer-facing needs.

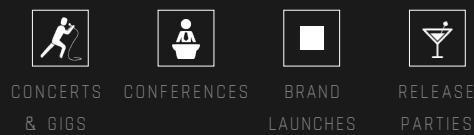
BRAND

First impressions are everything. Your brand is everything. Through research and testing with your user base, our team will identify and build an image that tells your story. Together we will position you ahead of the competition.



EVENTS

From stadium shows to gigs, from weddings to global conferences, from London to Mumbai, Mapogo's portfolio and experience of event management is unparalleled. From the first day of planning to the moment you close the venue, the Mapogo team is your helping hand behind-the-scenes that ensures your day goes smoothly.



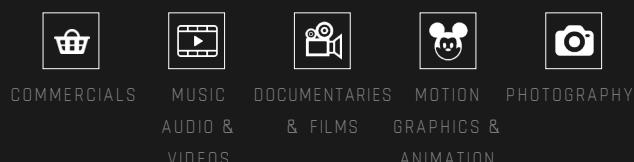
TECH

Our team of Stanford graduates fresh out of Silicon Valley is at your disposal for any tech requirements. From website development to data analytics, Mapogo will grow your digital presence, optimise your tools and drive your digital solutions forward.



MEDIA

In a digital business environment, content is a necessity for everyone. Whether it's a video advert, song/music video or short social media snippet, Mapogo has the personal touch, tools and expertise to tell your story like no other.



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STUDIO



MUMBAI

INDIA

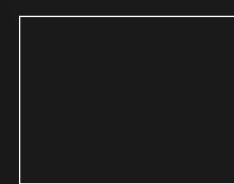
03



MEET THE PARTNERS

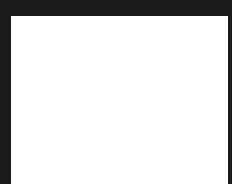
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STUDIO

WORK

1 AWAKE MOVEMENT

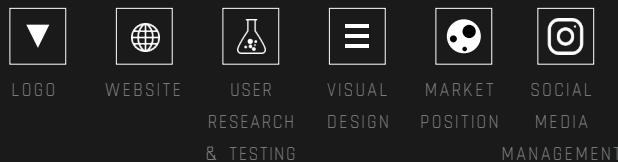


PROJECT INFORMATION

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.



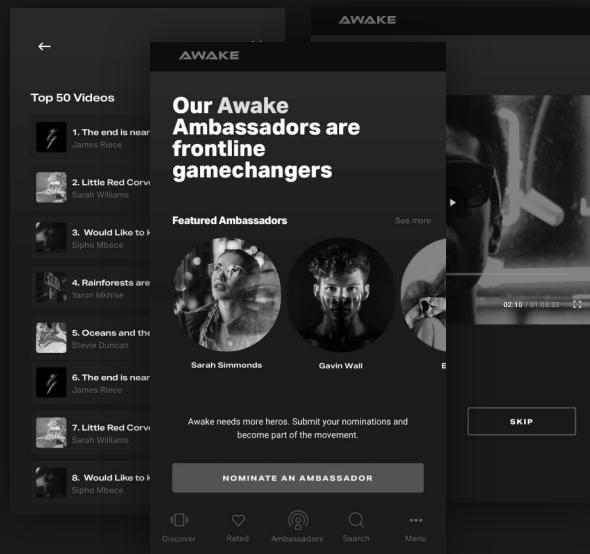
EVENTS

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.

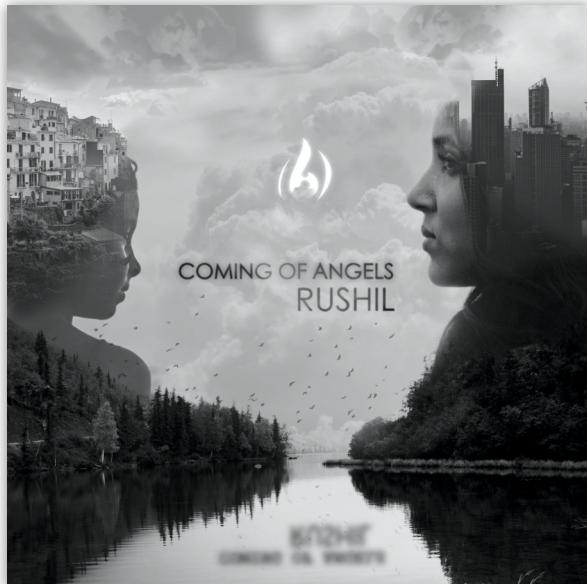


TECH

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.



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.



	08/2019	10/2019	02/2020	TODAY
WITS CONCERT				100+ short documentaries and 20 songs. PRODUCED IN 6 MONTHS
GHANA CONFERENCE				

WORK

2

THE YOUTH PROJECT

PROJECT INFORMATION

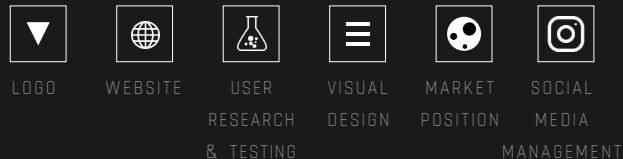


A global youth charity organisation responsible for empowering young people to create positive change in their communities. TYP required technological tools that would increase global brand exposure while marketing their projects through an active online presence and other unique marketing strategies.



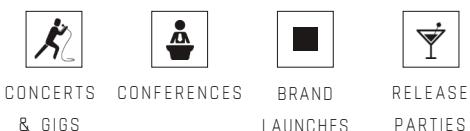
BRAND

The website and brand design has created a core symbol, around the image of a handprint leaving its mark on the world, that acts as the unifying brand for all the young volunteers that are part of The Youth Project organisation. Our market positioning tasks, and user-testing feedback, has both established the organisation's values and informed the current brand.



EVENTS

TYP required a wide range of event organisation, including local discussion groups, large regional charity drives and nationwide talent show competitions - to name a few. Mapogo were responsible for all elements involved: location scouting, budget allocation, catering, health, safety and security and all media elements (filming, editing, etc). Our team's versatility and vast experience was utilised from ideation through to on-the-day execution.





the youth project



TECH

The website solution integrates an online recruitment portal for volunteers, information about existing projects and future events, while displaying the youthful and inclusive brand developed for TYP. In addition, data on interaction and engagement with the website and social media has been used to inform future marketing decisions, such as search optimisation and sponsored advertisement.



WEBSITE DEVELOPMENT NATIVE APPS E-COMMERCE UI/UX

MEDIA

As a grass-roots, non-profit charity organisation, most of whom's work was conducted in-person, media became a tool for marketing and brand exposure, rather than a core element of the organisation's mission statement. Therefore, our in-house production team worked to record events and projects, while producing trailers and other marketing content, used on the social media platforms launched.



MUSIC
AUDIO &
VIDEOS



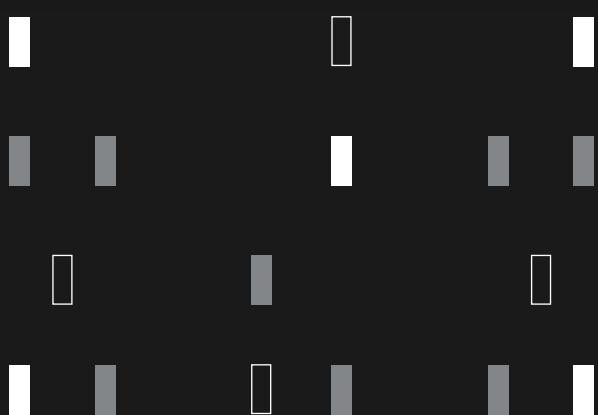
DOCUMENTARIES
& FILMS



MOTION
GRAPHICS &
ANIMATION



PHOTOGRAPHY



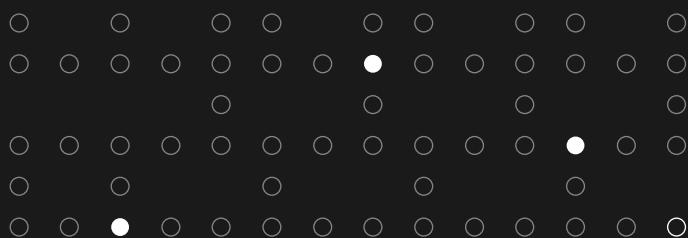
WORK

3 BRYAN ADAMS LIVE CONCERT

PROJECT INFORMATION



In October 2018, we had an opportunity to be a part of making history when we co-produced the Bryan Adams stadium show in Ahmedabad, India. In addition to organising the tour date, we also curated a special opening set for our artists, Abi Sampa and Rushil. 35,000 people packed out the Sardar Patel stadium for the first ever international live show the state has ever seen. Specific emphasis was placed on visual production for the event and recording of the concert performances, to be used for marketing purposes.



BRAND

The branding was a key part of this project. Imagine a state where very few people speak English and the only music they know is Bollywood. We had to first educate everyone about who Bryan Adams is before the tickets could even be sold - through effective promotion working with local vendors and through physical advertisement that sold the global appeal of the performers.



VISUAL
DESIGN



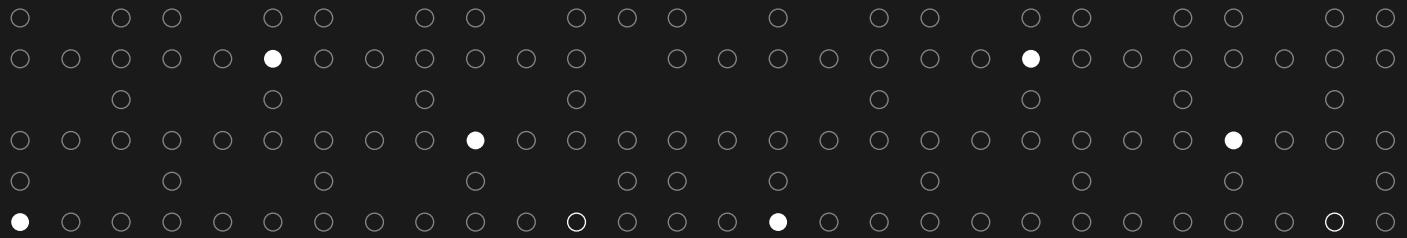
ACTIVATION
EVENTS



SOCIAL
MEDIA
MANAGEMENT



STUDIO



EVENTS

Unlike other events and stadium shows that we have done, this event required a completely new direction. We used pre-event activations in order to keep people engaged throughout the build-up to the show and to boost the brand power. The management and production of the event on the day was smooth, with several members of our team travelling to India to ensure logistics were handled properly. It went down as one of the most successful events in the history of the state.



HEALTH, SAFETY
& SECURITY



MERCHANDISE
& TICKETS



LIGHTING &
SOUND

MEDIA

Media was the key tool for us when carrying out this project. We had a strong film crew and creative team with us from day one that heavily informed the production process, given the emphasis on visually-producing the performance in a manner that fit their artistic vision for the video production element. We knew the show had to be visually enticing and something extremely memorable and the performance was received as such.



MUSIC
AUDIO &
VIDEOS



DOCUMENTARIES
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