

Making Connections

# tincan.

**CREDENTIALS 2024**

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**BIG CONNECTIONS. LITTLE CONNECTIONS.  
POWERFUL CONNECTIONS.  
ONE-OF-A-KIND CONNECTIONS.**

# WHO WE ARE

Tin Can PR is an independent PR agency based in Cape Town with a strategic, creative, original and connected approach.

We've been producing effective consumer and business campaigns for over two decades.

We utilise a tailored approach to tackle small and sublimely simple to large and ridiculously complex.

**Advertising is saying you're good. PR is getting someone else to say you're good.**





# HOW WE DO IT

**We're an agency that thinks differently about the way in which PR fits into the overall brand relations mix in the age of public relationships.**

Our team believes in integrated ideas, because the ideas business is about seizing the audience's imagination and making connections.

We have a long history of working with some of the world's biggest brands and deliver world-class editorial and news content while integrating all functions of PR.

We develop and execute integrated strategies across multiple disciplines including: PR, creative strategy, content marketing, influencer marketing, brand experiences and events.



**BIG CONNECTIONS**

**LITTLE CONNECTIONS**



**ONE-OF-A-KIND CONNECTIONS**

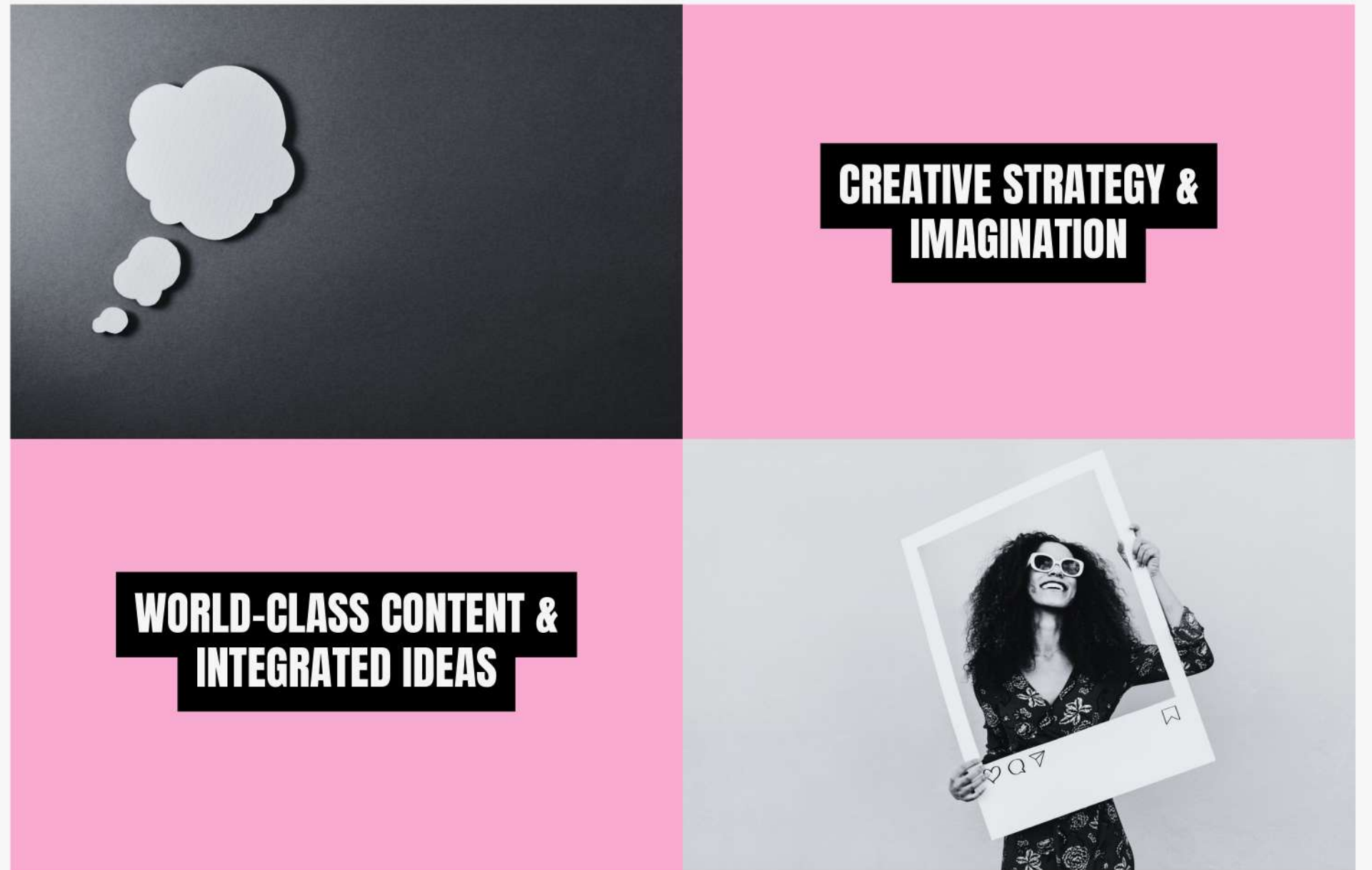
# THE WAY WE WORK

## WE HAVE AN ORIGINAL CONNECTED APPROACH.

With strong strategic leadership we immerse ourselves in our clients businesses.

We deliver world-class content, writing & thinking like journalists.

Why? Because the ideas business is about seizing the audiences imagination and making connections.







# WHY BOTHER?

**GOOD STORIES ENGAGE PEOPLE, GREAT STORIES HELP PEOPLE THINK, FEEL AND ACT - YOUR STORY IS CENTRAL TO YOUR BUSINESS NOT JUST THE MARKETING COMMUNICATIONS MIX.**

“

“If I was down to the last dollar of my marketing budget I’d spend it on PR!” - Bill Gates

”





# COLLABORATION

## **WE PLAY NICELY WITH OTHERS...**

We have a collaborative approach when delivering any campaign. Whether it's with clients, agencies, suppliers or the media.

We pride ourselves on this approach in order to amplify work and outputs in the best and biggest way to deliver connection.

We look at our clients as partners, friends and mentors, many of whom remain with us for no less than 3 years, with some for more than 7 years.



# SERVICES

We can strategically create and implement all PR outputs required to make connections.

We utilise a tailored approach from small and sublimely simple to large and ridiculously complex.

Everything from traditional PR, corporate communications, crisis comms, content creation, influencer campaigns and consumer experiences. Nothing is out of bounds and we're unafraid to take risks.







# 2023 IN NUMBERS



**SMALL CONNECTIONS**



**POWERFUL CONNECTIONS**



**700**

Pieces of content published.

**120**

Press releases written & distributed.



**HALF A BILLION**

Total people reached.



**42-MILLION**

People reached monthly.

**ONE OF A KIND CONNECTIONS**



**DON'T TAKE OUR WORD  
FOR IT...**

**WHAT PEOPLE SAY ABOUT WORKING WITH US.**



# WHAT THE MEDIA SAY...



**AMY-RAE RISPEL**  
**PRIMEDIA**

"When it comes to PR, Tin Can are a delight to deal with. For many of us working in the media, you want someone who is quick to respond, helpful, intelligent and most importantly creative and proactive with a brief.

You can trust Tin Can, their number is the one to have saved on speed dial - I highly recommend working with them."

**TANYA NEFDT**  
**ENCA + FEEL SA**

"Tin Can brings the gees! They're always willing to go the extra, even when it's not for their clients. Helpful, on the pulse and always available."

**GEORGINA CROUTH**  
**DAILY MAVERICK**

"Always helpful, always available and always relevant, what a pleasure to work with Tin Can."



# WHAT OUR CLIENTS SAY...

”

**RISHAAD HAJEE**  
PMI

“Tin Can has been an integral partner, enabling the organisation to achieve its communication goals for many years. I’ve appreciated their easygoing style, honest feedback and strategic guidance. They punch far above their weight.”

**GRANT PLEMING**  
THE RACKET CLUB

“We have partnered with Tin Can who have lead the execution for our PR requirements across our client stable. The results have been staggering, with KPI’s far surpassing before the end of the campaigns. They’re a breeze to work with, true team players! I would have no problem recommending them.”

**PEADAR HEGARTY**  
MARKETING CONSULTANT

“I have not encountered a better team, not just in the world of PR but in consumer engagement.”

# CLIENTS

WE'VE WORKED WITH JUST ABOUT EVERY INDUSTRY! FINANCIAL SERVICES, HEALTH, TRAVEL, LIFESTYLE, REGULATORY, CONSTRUCTION, LEGAL, FMCG, NGOS AND SOES. THESE ARE SOME OF OUR CURRENT CLIENTS...



OLIVER





# CASE STUDIES

**WORK WE ARE PROUD OF!**





## THE PROBLEM

The non-alcoholic spirits category is relatively new in SA. We needed to launch Lyre's a global non-alc spirits brand in SA without a big launch event or big budget.

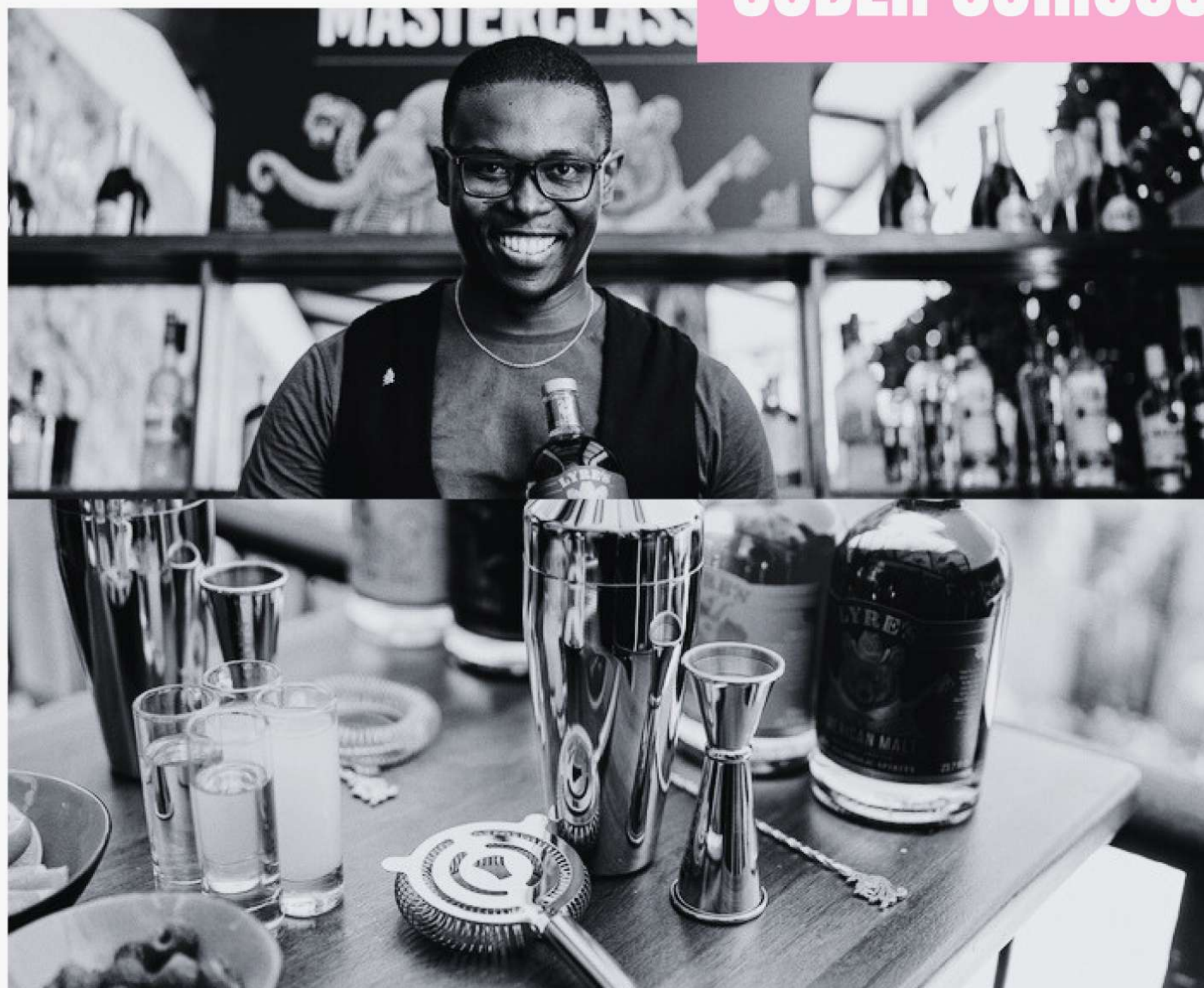
## THE TASK

We were tasked with building the category while profiling Lyre's as the world's most awarded non-alcoholic spirits brand.

## THE SOLUTION

We seeded content monthly to educate & grow the non-alcoholic category by focusing on new & unique angles while leveraging tactical observances.

**SOBER CURIOUS?**



**WE HOSTED MEDIA MASTERCLASSES AND ALONGSIDE THE EDITORIALS WE DELIVERED OVER 200 OF BOTTLES LYRE'S TO RADIO DJ'S AND JOURNALISTS DURING TACTICAL OBSERVANCE DAYS. WE ACHIEVED 106 PUBLISHED ARTICLES OVER THE 8 MONTH CAMPAIGN PERIOD WITH AN EARNED MEDIA VALUE OF OVER R4.2 MILLION AND A REACH OF OVER 51 MILLION. FOR THE CAMPAIGN PERIOD LYRE'S OWNED THE SOBER CURIOUS SPACE WHICH RESULTED IN KEY LISTINGS AT RETAIL OUTLETS FOR THE BRAND.**





## THE PROBLEM

We needed to position Toys R Us at the forefront of the barbie conversation in South Africa as well as reach the kids and kidult market with the collectible Barbie offering from Toys R Us.

## THE TASK

We leveraged the sales figures of Barbie over opening weekend at Toys R Us to place the brand amidst the conversation.

## THE SOLUTION

We leveraged the sales figures of Barbie over opening box office weekend at Toys R Us to place the brand top of the conversation.

IN JUST 2 DAYS WE ACHIEVED A VOLUME OF 65 PIECES OF COVERAGE BOTH LOCALLY AND GLOBALLY WITH OVER 168-MILLION REACH.



## THE PROBLEM

Many South African's were impacted by the economic fall-out caused by the COVID-19 pandemic. Ladles of Love had been providing meals to those in need and donor fatigue was setting in.

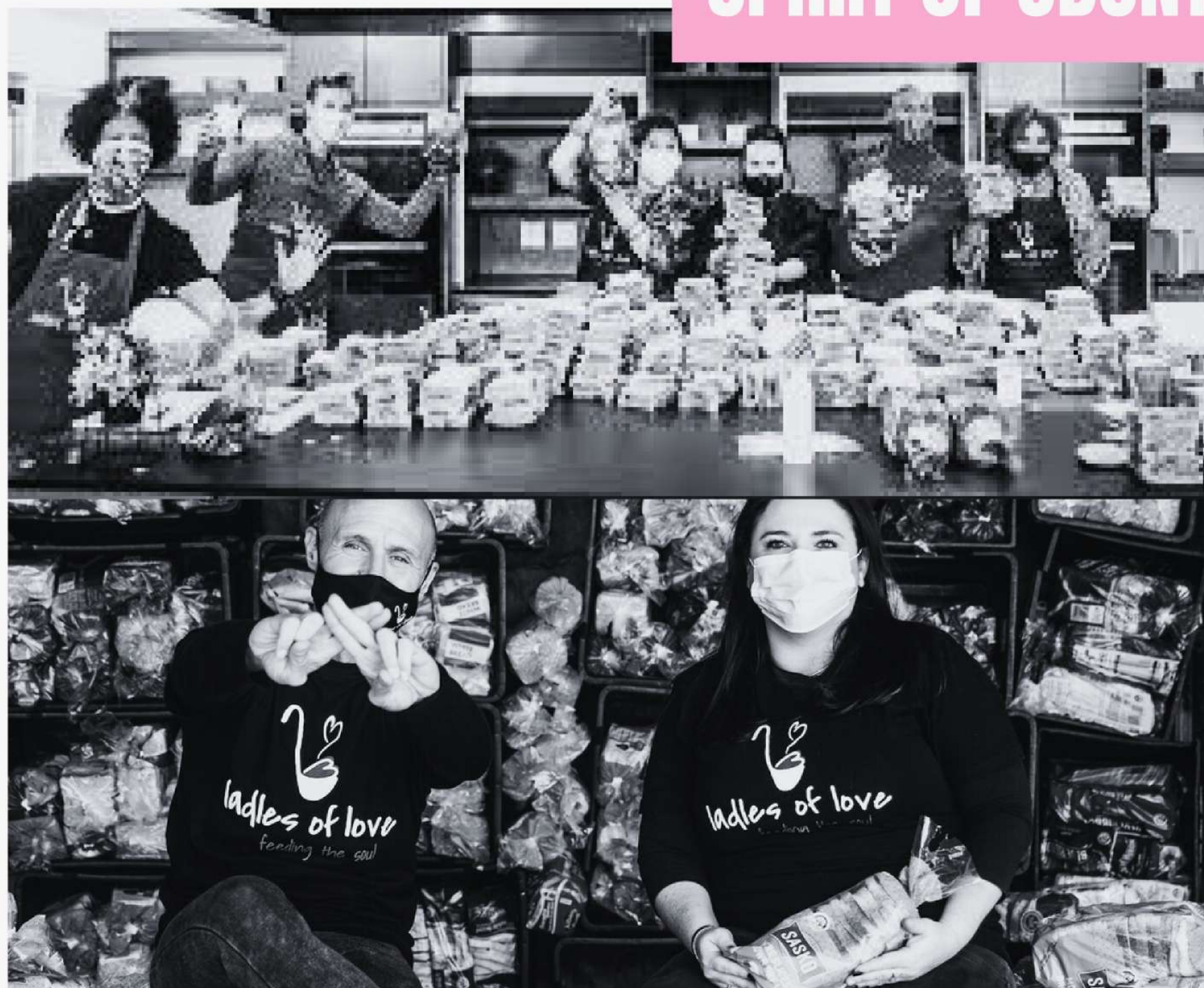
## THE TASK

We were tasked with coming up with a mass participation activation that would see people being able to get involved in helping others from home.

## THE SOLUTION

We set out to break the world record for the most sandwiches made in one hour.

## SPIRIT OF UBUNTU



ON MANDLEA DAY WE UTILISED THE LADLES OF LOVE SANDWICH HUBS ACROSS THE WESTERN CAPE WITH DONATIONS OF BREAD AND JAM FROM SAKSO & RHODES QUALITY AND BAGS FROM PICK N PAY, PEOPLE COULD REGISTER, COLLECT THEIR SANDWICH KITS AND JOIN THE LIVE ONLINE EVENT TO MAKE SANDWICHES IN 1 HOUR. 304,583 (BEATING RECORD OF 57,666) THOUSAND SANDWICHES WERE MADE, COLLECTED AND DISTRIBUTED ACROSS THE WESTERN CAPE IN THE SAME DAY. 68 MEDIA MENTIONS WITH A REACH OF OVER 15-MILLION WITH AN AVE VALUE OF R4.2-MILLION.





## SMOKE FREE FUTURE

### THE PROBLEM

In a highly regulated environment we needed to improve existing knowledge around the science & innovation of IQOS.

### THE TASK

We needed to increase awareness & understanding of IQOS to ensure every person leaving the event knew how IQOS changes everything.

### THE SOLUTION

We leveraged the global launch of IQOS 3 to amplify the the brand, benefits and new product offering in SA with an event that changed everything.

THE IQOS 3 WORLD PREMIERE WAS MORE THAN JUST A LAUNCH PARTY. IT WAS AN EVENT THAT TRANSLATED THE CONCEPT OF 'THIS CHANGES EVERYTHING' INTO A LIVED EXPERIENCE. MEDIA FROM CT, JNB & DBN WERE INVITED & THEIR EXPERIENCE STARTED THE MOMENT THEY ARRIVED AT THE AIRPORT. WITH A KPI OF 100 MEDIA IN ATTENDANCE WE ACHIEVED THIS WITH OVER 105 MEDIA ATTENDING WITH A 98% ATTENDANCE FROM RSVPS. THE EVENT RESULTED IN COVERAGE WORTH OVER R2.2 MILLION WITH A REACH OF OVER 10.6 MILLION. THIS INCLUDED PRIMETIME RADIO & TV NEWS FEATURES, BUSINESS AND CONSUMER FEATURES.



## THE PROBLEM

SA has one of the highest reported rates of tuberculosis in the world, but health authorities are aiming to reduce its transmission.

## THE TASK

We were tasked with developing a strong PR campaign alongside the activations to encourage people to cough differently.

## THE SOLUTION

We decided to leverage TB Awareness month to profile the broader campaign. We did this alongside a strong newsworthy angle.

**HAYBO WENA**



**HAYBO  
WENA**

**THE PR RESULTED IN 7.8-MILLION PEOPLE BEING REACHED THROUGH RADIO, 92-MILLION THROUGH ONLINE AND PRINT MEDIA AND 21-MILLION PEOPLE THROUGH TV COVERAGE. IT WAS A PROJECT IN PARTNERSHIP WITH SAATCHI & SAATCHI AND REALISED BY GOOD BUSINESS WITH THE SUPPORT OF A GRANT FROM THE BILL & MELINDA GATES FOUNDATION (WHICH POST CAMPAIGN PROVIDED AN ADDITIONAL R7 MILLION TO THE CAUSE).**



**I PLAY  
FAIR  
SAY NO!  
TO DOPING**



## THE PROBLEM

Doping is rife in sport in SA. With relatively low awareness in the public conscience.

## THE TASK

We were tasked with coming up with a PR stunt that would create mass awareness of the 'I play fair. say no to doping' message while getting sportspeople to take the pledge.

## THE SOLUTION

We harnessed the participation of two formidable political opponents (Helen Zille & Fikile Mbalula) to come together while leveraging the context of a larger ethical message of 'playing fair.'

**SAY NO TO DOPING**

THE CAMPAIGN REACHED OVER 30-MILLION PEOPLE VIA PRIME TIME NEWS, TELEVISION, RADIO, PRINT AND ONLINE NEWS SITES MOST NOTABLY ATTAINING FRONT PAGE COVERAGE IN SUNDAY TIMES, CAPE ARGUS AND DAILY VOICE NEWSPAPERS.OVER 4,000 PLEDGES FROM SPORTSPEOPLE WERE RECEIVED.THE CAMPAIGN HAS BEEN LAUDED LOCALLY AND INTERNATIONALLY AS A PRIME EXAMPLE OF A HIGHLY EFFECTIVE ANTI-DOPING PR CAMPAIGN. THE CYCLE TOUR TRUST MAINTAINS THAT THIS WAS THE MOST SUCCESSFUL PROFILING OF THE TOUR TO DATE. THE CAMPAIGN WON A GOLD PRISM AWARD IN THE PUBLIC SECTOR CATEGORY.



## THE PROBLEM

In a saturated market where craft gin was all the rage, we had to launch a new SA gin to the local and global market.

## THE TASK

We were tasked with profiling the world's first truffle-infused gin, made in South Africa by KWV.

## THE SOLUTION

Media were invited to experience the product at a launch event which included a gallery exhibition with 4 artisans showcasing their search of the the Kalahari N'abbas.



## A TELLING TASTE

WITH NO ATL BUDGET FOR THE PRODUCT LAUNCH, THE PR WAS INSTRUMENTAL IN SHOWCASING THE PRODUCT ON A VARIETY OF NEWSPAPER FRONT PAGES, FULL PAGES IN MAGAZINES AS WELL AS BEING PROFILED IN GLOBAL PUBLICATIONS, RADIO AND TV. THE RESULT WAS THAT THE PRODUCT SOLD OUT IN 2 MONTHS, KWV ACHIEVING NUMEROUS RETAIL LISTINGS BOTH LOCALLY AND GLOBALLY. KWV HAVE STATED THAT THIS IS THEIR MOST SUCCESSFUL MARKETING EFFORT TO DATE.





**IF HE DIES, FRANK PAYS**

## THE PROBLEM

In the highly regulated and saturated market of direct insurance we needed to differentiate the product and drive talkability at launch. Notably, launching a direct brand in a traditional broker space.

## THE TASK

We were tasked with creating mass talkability while enabling the new brand to win early brand recognition and attain its business and communication objectives with a non-traditional approach.

## THE SOLUTION

Media were invited to witness the stunt activation, which took place at the CT Station in view from the launch venue where a press event was held: a tight-rope walker 'slack-lining' between two cranes. (If he died frank would pay).

OVER 30-MILLION PEOPLE WERE REACHED AT LAUNCH AND OVER R5-MILLION RAND IN COVERAGE WAS GENERATED FOR THE DAY OF LAUNCH INCLUDING COVERAGE ON PRIME TIME TV NEWS AND MENTIONS ACROSS ALL MAJOR RADIO STATIONS. THE LAUNCH EVENT ACHIEVED 71 PUBLISHED MENTIONS. FOLLOWING THE LAUNCH, FRANK.NET SOLD OVER R1-BILLION WORTH OF LIFE COVER IN ITS FIRST FOUR MONTHS OF OPERATION AND OVER R5-BILLION WITHIN THE 1ST YEAR OF OPERATION. THIS CAMPAIGN WON US A GOLD PRISM AWARD IN THE LAUNCH OF A NEW PRODUCT CATEGORY.



## THE PROBLEM

Hungry Lion was losing market share to KFC. They had spent a fortune on an ATL campaign (Lucky Bucket) but needed to get the brand profiled in the news.

## THE TASK

The brief was to create a mass participation event to generate maximum news coverage for the brand while leveraging their through-the-line campaign.

## THE SOLUTION

We invited all of CT to join us on Heritage Day to break the Guinness World Record for the largest serving of fried chicken.

65,000 PEOPLE ARRIVED AT THE EVENT ON HERITAGE DAY, WE BROKE THE CURRENT WORLD RECORD OF 1,076KG WITH A SERVING OF OVER 1.6 TONNES OF FREE CHICKEN SERVED TO PARTICIPANTS FROM A MEGA SIZED, FOUR METRE HIGH VERSION OF THE ICONIC HUNGRY LION PRIDE BUCKET, WHICH WAS SPECIALLY PRODUCED FOR THE GUINNESS WORLD RECORD ATTEMPT. THE NEWSWORTHINESS OF THE EVENT RESULTED IN R10-MILLION RAND IN COVERAGE IN ONE DAY, REACHING OVER 25-MILLION PEOPLE WITH THE BRAND EXPERIENCING MORE THAN 200% BRAND ENGAGEMENT AND DOUBLE-DIGITAL SALES GROWTH POST THE EVENT.



SHARE MORE

COMING TO YOU ON  
**GUINNESS WORLD  
RECORD FEAST**

**FREE**  
KING SIZED chicken

**MORE THAN  
1,1 TONNES  
WILL BE SERVED**

**HERITAGE DAY**

**September at 10**

**Promenade Mall, Mitchell**



**THANK YOU**

**FOR MAKING A CONNECTION.**

Have a message or question?  
Contact our management team.

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