

# 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.



LOGO



WEBSITE



USER

RESEARCH  
& TESTING



VISUAL

DESIGN



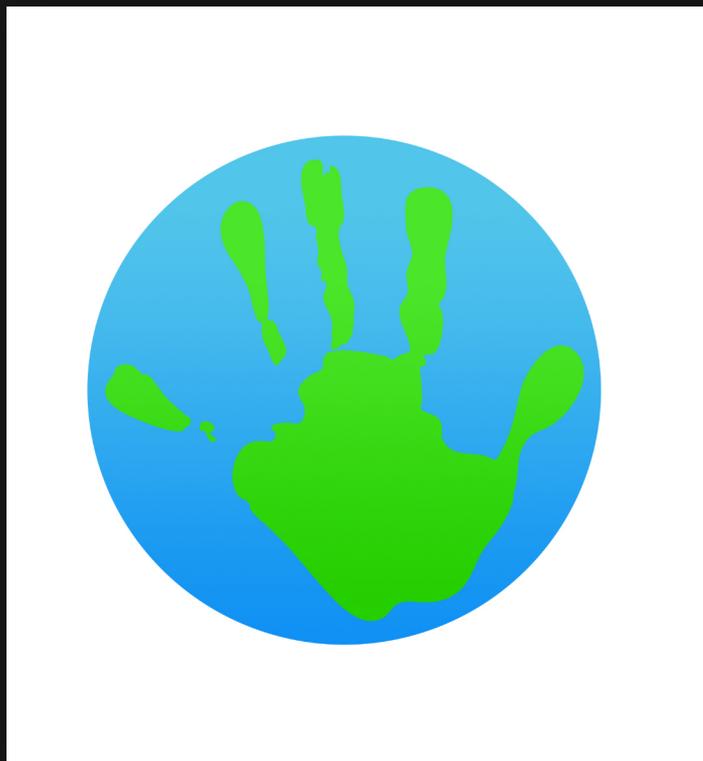
MARKET

POSITION



SOCIAL

MEDIA  
MANAGEMENT



### 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.



CONCERTS  
& GIGS



CONFERENCES

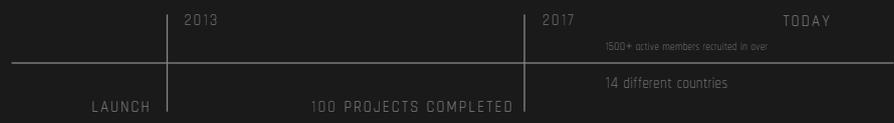


BRAND  
LAUNCHES



RELEASE  
PARTIES





# 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

