







ABOUT DINCEBASE CULTURE

Dince brothers, completely born and bred in the roots of South Africa, we represent unity, family values and true South African entrepreneur culture. Our Vibrant approach in the Business sector warrants and gives us leverage to engage with the targeted market that benefits both economic growth and sustainable development for all stakeholders.

Our collective experience from the corporate world(FMCG) gives us an advantage on why clients should consider our services. This expertise includes sales, marketing, brand development, event management and video production.

ABOUT DINCEBASE

Dince Base is an organization based in Gauteng and with offices in Mafikeng North West. Dince Base was established in 2008 and wholly owned by young, dynamic and vibrant black individuals.

The company offers services such as Lifestyle Events Management, Promotions, Branding and Distribution.

Client: Bunnahabhain

Work: Brand activation for a world renowned single malt whisky. This included roping in our promoters, a small intimate tasting session for a few people and an intimate event.

ABOUT MANAGEMENT

Lebogang Dince

Area of Expertise: Creative and Events

Management, Branding, Distribution and Events.

Industry: FMCG

Years of Experience: 9

Companies: SAB (Castle Lite) - Senior Events Promoter,

J Melnick Inspiring Brands Redbull&Lindt - Sales Engineer

Philip Morris - Trade Development Representative

Qualifications: National Certificate Events Management

Bakang Dince

Area of Expertise: PR, Branding, Sales and Marketing

Industry: FMCG

Years of Experience: 8

Companies: The Real Great Brand Company

(Hennessy & Jack Daniels, Moet)

Pioneer Foods

(Pepsi, Ceres and Sasko)

Qualifications: National Certificate in Marketing Management and

Customer Relation







MISSION

Dince Base's mission is to elevate and set the benchmark of the overall standard of Brand Development by providing the best solution.

VISION

Dince base aims to be the best entertainment and brand solution company across and beyond.

WHY DINCEBASE

We offer exclusive quality events to clients, which can allow them to communicate the company successes and future endeavors on a more relaxed and "outside the office environment" and we pride ourselves by putting our client's needs first and providing event experiences that communicate CLASS, CONCEPT, LIFESTYLE, SOPHISTICATION and FUN which separates us from the rest of the competition.

:Client: ABSA

Work: Brand activation for a new bankingbranch opening in Centurion area. The campaign required us to engage withclients and educate them on differentbaking packages available at the branch.









OUR SERVICES

We coordinate, manage and facilitate events, brand activation campaigns and promotions. We are have a marketing division that concentrate on different campaigns that we engage in on behalf of our clients.

1.1 BRAND DEVELOPMENT

Our team develop feasible brand development strategies that encompass relevant marketing functions to ensure success of every campaign we embark on. These functions include brand awareness campaigns, brand activations, printing of branded material for current campaigns, design of relevant and specific branding material (i.e flyers banners, websites) and coodinated social media campaigns.

1.2 PROMOTIONS

We have both female and male well trained promoters, which are sales driven, presentable and very passionate about below the line marketing. They assist with product visibility, sales and distribution for tasks required by the client in helping sell and mobilize their brand.

The hours worked by the promoters are according to those required by the client. The promoters are booked a week before the event for proper product training and their availability.

Client: Glenmorangie

Work: Brand activation campaign targeted at whisky lovers who were exposed to the brand. We had a tasting experience and our promoters were engaging attendees on their experience.







1.3 GALA FUNCTIONS

Our Gala Functions are prepared with a lot of sophistication having the best décor, entertainment and relevant speakers or MC's in mind.

We have a dedicated team that plans the gala according to the client's theme, choice of music and desired venue. We assist in creating the most memorable and successful gala events. We strive for client satisfaction by adhering to requirements or give advice when required.

1.4 LAUNCHES & SOCIAL EVENTS

The idea here is to host fresh, never seen before memorable events and render a service that communicates the premium lifestyle that will stick in the consumer's mind for a long time.

This is done by using the below-the-line-advertising i.e. flyers, banners, bulk messages & emails and social networking such as facebook & twitter.

1.5 EVENTS DECOR

The décor is done according to the client's theme or requirements and we assure you that our work and your function will be of the highest and most elegant standard. We also offers the delivery and collection of the equipment and set up at the venue if requested by the clients.

Client: Vodacom

Work: A brand activation campaign that was held in different regions around the country. We held competitions, engaged the market on new packages available from our clientand had an event at the end of the day.









Closing

Besides our management team, Bakang and Lebogang, who between them possess more than 15yrs of experience in the FMCG industry, we also have a dedicated team that is driven by passion and professionalism.

Our objective is to ensure:

- Client satisfaction
- Creative execution of clients requirements and needs
- Innovative ways of conveying the message to the target market
- Delivery of effective communication campaigns
- Succesful events delivered by us on behalf of our clients

Some of the brands and companies we worked with

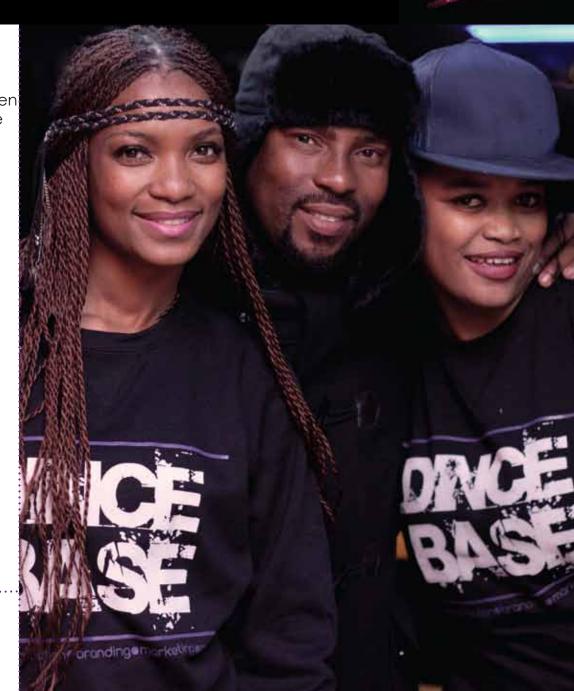
SAB Vodacom,
Absa Jungle Oats
Bunahabhain Bisquit Cognac
Belvedere Vodka Jack Daniels

Southern Comfort Sanas

Samplex Yourself management

Dep. of Enviromental Affairs University of Johannesburg Tshwane University of Technology Lejweleputswa Municipality

THANK YOU...





CONTACT DETAILS

PR & Marketing Bakang Dince

Cell: +27 (0) 83 668 9959

Events Management Lebogang Dince Cell: +27 (0) 82 966 2641

Tel: 012 771 6096

Address: No 53 El Prado, cnrRantkant and Bultaf Street, Centurion 0157