



MARKETING
AGENCY

COMPANY PROFILE

**ADAPT.
CONNECT.
GROW.**

GET IN TOUCH WITH US:

office@inthelupe.co.za
+27 65 654 6467



CONTENTS

EXECUTIVE SUMMARY	1
BRANDING & ACTIVATION MANAGEMENT	2
PROMOTIONAL MARKETING SOLUTIONS	3
DIGITAL MARKETING SOLUTIONS	3
ITL EVENT CATERING	4
GRAPHICS & DESIGN SERVICES	6
SPORTING GOODS SERVICES	7
MEET THE TEAM	8
CONTACT US	9

WE ARE IN THE LUPE

We are a full service brand marketing agency based in Cape Town, South Africa. We consider ourselves as your partner who makes things happen. Our service offering is broad & dynamic and our team is experienced & vibrant, ensuring we are as effective for your business as possible.

We have consistently made it our mission to provide memorable and efficient client deliverables that promote quality, reliability, and excellence in our service offering. We view every client as a long-term partnership that we remain dedicated to. We have worked with many blue-chip companies and take pride in the formidable relationships we have built with each and every one of them.

We eliminate the fuss and confusion of using multiple service providers with clarity and direction. Our vision is to be a turn-key marketing agency that delivers on great branding and marketing experiences, that exceeds our client's requirements and in turn brings about our own growth. And our philosophy is straight forward:



"Only by the growth of our clients will we have succeeded."

Luke Petersen
Managing Director



BRANDING & ACTIVATIONS

We believe all branding collateral and activations focuses on ways to be memorable and align with your audience. Our experience helps you identify the areas and products which will have the most impact while delivering on an experience which helps you connect.

SERVICES AVAILABLE:

- Indoor & outdoor signage displays
- Exhibition structures
- Brand activations
- Printing

PROMOTIONAL MARKETING

Promotional products need to be meaningful and useful. Work with our experienced team to determine the best promotional products for your marketing activities. With a new macro focus on eco and sustainability we have a large variety of gifting and clothing to bring your brand to life and to do it the right way.

SERVICES AVAILABLE:

- Corporate & eco-friendly gifting
- Exhibition structures
- Headwear
- Custom packaging



DIGITAL MARKETING

With a deep understanding of marketing, graphic design and web development we combine these skills to offer our clients a cutting edge solution to help get their business online. Over time, the digital landscape has transformed, and the way

SERVICES AVAILABLE:

- Social Media Management & Advertising
- Web Development & Management
- E-Commerce Development

businesses use online technology has changed. ITL has also evolved, acquiring new skills, promoting new products and continuing to provide cutting-edge web design, and ecommerce solutions to our clients.



ITL CATERING

WHAT EVENTS DO WE CATER?

- Corporate Functions
- Staff & Office Lunches
- Buffets & Event Catering

ITL Catering aims to deliver memorable catering experiences directly to your business or your event. With an off site kitchen based in Sea Point, Cape Town and with multiple successful catering events under the belt, we know exactly what Cape Town wants to eat.



Our catering is designed to excite your guests and create a great impression. Our menus range from budget through to premium and cover breakfasts, snacks and working lunches, finger food, canapes & events, buffets, and spit braais. As special dietary requirements we offer vegan, and vegetarian options built-in as a standard part in the menu.



2022

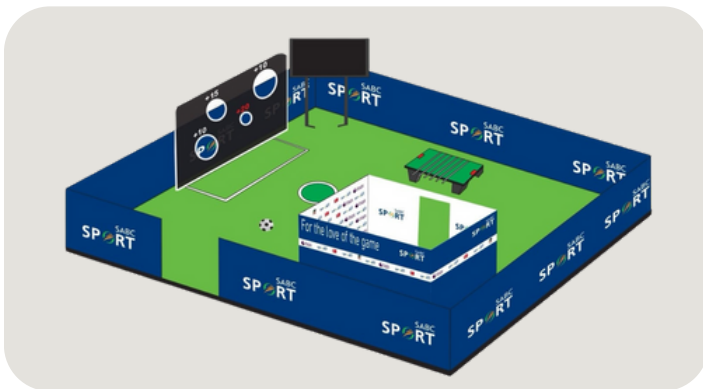
RUGBY
WORLD CUP
SEVENS
SOUTH AFRICA 2022

GRAPHICS & DESIGN

Graphic design is more than just creating a logo and every agency has a different way of going about it. We tailor each project by working closely with our clients to fully understand the scale of their project and plot an efficient process to understand their needs.

DESIGN SERVICES AVAILABLE:

- Print material
- Logo design
- Renders
- Custom branding & products



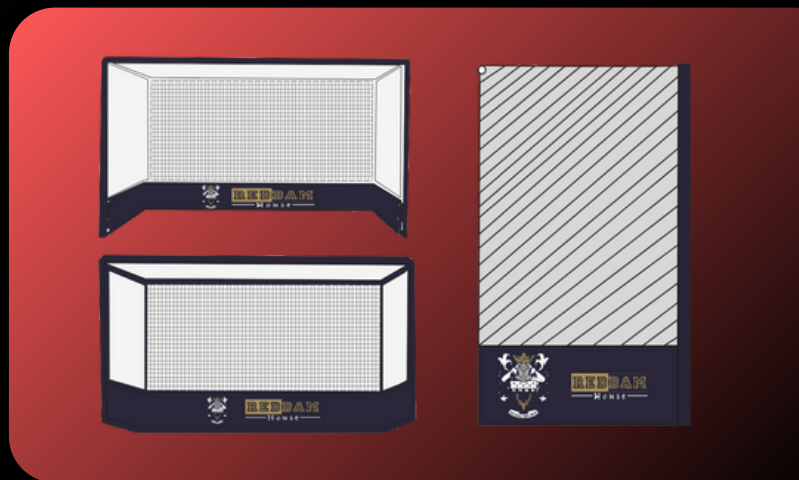
SPORTING GOODS SUPPLIER

With extensive experience in sporting goods supplies and the ability to brand sports products makes us the right choice for you.

ITL has put together many innovative ways to enhance your sporting equipment, from custom branded hockey poles and ball bags to bespoke branded water polo goals. Talk to us, and stay in the loop on the latest trends

SERVICES AVAILABLE:

- Sports equipment
- Sports branded goods
- Sports merchandise
- Field branding and marking
- Custom sporting manufacturing



OUR TEAM

Being an events & marketing agency, our people & partners are our greatest asset! The nature of our work is all about collaboration and really listening and understanding each other. We pride ourselves on the high trust, extreme value each party brings and solid respect we have for each other. We're devoted to delivering measurable results for every client we work with.



Luke Petersen
MANAGING DIRECTOR



Jayde Petersen
ADMINISTRATIVE DIRECTOR



Lee Joseph
BUSINESS DEVELOPMENT
MANAGER



Denver Trew
OPERATIONS &
ACTIVATIONS MANAGER



Jean-Pierre Gair
GRAPHIC DESIGNER



Saarah Sadan
OFFICE ADMINISTRATOR



Nafees Jonatan
BRANDING & LOGISTICS
COORDINATOR



MARKETING
AGENCY

ADAPT. CONNECT. GROW.

INTERESTED IN CONNECTING?



As this is only a brief outline of our service offering.
Do not hesitate to contact us for more information.



Unit 002, The Annex Masons Press
7 Ravenscraig Road,
Woodstock, Cape Town
7460
South Africa



office@inthelupe.co.za /
luke@inthelupe.co.za



+27 65 654 6467 /
+27 82 449 9550



www.inthelupe.co.za

FOLLOW US ON OUR SOCIALS:



@inthelupe_rsa



@In The Lupe