



COMPANY PROFILE

SCARDMEDIA



Background



ScardMedia is a PR and Media company founded in 2016.

The creation of the company was inspired by a PR and Communication graduate Mr Giscard Ngwama from Vaal University Of Technology. The company has been involved with different projects throughout the country and some of these projects include:

- Corporate
- Social Development
- Community projects
- As well for small and medium enterprises.
- Media and
- Public Relations

Vision:

To expand our footprint in different African countries and provide several of our services to these countries while striving to create more jobs for African.

Mission

Our mission is to be one of a very respectful media and PR company in Africa.

ScardMedia is a growing PR and Media company with a South African and African Media perspective which we use to shape business landscape in the continent.

Public Relations is a field of study that brings government, business and people together hence we have experienced for the past years that PR and Media in Africa has a different meaning from one person to the other.

Our aim is to bring government, people and business altogether by using our absolute tools of Public Relations and Media combined.

We aim to be a company like any other company, however with a different work ethics, such good service deliver with honesty, integrity, loyalty, and strive to deliver always the best for each project we do.

ScardMedia as described by its founder (Giscard Ngwama) is a company with a vision and our vision is to bring job opportunities to many South Africans and become one of a well reputable PR and Media company in Africa with many branches operating while using the same method and system.

COMPANY INFORMATION



Registration no. 2018/235655/07

Established: 2018.

Corporate Addresses:

- Square, 21 Redruth St, New Redruth, Alberton
- 44 Stanley Ave, Braamfontein Werf, Johannesburg

Company Scope: PR, Media, Advertising, Marketing, Management

Contact details

Tel: 010 4471 290

Cell: 072 853 9207

Info@scardmedia.co.za

www.scardmedia.co.za

Bank Account:

SCARD MEDIA (PTY) LTD

First National Bank (FNB)

Account No. 6293042669

KEY DIRECTORS

Giscard Ngwama (Managing Director)

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Mbalenhle Vezi (Public Officer)

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David Makwatla (Sales & Marketing)

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- **Media relations Management**
 - **Local Community Radio Station services**
 - **Marketing**
 - **Advertising services and Billboards ad**
 - **Reputation and Brand management**
 - **PR consultation**
 - **CSI/ CSR Project management**
 - **Event planning**
 - **Research**
 - **Brand awareness campaign**
 - **IT Website Development**
 - **Social & NGOs Services**



SUCCESSFUL CAMPAIGN



Gauteng Summer Cup a Fashion show and Racing which was held in 2019 at Turffontein Racing Club stadium.

ScardMedia has provided media and marketing plan as a subcontractor to radio stations, print and street marketing campaign. Further than that ScardMedia supplied entertainment.

The event was a success as more young people appeared to love the event after the marketing campaign and the turnover was significant.



SABC High school Career Expo was an event that was hosted by SABC education and we were part of this event by coming on board to motivate the kids. by giving them advise on the media and PR industry

Hug A Baby Campaign was an awareness campaign that ScardMedia drove around Gauteng to bring awareness on abandoned babies on our streets. We were able to secure a slot at SABC News and other radio stations



Canabis Expo was an event to educate people about Canabis and the use of the product in a positive way. In this event we conducted interviews and collected data from exhibitors on the event which was a good media coverage for the event.

For More Please visit- www.scardmedia.co.za

SOME OF THE CLIENTS WE WORKED WITH



CASTLE KYALAMI



Clients' satisfaction

ScardMedia has delivered professional work to all business we have worked with and this has increased our referral system through the past year.

We have provided an excellence PR and Media services to past clients and this range from:

- Running a campaign through local radio stations.
- Marketing plan
- Events
- Workshops
- CSR programs... etc

We do not just do the work we create a business relationship that will last and benefits the client and ScardMedia. Our mandate is therefore customized in professionalism towards each client we do business with.

WE ARE A COMPANY THAT FOCUS ON SOUTH AFRICAN YOUTH WITH THE AIM OF EXPANDING OUR FOOTPRINT IN DIFFERENT AFRICAN COUNTRIES AND CREATE JOBS OPPORTUNITIES FOR YOUNG PEOPLE!