

2023 CREDENTIALS



WHEN WE DO **WHAT WE DO BEST**, YOU CAN TOO

“Build it and they will come,” states the famous movie line. Offer the best product, sharpest service, quickest turnaround... whatever your target market might need, and you will be successful.

In today’s marketplace where every competitor has a claim to fame and buyers are spoilt for choice, it’s not quite that simple. If the right audience doesn’t find out what you have to offer at the right time and on the right platform of their choice, chances are they’ll be going somewhere else.

That’s exactly what an expert advertising and marketing partner does. Give you the freedom to focus on what you do best, while we make sure the right people know all about it.

For more than 20 years we have helped our clients to put their products and services in front of the right audience with great results.

We are TCHM, and we’d love to do the same for you.



FOR MORE THAN **20 YEARS**, WE HAVE LIVED AND BREATHED ADVERTISING

TCHM started in 2002 as a specialist agency with a Medical Aid focus. The business model has since evolved, and TCHM is proud to be a subsidiary of the Afrocentric Group for almost five years.

We are also a Level 1 BBEEE contributor. As a multi-award-winning marketing and advertising agency, we use creativity and innovative tactics to communicate and advertise your brand.

Whatever your audience or objectives for any given campaign, our specialist in-house services have you covered.



TCHM is **well-versed** in the following areas:



In short, we have the skill, experience and track-record to take any digital or social, above-, below- or through-the-line campaign, all the way from the strategy and concept phase to execution, monitoring and reporting.



OUR FOUNDERS

SALOMÉ BANKS
COO

HANS RHEEDERS
CEO

Hans and **Salomé** combined their expertise and experience in the field of marketing from various industries more than 21 years ago. Since then, their natural creative flair, passion and sound business acumen have stood both TCHM and our clients in good stead, ensuring a thriving agency that has stood the test of time in a notoriously tumultuous industry. At the same time, under their direction, we have helped some of South Africa’s most-loved brands (some of whom have been with us since our inception) “to move and find new cheese” beyond their expectations.



OUR TEAM

Our main differentiator is our people. We're a small team that's big on experience and proven results. **This balance means we're big enough to make a measurable impact but small enough to care and remain affordable.**

Our core skills and track record allow us to add measurable value and return on investment for our clients with a tried and tested approach – the right strategy, concept and execution for every individual job.



OUR APPROACH

Over the past 20 years, we have learnt that the only way to truly understand and exceed client expectations, is to break away from the traditional “**client-agency**” model and become more than just a supplier.

Our biggest client, Fedhealth, is an excellent example of this approach.



With Fedhealth, we play the role of a Marketing Department instead of just taking briefs and executing work without a deeper understanding of the business, its objectives and mechanics. As such, we have reached a level of partnership where we partake in MANCO and EXCO meetings and deliver valuable insights into the marketing strategy and approach with great success.

This type of relationship is built with trust and proven with results over time. But the fact remains that as a marketing partner, we strive to be more than just an account executive who takes your briefs with faceless, nameless creatives churning out the work.

We learn, grow and evolve with our clients to become a part of your team and share our expertise more meaningfully and positively.



REFERENCES

CLIENTS/SUPPLIERS

CLIENT SINCE 2002

TCHM has been responsible for Fedhealth Medical Scheme's branding, sales tools and communication strategies since 2002. In recent years, their focus has been to attract a younger, healthier membership base for the Scheme through effective digital strategies, with great success. The team is dynamic, approachable and always driven to exceed client expectations – which is why they have been our agency for so many years. It might be a cliché, but in our experience, TCHM really goes the extra mile for their clients.

 **Jeremy Yatt**
Principal Officer, Fedhealth Medical Aid
 jeremy@fedhealth.co.za
www.fedhealth.co.za



CLIENT SINCE 2019

We have been working with TCHM for over two years. The team at TCHM provides us with a wide range of services across digital and other marketing platforms. These services include – community management, monthly brand plans, digital advertising, management of the web-store, newsletters, creative content and material, promotions and offers, overall marketing strategy and recent sponsorship of a reality TV show. We find the TCHM team easy to work with, proactive and effective. We have no hesitation in recommending their services.

 **Keith Elliot**
Co-Owner, Tony Ferguson South Africa
 keith.elliott@tonyferguson.co.za
www.tonyferguson.co.za

CLIENT SINCE 2016

I have been working with THE CHEESE HAS MOVED for approximately 6 years now and can confirm that their service is unrivalled in the industry. TCHM assists with various types of work, ranging from drafting and distributing bulk communication, bulk printing, marketing campaigns, designing benefit guides to drafting Annual Reports for the Scheme. They often work under very tight deadlines and has never missed any deadlines. Their attention to detail is impressive given these tight deadlines. They strive to understand me as the client, which ultimately makes it a pleasure to work with them as a team. I highly recommend TCHM as my interactions with them has only been positive.

 **Kobus van Jaarsveldt**
Fund Manager, Polmed Medical Scheme
 kobusv@medscheme.co.za
www.polmed.co.za

CLIENT SINCE 2021


The professional team at TCHM is nothing but extraordinary and a pleasure to work with. Their strategic advice, support and collaboration regarding our digital transformation and move into the e-commerce space, have been instrumental. They are creative and deliver the most beautiful visuals with their ability to think further than the client briefing and go the extra mile. They always deliver what they have committed to, and beyond. The quality of their work is second to none and they never disappoint.

 **Ansie van der Merwe**
Marketing Manager: Pharmacy Direct Digital
 ansie@pharmacydirect.co.za
www.pharmacydirect.co.za

SUPPLIER SINCE 2014

DIGITAL SUPPLIER

We've been working with the TCHM team since 2014, providing them with a range of digital marketing services including content strategy, SEO and paid search advertising consulting. The team is a pleasure to work with: they are efficient, dynamic and strategic in their approach, and are always open to testing new ideas in the market. They're leaders in the social media marketing space and we would absolutely recommend their services.

 **Catherine Black & Belinda Mountain**
Co-Founders, Black Mountain Agency
 belinda@black-mountain.co.za
www.black-mountain.co.za

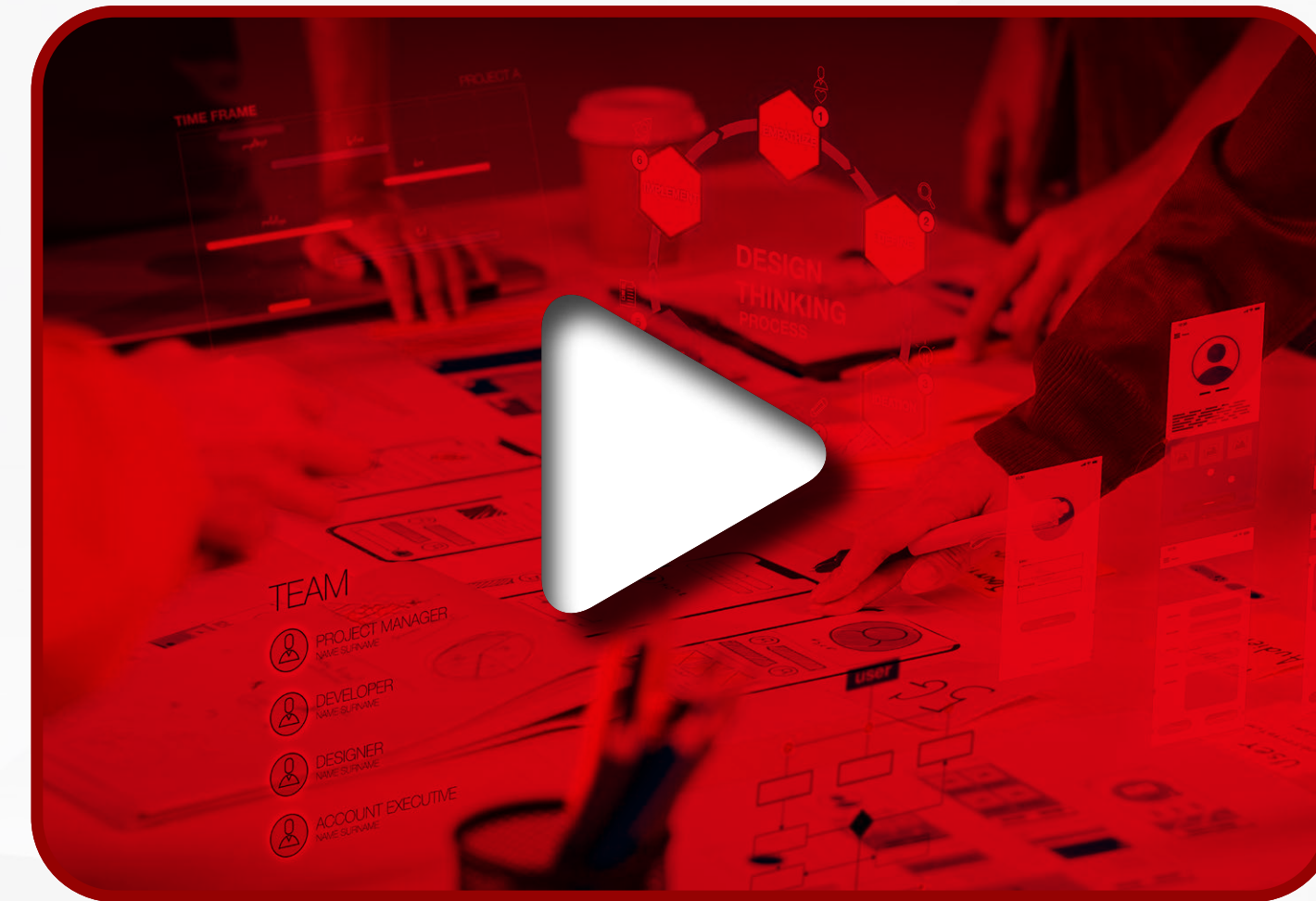


SHOWCASE

As mentioned earlier, we're a full-service agency across all channels and platforms – traditional and digital.



DESIGN SHOWCASE



TVC & VIDEO SHOWCASE

PLEASE CLICK THE VIDEO LINKS ABOVE TO VIEW A SHOWCASE OF OUR RECENT WORK

B-BBEE VERIFICATION CERTIFICATES



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BROAD-BASED BEE VERIFICATION CERTIFICATE

We Certify that

Afrocentric Health (RF) (Pty) Ltd

Refer to Annexure A for List of Consolidated Entities

Company Address: 37 Conrad Street, Florida North, Roodpoort, 1709

Registration Number: 2006/005087/07, VAT Number: 4910244971

Has been verified for compliance with the B BEE Act No. 53 of 2013 and the Codes of Good Practice Gazette No.36928 of 2013 further revised by Gazette No. 42496 of 2019 and has achieved the following:

BEE RATING

Level One (1) Contributor

(Generic Scorecard)

BEE PROCUREMENT RECOGNITION

135%

Analysis	Score	Element	Results
Black Ownership	51.84%	Ownership	25.00
Black Woman Ownership	20.51%	Management Control	14.06
Black Designated Group	4.96%	Skills Development	16.12
Black Youth	4.89%	Enterprise & Supplier Development	40.73
Black Disabled	0.00%	Socio-Economic Development	5.00
Black Unemployed	0.02%	Total	100.91
Black People Living in Rural Areas	0.04%	Y.E.S. Initiative Implemented	No
Black Military Veterans	0.00%	Y.E.S. Target Achieved	N/A
Black New Entrants	3.04%	Number of Levels Promoted	N/A
Exclusion Principle Applied	Yes	Certificate Number	IIR_GLN_2978_22
Modified Flow Through Principle	No	Version Number	1.0
Empowering Supplier	Yes	Issue Date	13 December 2022
Discounting Applied	No	Expiry Date	12 December 2023
Financial Period Reviewed	01 July 2021 – 30 June 2022	Revision Date	N/A



Verification Manager
Kyle Mitchell
Honeycomb BEE Ratings





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ANNEXURE A

Afrocentric Health (RF) (Pty) Ltd Certificate Number HR_GEN_2978_22
Incorporates the following Entities:





Company Name	Registration Number	VAT Number
AfroCentric Integrated Health Administrators (Pty) Ltd.	2002/015046/07	4030203048
AfroCentric Workcare (Pty) Ltd.	2010/000102/07	4900268618
AfroCentric Distribution Services (Pty) Ltd	2007/017092/07	4540247295
AfroCentric Health Management Services (Pty) Ltd.	2006/006827/07	4250282334
AfroCentric Healthinsure (Pty) Ltd.	2003/019746/07	4030216479
AfroCentric Integrated Solutions (Pty) Ltd.	2017/402901/07	N/A
AfroCentric Technologies (RF) (Pty) Ltd.	1998/022036/07	4010204180
Aid for Aids Management (Pty) Ltd.	1993/002281/07	4070174729
Allegra (Pty) Ltd.	1983/008167/07	4510203377
Essential Group (Pty) Ltd.	2014/006817/07	N/A
Afrocentric Employee Health Solutions (Pty) Ltd	2003/000788/07	4780280410
IThrive Business Solutions (Pty) Ltd	2014/083229/07	N/A
Klinikka (Pty) Ltd	2013/172355/07	4490266899
Medscheme Holdings (Pty) Ltd	1970/015014/07	4930120706
Mmed Distribution (Pty) Ltd	2017/181102/07	4940280904
Private Health Administrators (Pty) Ltd	1992/002840/07	4590135218
Scriptpharm Risk Management (Pty) Ltd	2002/004492/07	4220306064
The Cheese Has Moved (Pty) Ltd	2001/009177/07	4250199678
Afrocentric Wellness (RF) (Pty) Ltd.	2012/115758/07	4290261660
Wellworkx (Pty) Ltd.	2000/011154/07	4260282332


 Verification Manager
 Kyle Mitchell
 Honeycomb BEE Ratings

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READY TO **TAKE YOUR ADVERTISING**
AND **MARKETING** TO THE NEXT LEVEL?

Let's do great things together.

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