



PROFILE

PRESS
OFFICE **7**



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INTRODUCTION

The business and institutional ecosystem has changed significantly since the turn of the millennium.

Enterprises are faced with environmental and social challenges that pose existential threats to the sustainability of their markets, ecosystems and operations.

Yet they are still required to create and account for value and significant returns to their stakeholders and shareholders in an agile and transparent manner.

Press Office 7 is a new breed of agency that rises to the challenge.

It understands the importance of strategic support and agile yet persistent communication. It knows that statements of position, impact and value creation can materially influence stakeholder and market expectations, and inward and outward revenue flows.

With knowing communication, strategic support capability, broad exposure and experience – which includes integrated reporting, ESG, impact reporting and development, sectoral & microeconomics – Press Office 7 seeks to produce communication and strategy that balances sustainability and value creation with optimum outcomes and market growth for its clients.



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WHAT MAKES PRESS OFFICE 7 DIFFERENT

PRESS OFFICE 7 LEARNS

From learning we gain understanding. Understanding gives us the ability to develop strategy and communicate. With shared strategic interests and communication we can form alliances rooted in similar interests, and gather friends around us.

PRESS OFFICE 7 IMMERSES ITSELF IN ECONOMIC DEVELOPMENT

Our fields of interest are development, development impact, development finance, sectoral, micro and behavioural economics, and informal enterprise and informal enterprise finance.

PRESS OFFICE 7 UNDERSTANDS ENTERPRISE

Our practical experience ranges from large financial enterprises to manufacturing enterprises, ICT, broadcast communication and tourism and hospitality.

THE FIELDS IN WHICH PRESS OFFICE 7 WORKS

Although learning is a progression and never finite, we have a broad understanding and experience of the following operational fields:

Corporate philosophy

Strategy formulation

Business development

Governance

Value creation & integrated reporting

Environmental, social and governance

Development and development impact

Sectoral, behavioural and micro-economics

Informal enterprise, SME development and large enterprise formation

Finance

Stakeholder relationships

Risk identification and mitigation

Strategic brand management

Product branding and marketing

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PRESS OFFICE 7 PROCESS

Press Office 7 recognizes that you are the expert in your field or enterprise.

We support your expertise with our own expertise.

Our process takes the following steps:

1. We investigate the industry or field, internationally, regionally and locally.
2. We absorb your understanding.
3. We listen to your needs, strategy and goals.
4. We make suggestions, then refine on the basis of your comments.
5. We develop strategy and / or produce communication.
6. We evolve, refine and repeat according to changing needs.

We work cooperatively alongside you, with your best interests at heart.

If it is not in your best interests, we will tell you.



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WHAT PRESS OFFICE 7 DOES

Within the parameters of our expertise, we act as consultants and give support to corporate communicators.

GENERAL PUBLICITY SUPPORT

Business development (*outreach media and reporting media*)

Thought leadership, knowledge-based advocacy, position pieces and opinion pieces

Publications

(*integrated, annual, ESG, impact and specialized reports – writing and layout*)

Press release formulation, distribution and hosting
(*photography to be outsourced or provided by client*)

Rapid crisis and disaster releases

Press release line and structural edits
(*if written by client, to ensure consistency with Press Office 7 standards*)

Corporate advertising, recruitment and press announcements
(*formulated for print and social media, print to be procured by clients*)

Information material (*brochure writing and design*)

Simple websites (*Wix*)

Email newsletters (*Wix*)

Simple logo and stationery design

Powerpoint presentations and animations

Infographics, graphs and charts

Social media administration (*Meta & LinkedIn, excl. X and Tiktok*)

Multimedia scripting

Communication briefs and agency supervision



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STRATEGIC PLANNING AND SUPPORT

Business development (*strategic planning, outreach media and reporting media*)

Corporate strategy (*strategic planning, outreach media and reporting media*)

Impact investing & ESG (*outreach media and reporting media*)

Values formulation

BRANDS & MARKETING

Brand-related consulting on corporate philosophy

Differentials, brand personality and brand equity platforms

Corporate brands (*stakeholders and internal branding*)

Values-based brands

Product brands

Marketing plans (8P)

Knowledge-based personal brands

WHAT PRESS OFFICE 7 OUTSOURCES

Our outsourcing philosophy is to work in open teams with the client and service provider.

Press Office 7 recommends providers and acts in a consulting role.

Research

Complex online functionality
(*complex websites incl. newsletters and intranets*)

Legal services

Complex multimedia

App development

Complex publication design

Product advertising campaign design

Large volume document layouts and complex layouts

Studio and site photography portfolios

Events and meetings

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TESTIMONIALS

"I consider myself lucky to have had the opportunity to work alongside and learn from you Pierre Mare (The Brand Guy). Your guidance has been invaluable."

Adelaide Mutjavikua

Marketing & Corporate Communications Practitioner

"You are good at what you do! Let the creativity flow! I will subscribe just to be kept informed about the changing trends and the environment we are in!"

Kai Geschke

Owner-manager, non-executive director with many interests

"Pierre was instrumental in defining and developing the brand identities of the company and the Benchmark Retirement Fund. Through his technical expertise and exceptionally creative mind, RFS Fund Administrators and the Benchmark Retirement Fund have established themselves as leaders in the industry."

Tilman Friedrich

Chairman, RFS Administrators

"Thank you Pierre Mare, impacting others for the greater good is the goal... Excited."

Paul Egelsner

Manager Client Support at Development Bank of Namibia

"We should have listened to you."

Gordon Sparrow

*Former Deputy CEO of Banking Operations, First National Bank
on stakeholder relationships*

"Very very good thoughts indeed!."

Dr Michael Humavindu

*Deputy Executive Director: Industrialization & Enterprise Development
Ministry of Industrialisation, Trade and SME Development
on comments and proposals for inclusion in the Draft National Informal Enterprise Policy*

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FREE PRELIMINARY ASSESSMENT AND QUOTES

Email to arrange a free, preliminary consultation and estimate.

contact@pressoffice7.com

WHAT WE WILL NEED TO KNOW

Please give your name, company name and industry (sector).

If possible give a nutshell description of the challenge you need to deal with.

RETAINERS AND SPECIFIC OFFERS

Significant discounts are available under retainers.

Press Office 7 is willing to partner with **agencies** and respects pre-existing relationships.

