





We look at things **differently**
to help you communicate more **effectively**

We are a creative communications agency that will help you break through the clutter to ensure your message is heard. We will explore the best possible means – and mediums – to achieve that objective whether it be through traditional advertising, online advertising or direct marketing. From designing a new corporate identity to building a lasting brand, it's all about the idea and the execution.

Why Green Hat?

You'd be surprised how many times we're asked this question. The short answer is that it relates to the Six Thinking Hats methodology developed by Dr. Edward de Bono. This technique is commonly used to brainstorm ideas or find solutions to a problem. By wearing a particular thinking hat you adopt the different personality or emotional state of that hat. Those who wear the **Green Hat** are encouraged to focus on creativity, express new concepts and seek out alternative possibilities and ideas. A perfect fit for what we do.

Brand strategy

Corporate ID design

Marketing collateral

Website design

Email marketing

Online Advertising

The Green Team



The team at **Green Hat** is comprised of brand strategy consultants, media strategists, copywriters, design gurus, digital marketing experts and other creative types who bring a diverse level of expertise to the table. We draw on the unique skills and insights of our team to help you find the best possible solution to your communications challenge.



A glimpse of our work

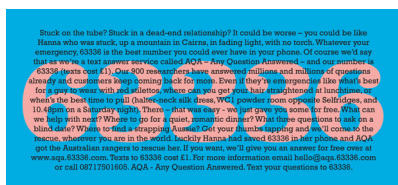
Below are just a few quick samples of some of the solutions we have proposed to our clients' challenges.



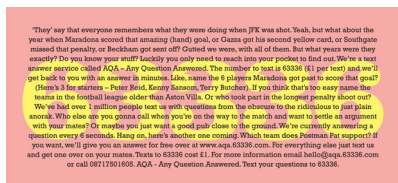
CLIENT SUPER GROUP

CHALLENGE Cold calling is never easy especially when you have had no prior contact. Super Group asked us to come up with something different that would help improve the success of their new business drive.

SOLUTION Green Hat devised a direct marketing piece that consisted of a box with a key stuck to the outside and the message "unlock the value in your supply chain". Inside a padlock was used to seal a letter from the CEO which had to be opened by using the key. A nice ice breaker as most recipients remembered the box when contacted and a number of follow up meetings were secured.



Stuck on the tube? Stuck in a dead-end relationship? It could be worse - you could be like Hanna who was stuck up a mountain in Cairns, in fading light, with no torch. Whatever your emergency, 63336 is the best number you could ever have in your phone. Of course we'd say that as we're the best answer service called AQA - Any Question Answered - and our members, 63336 don't cost £1. Our 800 members have answered millions and millions of questions already and customers keep coming back for more. Even if they're emergencies like what's best for a graduate with an art degree where can you get your hair done on a long distance? when's the best time to call (hales) duck silk dress, WOI powder room opposite Southridge, and 10.46pm on a Saturday night. These questions are easy - we just give you some for free. While can we help with that? What to do for a quiet, romantic dinner? What time to see on a blind date? What to eat in a struggling Aussie cafe? Your phone is ringing and we'll come to the rescue, wherever you are in the world. Back by Hanna who owed 63336 in her phone and AQA got the Australian rangers to rescue her. If you want, we'll give you an answer for free over at www.aqa.63336.com. Texts to 63336 cost £1. For more information email hello@aqa.63336.com or call 08717901605. AQA - Any Question Answered. Text your questions to 63336.



"They" say that everyone remembers what they were doing when JFK was shot. Yeah, but what about the year when Maradona scored that amazing (hand) goal, or Chaza got his second yellow card, or Southgate missed that penalty or Becham got sent off? Cried me eyes, with all of them. But what years were they exactly? Do you know your stuff? Luckily you only need to reach into your pocket to find out. We've a text answer service called AQA - Any Question Answered. The number to text is 63336 (£1 per text) and we'll get back to you with an answer in minutes. Low, using the 63336 Maradona got sent to score that goal? (Here's 3 for starters - Peter Reid, Kenny Sanson, Terry Butcher). If you think that's too easy name the teams in the football league older than Aston Villa. Or who took part in the hospital penalty shoot out? We've had over 1 million people text us with questions from the obscure to the ridiculous to just plain absurd. Who else are you gonna call when you're on the way to the match and want to settle an argument with your mate? Or maybe you just want a good job done to the ground. We're currently answering a question every 8 seconds. Hang on, here's another one coming. Which team does Portsmouth FC support? If you want, we'll give you an answer for free over at www.aqa.63336.com. For everything else just text us and get one over on your mate. Texts to 63336 cost £1. For more information email hello@aqa.63336.com or call 08717901605. AQA - Any Question Answered. Text your questions to 63336.

CLIENT ANY QUESTION ANSWERED (AQA)

CHALLENGE AQA is a London-based text message service that will answer any question you have. Their challenge was to capture people's attention on the London underground with an engaging communication that explained their service and made sure that people remembered the number.

SOLUTION Green Hat assisted with the copywriting for a series of quirky Tube ads that were humorous and fun to read. The subject matter being the type of questions people could ask and why you would benefit from using the AQA service. The result was an increased response to their innovative service and a fun campaign that was well remembered.



CLIENT PSION

CHALLENGE Psion was launching a new voice drive technology solution that would enable warehouse workers to pick orders through voice commands and dramatically increase productivity versus the manual paper based system.

SOLUTION In order to sell Voice we decided to use Voice. Green Hat researched a company in the US who could supply a device with a pre-recorded message that would play once opened (similar to a greeting card). This direct marketing piece grabbed attention as it played a recorded message when opened highlighting the benefits of voice technology backed up by a suite of sales tools on the accompanying CD.

We're happy to work with these great companies...

Any Question Answered

Business Modelling Associates

Canon

Global Civil Solutions

Hyphen Technology

Psion

RedPrairie

Super Group

Super Rent

Fleet Africa

Micor

Rentrak

Response Couriers

VSC Solutions



If you have any questions or would like to see more of our work, please call Richard King of [Green Hat Creative](#) on 082 944 4003 or email richard@greenhat.co.za.