

A woman wearing a white beanie is shown in profile, working at a desk. She is surrounded by various design tools and papers, including a laptop, a ruler, and several sheets of paper with sketches and text. One prominent paper has the handwritten text "Let's Get it Done". The background is a bright, blurred outdoor scene, possibly a beach or a large body of water. The overall tone is professional and creative.

WE ARE
RealXposure...

We are a Design Agency



“
DREAMS
don't work
unless
YOU DO
”

WE'RE AN INDEPENDENT CREATIVE AGENCY.

We partner with brands and people that have the conviction to chase what could be. . . We create modern marketing solutions that move our clients into the future. How do we do it? By positioning ourselves at the cutting edge of our industry. By becoming masters of technology and creativity. And by adapting to change instead of avoiding it. We leverage our creative power and strategic marketing and advertising experience to demand results. We'll take pride in bringing measurable value to your brand by creating engaging, meaningful and memorable digital experiences. We're driven by the desire to create ideas that make brands more meaningful and profitable.

BEHIND THE magic

The agency was originally founded in 2002 by Natal-born advertising legend Brad Butler, virtually from scratch, and its subsequent success has established RealXposure as a force to be reckoned with in the Eastern Cape. Growing from strength to strength the RealXposure Group now offers an extensive range of marketing services beyond traditional advertising, having established a collection of partner companies including [Real Gifts](#), [Real Banners](#) and [Real Labels](#).



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We're a full service marketing agency utilising creative strategies and implementation of inspiring ideas. We identify your audience, define your marketing challenges and goals, and will develop strategic marketing initiatives to raise your bottom line.

”

BEHIND EVERY GREAT MAN

is a great crew!

As a group we enjoy what we do and it shows! Our fantastic team of creative individuals are always game for a new challenge. We are not scared to hit the ground running. We often make the extraordinary happen.



WHY US?

»» ATTENTION TO DETAIL

It's our attention to the small stuff, scheduling of timelines and keen project management that makes us stand out from the rest. We are creative, while keeping a close eye on the calendar and your budget.

»» A PLAN FOR SUCCESS

You want results. We have found that the best way to get them is with up front research – of your company, competitors, target market and customer psychographics. Only after we fully understand you and your customers, do we recommend a plan of attack.

»» CREATIVITY

We bring our diverse background of advertising, design, branding, public relations, research and strategic planning to work for your company. Not only will your materials look great – they will get results. Yes, we have won awards for our work. But we don't create concepts in a vacuum – they fit into the standards of your industry. And once we have a total picture of your company, its target audience and goals, we'll create a detailed plan – that also includes a commitment to stay on budget and on deadline.

»» EXPERTISE

RealXposure is comprised of specialists with corporate and agency experience that hail from various backgrounds. As such, we will never assign second-tier (or gasp! third tier!) support staff to any account.

»» PRICING

Our prices are competitive and fair. There are no surprise bills. Any unexpected or additional expenses must be pre-approved by you. That's how we would like to be treated, and that is how our clients are treated.

»» MEETING DEADLINES

We have been challenged with some of the tightest turnarounds in the business – and we've never missed a single one.

»» OUR LISTENING SKILLS

We take the time to listen to your needs and understand your business to ensure our design solutions will be effective. We believe listening is the foundation to the design process and the key to a successful partnership.

»» OUR EXPERIENCE

You'll have a veteran Creative Director and small team of experienced pros working on your account, not entry-level designers. We have more than 15 years experience in branding, print and web design.

»» OUR SIZE

We're a small design studio on purpose. Our goals are our clients' goals. Every business is important to us and we are focused on developing a successful marketing relationship with each one.

»» OUR RELATIONSHIPS

Throughout the years, we have developed great long-term relationships with many of our clients. In fact, several of our very first clients are still our clients to this day. We are humbled and honoured by this and work to create that kind of trust with each of our clients. We want to be a partner in the long-term growth and success of your business.

Work with us, and you'll work with **seasoned** professionals – vigilant of deadlines, and **committed to exceeding** client expectations.

Brands

WE'VE HELPED SUCCEED



JOHN DEERE



Our services INCLUDE



CREATIVE

- Ideas generation
- Creative Vision
- Art Direction
- Copywriting
- Marketing Campaigns
- Graphic Design
- Logo Development
- Brand Identity
- Packaging
- Corporate Identity
- Interface Design
- 3D Animation



STRATEGY & RESEARCH

- Research & Analytics
- Competitor Analysis
- Trend Reviews
- Online Audit
- Brand Evaluation
- Marketing Strategy
- Social Media & Content Strategy
- Digital Media Strategy
- Planning and buying Media



WEB DEVELOPMENT

- Hosting & Domain Registration
- Usability testing
- Content audit
- Layout Design
- Website & Micro-sites
- E-Commerce
- HTML 5
- PHP
- CSS Javascript
- asp.Net
- WordPress
- Blogs
- Apps



ONLINE MARKETING

- Email Marketing
- Online Advertising
- Paid Advertising
- Display Network & Search Network
- Mobile Marketing
- Social Media
- Content & community strategies
- Crisis Management
- Reporting
- SEO



INSIGHTS & ANALYTICS

- Analytics setup
- Report Generation & Interpretation
- Conversion Tracking Campaign Management
- Analytics
- Online Reputation Management



Testimonials

Being in a industry that isn't the norm and having a very niche target market, the RX Team had an impressive and immediate understanding of the aim of our marketing and branding strategy. With their superb creative and digital team they were able to support all aspects of our strategy and their ability to read our minds and deliver on projects has just been brilliant.

Nerissa Joubert
Marketing Manager
RADIUM

Real Xposure is a dynamic company, that goes beyond what is expected! Their creative execution is fantastic. They have transformed the John Deere brand to be exciting and humorous in a media space that is cluttered with white noise.

Carel Theron
Marketing Manager
JOHN DEERE

Real Xposure Marketing successfully connects with their client's audience. They publish creative and smart adverts in our magazine. Because of the excellent brand messages and designs of the adverts, we always try and give Real Xposure Marketing's client special advertising space (i.e outside back page) in our magazine.

Ruth Schultz
Marketing Specialist

The ads developed by Real Xposure are a breath of fresh air to the agriculture sector. We truly believe that they have taken the brand to the next level from a advertising perspective. The Ads came out amongst the favourite ads identified by the group. They loved the creativity of the ads and agreed that these ads, add the most to the visual effect of the two magazines!

Albert Loubser
PLAAS PUBLISHING

It is always a pleasure working with the guys from Real Xposure! They are very creative and always deliver on time. We have never had a problem. The ads always get prime position in our magazine due to their creativity. (They stand out). In conjunction with John Deere, they have been awarded Agri SA - Best advertiser, twice.

Lynette Louw
Director

“
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**Feel free to contact
us with any enquiries**

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