

THE
**UNFAIR
ADVANTAGE**

@THETILTEFFECT

TILT

AN INTRODUCTION

WE CREATE MAGNETIC BRANDED CONTENT

Always optimised for social.

Often amplified by influencers.



MAXIMISING INFLUENCE



BESPOKE SELECTION

Sometimes higher-end celebrities and trend-setters, sometimes micro influencers, depending on the objectives and budget of the campaign.

NO PAID-PER-POST

Influencers are embedded into the fabric of the campaign, to avoid loss of authenticity (paid-per-post model). We prefer paid-to-play.



BOITY THULO



DONOVAN GOLIATH



NOMUZI MABENA



TRESOR



ROXY BURGER



MAPS MAPONYANE

MAXIMISING INFLUENCE



WTF CONTENT

Creating concepts and content that ambassadors and influencers want to be part of, rather than ones that they have been part of several times before.

METRICS

100% transparency on follower bases and market rates achieved per post (industry standard model).

Full reporting during and after the campaign.



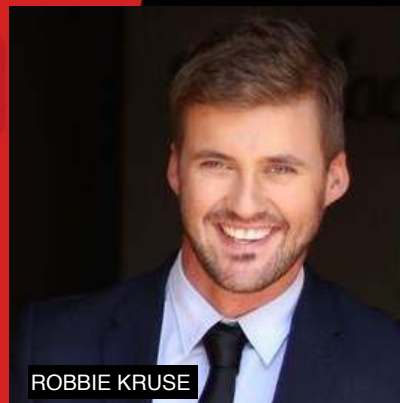
ZURAIDA JARDINE



TAKKIES & CHRIS



CHRIS JAFTHA



ROBBIE KRUSE



KATLEGO MOHOADUBA



ALEX CAIGE

WHAT WE CREATE

GET SEEN. CONNECT.

We create content built for social media: the right duration, the right style, the right format...it's an attention game, so you have to connect quickly with the right content transmitted the right way.

CONTENT FORMATS INCLUDE:

- Video
- Audio & podcasts
- GIFs & animations
- Stills photography
- Experiential
- Infographics
- Written word



INFLUENCERS & AMPLIFICATION



VIDEO



GRAPHICS



PHOTOGRAPHY



PODCASTS



EXPERIENTIAL

SOME OF OUR
CLIENTS

ESTÉE
LAUDER



acer



MAC



SONY MUSIC



OUR WORK
TRENDS





#BLACK PANTHER CHALLENGE SA



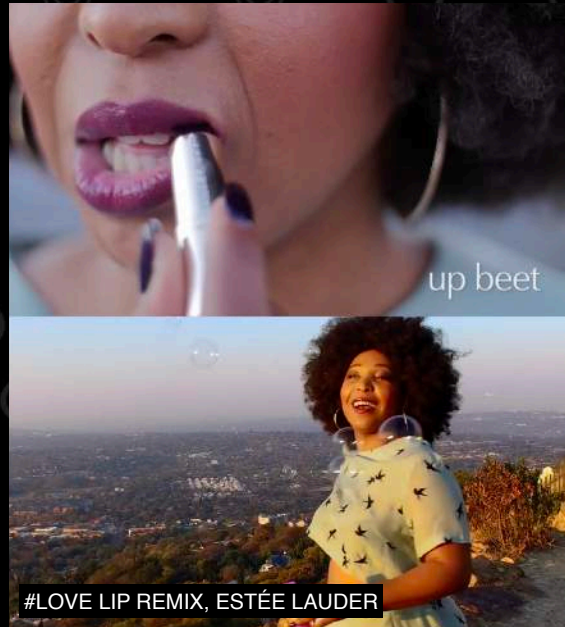
#BLACK PANTHER CHALLENGE SA



#IMPACT AFRICA 2018



#I AM IT



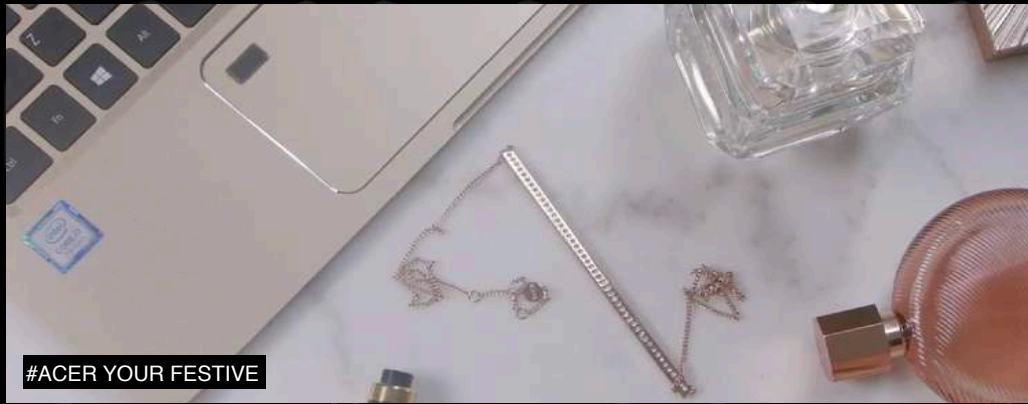
#LOVE LIP REMIX, ESTÉE LAUDER



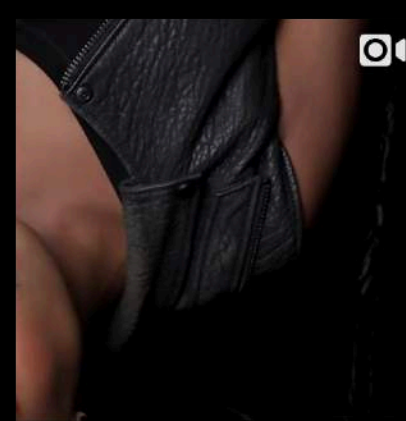
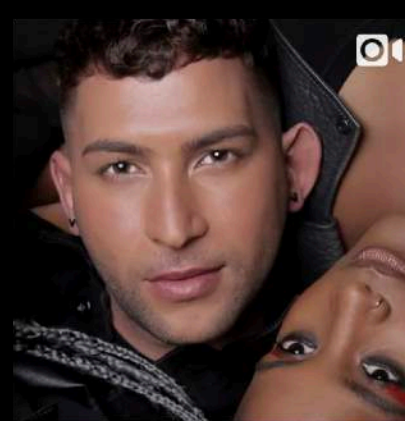
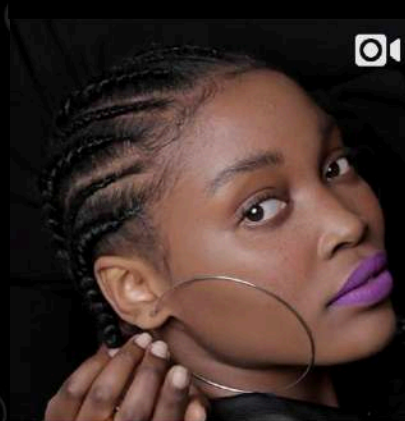
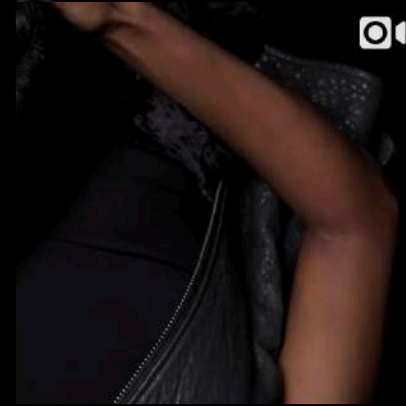
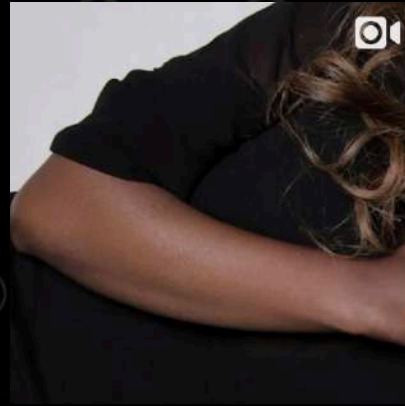
#BUSINESS IS AN ADVENTURE



#BUSINESS IS AN ADVENTURE



Full video?
Link in post



GET THE UNFAIR ADVANTAGE

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We look forward to presenting to you in person!



@thetilt effect

