



## Company Profile

**CREATIVE COLLECTIVE** is dedicated to supplying clients with the best eventing solutions South Africa has to offer. Our aim is to find the perfect solution for you; from entertainers, musicians, performers, promoters, décor & more to suit your event needs and budget. We go all out to source & manage these features & we do this with passion & absolute dedication.

Passionate  
'YouNique'  
Dedicated

**CREATIVE COLLECTIVE** has had tremendous success since 2007 supplying customized eventing solutions, entertainment, industrial theatre, promoters as well as kiddies events, entertainment & play parks to clients across South Africa. Client relationships are of the utmost importance to us & we always go the extra mile to ensure a memorable experience for both you & your guests / the public.

# Our 'YouNique' Difference

A Quantum leap ahead



More than 10 years in the entertainment & performance industry

A Perceptive Approach

Creative & 'YouNique' Concepts

A passion for excellence

Meticulous attention to detail

A collective of creatives with soul

'Going the extra mile'

Driven by Enthusiasm, Professionalism & Precision

Experiential marketing through entertainment

to create brand immersion

# 360° Eventing Solutions

Our 'YouNiqueness' is a reflection of the soul we put into our work

## Creative Entertainment

- Artists
- Entertainers
- Musicians
- Performers
- Performances
- Shows

## Creative Kids

- Play Space Design & Development
- Temporary Drop off zones
- Entertainers & Edutainment
- Entertainment equipment supplier
- Educational Toys

## Creative Decor

- Stretch Cloth Decor
- Christmas & Seasonal Decor
- Installations

## Performances

## Shows

## Creative Promotions

- Promoters
- Brand Ambassadors
- Launches
- Merchandising

## Creative Mascots

- Mascot Design & Development
- Mascot Manufacturing
- Mascot Performers
- Mascot Launch Shows
- Mascot Suit Upkeep

## Industrial Theatre

# Creative Entertainment

**CREATIVE COLLECTIVE** is a quantum leap ahead in supplying functions, of any size or budget, with the best entertainment. Our aim is to find the perfect musicians, artists, performers & entertainers to bring 'magic' to your event.



From top international artists to local up & coming performers ... from unique customized shows to mind blowing stage acts, we have a solution to suit you. With more than 10 years experience in the theatre & dance world, Maia Jordaan has an eye for the unusual. She instinctively knows what will work best for your function. Her theatre making experience ensures a complete solution from concept right through to final performance.

# Creative Kids

At Creative Collective we endorse imaginative, creative & active play in fantastical environments

**CREATIVE COLLECTIVE** has created various kids entertainment solutions for clients. Starting in 2002 with the fantastical stage production of "Twelve dancing Princesses" for Rhodes University & in 2008 with kiddies entertainment at various shopping centres across South Africa, we have the experience & the knowledge to ensure your kids event is in a league of its own.



**CREATIVE COLLECTIVE** has successfully coordinated kids events ranging from permanent play spaces, themed play parks, temporary drop off zones, entertainment for kids & supplying clients with educational toys, playground equipment & customized play items.

# Creative Mascots

CREATIVE COLLECTIVE mascot programs are supported by good looking & moving costumes, skilled & entertaining performers, supportive & creative administration to ensure the success of your mascot program!



CREATIVE COLLECTIVE mascot services include:

- Concept Development
- Design
- Mascot Manufacturing
- Mascot Launch Events
- School Road Shows
- Character Development
- Sourcing & Auditioning Performers
- Performer Specific Mascots
- Costume Maintenance & Cleaning
- Storage
- Mascot Management & Administration
- Mascot & Character Appearances & Rentals (Easter Bunnies, Santa, etc)

Please request a mascot profile for more information

# Creative Play Spaces

“Play is the only way the highest intelligence of humankind can unfold.” Joseph Chilton

We believe that play environments should be beautiful, individually designed, should please & stimulate the senses & be sources of delight and surprise. Nothing less will do.

We propose a more imaginative approach to the creation of play spaces, based on the needs & wishes of children.



Quality play environments are those that offer children & young people opportunities to engage with their natural surroundings, be sociable & solitary, create imaginary worlds, test boundaries, construct & alter their surroundings, experience change & continuity & take acceptable levels of risk.

Please request a play space profile for more information

# Creative Promotions

**CREATIVE COLLECTIVE** offers various aspects to assist with your promotion from complete promotion management to select services as per client requirements. We have a large database of promoters, performers & models to ensure each promoter is suited to the look & feel of your campaign. All promoters are screened & trained prior to placement to ensure your peace of mind.



**CREATIVE COLLECTIVE** promotional services include:

- Concept Development
- Creative Execution & Management
- Promoters / Brand Ambassadors
- Brand Ambassador Uniforms
- Promotional Gifts & Merchandising

# Launches & Promotions

Past launches & Promotions include:

Ster Kinekor Launch with Moodswing Jazz Band.

“Win a Trip to a Cow Country” Competition Launch with Brumilda Van Rensburg as MC.

Monthly street activations for Irene Village Mall, with promoters dressed fashionably according to the centre’s “high street fashion” focus.



Butler Bathroom Launch at Irene Village Mall

Nu Metro Monthly “Ladies Night Out” Promotion

Grahamstown Town square street theatre Aids Awareness Campaign with giant puppets.

ACSA 2009 & 2010 Easter Campaign

Dentyne in-centre promotion

Oral-B in-store promotion

LCC Wholesalers Promotion

# Creative Decor

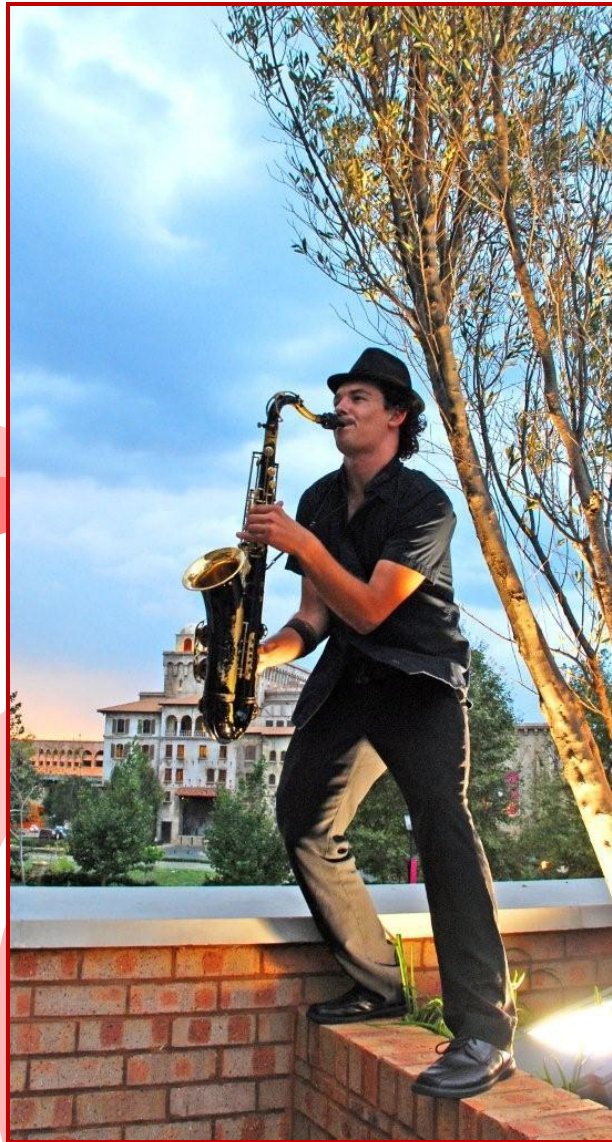
**CREATIVE COLLECTIVE** offers various decor solutions from stretch cloth to customized solutions, installations & seasonal décor. Our aim is to create an immersive space where an ordinary space is transformed into another realm through creative applications.



**CREATIVE COLLECTIVE** décor solutions include:

- Themed decor
- Stretch Cloth
- Plants
- Backdrops
- Balloons
- Draping
- Seasonal Décor such as Christmas, Easter, Halloween, etc.
- Supportive Lighting applications to further strengthen the look & feel

# Live Music



**Creative Collective** boasts a wide variety of musicians performing different genres.

From Gypsy Jazz to Tango, Latin American, Cabaret, French, Italian, Greek, Moroccan, Middle Eastern, Jazz, Flamenco, Classical right through to contemporary. We have various solos, duos, trios, quartets, ensembles & full bands / orchestras available on request.

We offer background music, live music to set the mood, shows, top national & international artists & various more as per your requests.

Please request an Entertainment options document for more information.

# Entertainers



**Creative Collective** offers a wide variety of entertainers:

- Stilt Walkers
- Unicyclists
- Jugglers
- Balloon Sculptors
- Face & Body Painters
- Magicians
- Clowns
- Fire Dancers & Performers
- Dancers
- Strength Performers
- Acrobats & Aerialists
- Roaming Characters (themed)
- Statues
- Storytellers
- Puppeteers
- Shadow Theatre
- Mime Artists

Please request an entertainment options document for more information

# Dance



**Creative Collective** offers a wide variety of dance styles & dancers:

- Corporate Show Dancers
- Contemporary Dance
- Physical Theatre
- Tango
- Latin American
- Salsa
- Spanish / Flamenco
- Belly Dancing
- Tap Dancing
- Hip Hop
- Pantsulu
- Kwaito
- Traditional African Dance
- Gumboot Dancing
- Capoeira
- Parkour
- Ballet
- Themed Dance (Cowboy, Medieval, etc)
- Ribbon Dance

Please request an entertainment options document for more information

# Artists

**Creative Collective** collaborates with some of South Africa's top fine & digital artists ... Such as Nigel Mullins, Tanya Poole, Leigh Voigt & more.



# Audio Visual Solutions

**CREATIVE COLLECTIVE** offers various audio visual solutions. Effective lighting & sound solutions has the potential to transform any space into a magical place to create effective experiential marketing solutions, improve on the general look & feel of the event.



# Creative Collective

Creative Collective points to the process of creative collaboration that takes place between the client, the company and the artists involved. It is a process of synergy where the sum is more than its parts and where we focus on enhancing your brief with our ingenious concepts and the talent of our artists.

## Memorable experiences

Through the process of creative collaboration and with over ten years experience in contemporary performance, Maia Jordaan will lead the client not only to obtain their goals and objectives, but also to think out of the box to ensure memorable & 'YouNique' events, entertainment & performances.

## Themed Entertainment

An entertainment theme holds the entertainment together through the use of a concept. This concept is determined in collaboration with the client and is influenced by such aspects as the spacing / architecture (making the work site specific rather than merely placing it within a space), brand identity, the brief and the general look and feel. A perfect example is Irene Village Mall's "town square" feel. The architecture & branding influenced a **STREET ENTERTAINMENT** concept which is present in the planning and induction of all entertainment that takes place at this venue.

Please do not hesitate to contact Maia or Alan for any further information, to set up an appointment or to obtain a quotation.

# Creative Collective Clients



**Highveld Mall**

**Numetro**

## **Schools**

- Sunnyside Primary
- Sunsparrows Pre-Primary
- Tyger Valley College
- Springvale Primary School

**Crazy Chameleon**

**TNT Couriers**

**Nandos**

## **Primedia Lifestyle**

- ACSA
- Irene Village Mall
- Menlyn Park Shopping Centre
- Riverside Mall
- Vincent Park shopping Centre

**Ster Kinekor**



# Creative Collective Clients Cont.

**SUNSYSTEMS**

## **Liberty Life**

- Alberton City Mall

## **Coolcumba Communications**

- ITS
- Sun Systems

## **Braza**

## **Woodhill Golf Estate**

**ITS**  
holdings

## **EXP Agency**

- Dentyne
- Oral B
- LCC
- Stimorol

## **Tswane District Hospital (NGO)**

## **Horse Haven Riding School**

- Pony Parties

## **Midstream Estates**

## **City Lodge**

## **Growthpoint**

- Hatfield Plaza



# Client Comments

“Thanks for all your effort to date Maia! You really always go the extra mile – it is hard to find people who are so committed and passionate.”

**Menlyn Marketing  
Manager**

“Maia Jordaan is easy to work with and very professional in her work. She listens to the client needs and delivers solutions promptly and within budget. She always has good suggestions and definitely has knowledge of her market.”

**ITS Holdings Marketing  
Communications Consultant**

“Maia Jordaan from Creative Collective has been a great asset to our project. She is easy to work with, is open to new ideas, displays flexibility and creativity in the implementation of projects and ensures that her commitments are honored on time.”

**Clinical Head (ARV Clinic)  
Tshwane District Hospital**

“Creative Collective decorated our shopping centre & provided us with an innovative design that created a fresh, trendy and vibrant mood.”

**Midstream Estates**

# Client Comments Cont.

Dear Maia and Allan,

I need to express my sincerest gratitude towards Creative Collective for excellent service rendered through out December at O.R. Tambo, Cape Town and International Airports. The children's Play Parks that were designed, implemented and managed by Creative Collective was, as always the highest standard. Passengers, airport staff and ACSA were highly impressed and satisfied with the Play Parks, feedback were phenomenal! You make us shine and we will be forever thankful.

It is always reassuring to work with professionals such as yourselves as I can always count on and trust in professional and creative implementation of concepts and promotions. Even in previous experiences through out my shopping centre marketing career, I've always been able to count on the creativity and unique concepts delivered by Creative Collective.

It is always a pleasure working with you as one can always trust in timely delivery, effective reporting on results and insightful input into our promotions, campaigns and events. The time and effort that goes into projects can hardly go unnoticed, this is but one of the reasons why Creative Collective will always be one of my preferred suppliers.

Thank you once again, well done and keep up the great work.

27 January 2010

**O.R. Tambo International Airport Marketing Manager**



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TBC

**Creative Collective is a BEE Compliant Company (Level 4)**