



SynkroArt
PRODUCTIONS

COMPANY PROFILE



IMAGE IS EVERYTHING



COMPANY PROFILE

SynkroArt
PRODUCTIONS

ABOUT US

SYNKRO ART PRODUCTIONS IS A RELATIVELY YOUNG COMPANY BRINGING WITH IT A FRESH AND TECHNOLOGICALLY UP TO DATE DESIGN SERVICE AIMED AT BOTH TRADITIONAL DESIGN AND NEW MEDIA.

WE ARE A PROFESSIONAL CREATIVE SOLUTIONS PROVIDER SPECIALISING IN THESE BROAD CATEGORIES:

- CORPORATE IDENTITY & BRANDING • GRAPHIC DESIGN • WEB DEVELOPMENT & DESIGN
 - VIDEO & AUDIO PRODUCTION • EVENT MANAGEMENT
 - DECOR & STYLING (INDOOR & OUTDOOR) • LANDSCAPING

SYNKRO-ART IS A FULL-SERVICE BRANDING, DESIGN AND COMMUNICATIONS COMPANY THAT CREATES LEADING BRANDS THROUGH INCISIVE STRATEGIES, ORIGINAL NAMES, UNIQUE CREATIVE AND PRACTICAL IMPLEMENTATIONS. WE ARE A COMPANY PROUD TO STAND BEHIND ALL OUR SERVICES AND ARE COMMITTED TO YOUR BUSINESS SUCCESS.

GRAPHIC DESIGN

SERVICES

- LOGOS • BUSINESS CARDS • LETTERHEADS • BROCHURES • CATALOGUES • NEWSLETTERS
- ENVELOPES • FLYERS • POSTERS • PUBLICATIONS • ANNUAL REPORTS • NEWSPAPER ADS
- MAGAZINES • BILLBOARDS • SIGNAGE • COMPANY PROFILES • CD/DVD PACKAGING
- PHOTOGRAPHY • CUSTOM ARTWORK • BRANDED CORPORATE GIFTS • PRODUCT PACKAGING

ELECTRONIC

- VIDEO PRODUCTION • AUDIO PRODUCTION • DVD AUTHORIZING • ANIMATION
- ELECTRONIC CATALOGUES • MULTIMEDIA APPLICATIONS • MULTIMEDIA CD/DVD
 - MULTIMEDIA COMPANY PROFILES • WEBSITES

EVENT MANAGEMENT



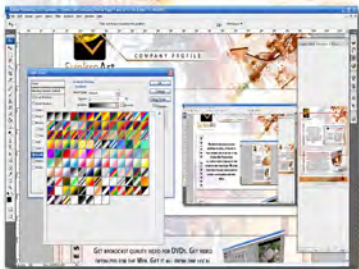
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GRAPHIC DESIGN

OUR RECIPE FOR DESIGN SUCCESS:
ATTENTION TO DETAIL, ATTENTION TO
YOUR AUDIENCE AND ATTENTION TO YOU.

SYNKRO ART PRODUCTIONS
FULL-SERVICE DESIGN TEAM MOULDS THIS
ATTENTION INTO YOUR VISION. WE OFFER
COMPLETELY SCALABLE DESIGN SERVICES
CATERED FOR MULTIMEDIA AND PRINT
MEDIA.



VIDEO SERVICES

GET BROADCAST QUALITY VIDEO FOR DVDs. GET VIDEO
OPTIMIZED FOR THE WEB. GET IT ALL FROM ONE LOCAL
PROVIDER. WE ARE A SWAZILAND VIDEO PRODUCTION
COMPANY THAT SPECIALIZES IN CORPORATE TRAINING VIDEOS
OR ANY FORM OF CORPORATE VIDEO PRODUCTION.

WE DOCUMENT ALL THAT TRANSPIRES AND THEN USE THE
LATEST DIGITAL EDITING TECHNIQUES TO CUSTOMIZE YOUR
MESSAGE FOR YOUR AUDIENCE. SYNKRO ART PRODUCTIONS
TURNS VIDEO IN ANY FORMAT INTO AN INFORMATION DELIVERY
VEHICLE ON DVD OR INTO A FULL-FEATURED VIDEO WEB
PRODUCTION WITH OUR STREAMING VIDEO SERVICES.



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MULTIMEDIA

LET US HELP YOU MAKE PROFESSIONAL MULTIMEDIA SOFTWARE, FROM FRONT-END BROWSERS FOR DVD/CD-ROMS (I.E. AUTOPLAY/AUTORUN MENUS) AND CD BUSINESS CARDS TO FULLY INTERACTIVE TRAINING APPLICATIONS. INTEGRATING DIVERSE MEDIA TYPES SUCH AS IMAGES, SOUNDS, VIDEOS, TEXT, AND FLASH INTO A SINGLE COHESIVE PRESENTATION.

- MULTIMEDIA AUTHORING & APPLICATION DEVELOPMENT
- COMPUTER BASED TRAINING (CBT) APPLICATIONS
- CD-ROM AUTOPLAY/AUTORUN MENU SYSTEMS
 - INTERACTIVE MARKETING PRESENTATIONS
 - CD BUSINESS CARDS

PLUS MUCH MORE

WEBSITES

WHETHER YOU NEED A NEW SITE DESIGNED OR AN EXISTING ONE REVAMPED, WE CAN HANDLE IT FOR YOU. OUR WORK IS ORIGINAL AND EFFECTIVE IN MEETING IT'S OBJECTIVE.

FOR PEOPLE WHO MAY SOMETIMES NEVER HAVE EVEN HEARD OF YOU, HOW YOUR SITE LOOKS IS AS IMPORTANT AS WHAT IT SAYS. WHEN WE DESIGN A NEW SITE WE TAKE IT FROM THE INITIAL DRAWING BOARD TO CONCEPTUALIZATION, TRANSFORMING THE CONCEPTS INTO CREATIONS AND THEN PLACING IT ONLINE.

WE HELP YOU HARNESS THE POWER OF THE INTERNET TO IMPROVE YOUR BUSINESS, ATTAIN IT'S OBJECTIVES WHETHER IT IS INCREASING INQUIRIES, BRAND BUILDING, IMAGE BUILDING, IMPROVING CUSTOMER RELATIONSHIPS OR STREAMLINING OPERATIONS. OUR SOLUTIONS ALSO IMPROVE THE PERCEPTION OF YOUR BUSINESS GLOBALLY.

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O U R P R O C E S S . . .

CONSULTATION MEETING

GIVE US YOUR IDEAS AND CONCEPTS TO WORK FROM. IT'S NOT NECESSARY TO HAVE SAMPLES OF WORK THAT YOU LIKE. WE WILL PUT TOGETHER A WRITTEN PRICE QUOTE MEETING YOUR BUDGET BEFORE BEGINNING ON ANY WORK.

INITIAL DESIGN

BASED ON THE IDEAS DISCUSSED DURING THE CONSULTATION MEETING, WE WILL BEGIN WORK ON SEVERAL CONCEPTS. THE STRONGEST DESIGNS ARE CHOSEN BY OUR ART DIRECTOR AND PREPARED FOR THE CLIENT REVIEW MEETING.

DESIGN REVIEW

DURING THIS MEETING, WE PRESENT THE STRONGEST DESIGNS AND DISCUSS WITH THE CLIENT IF THESE ARE MEETING THEIR NEEDS.

FINALIZE DESIGN

UPON THE DESIGN REVIEW MEETING WITH THE CLIENT, WE GO BACK TO THE DESIGNING PROCESS AND CONTINUE WORK ON THE PROJECT BASED ON CHANGES DISCUSSED DURING THE DESIGN REVIEW MEETING.

CLIENT APPROVAL & PROJECT COMPLETION

ONCE CHANGES ARE COMPLETED TO THE DESIGN, THE FINAL DESIGN IS SENT FOR FINAL APPROVAL FROM CLIENT. UPON FINAL APPROVAL THE PROJECT IS COMPLETED.

HOW WE WORK

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HOW WE APPROACH BRANDING

BUILDING BRANDS MEANS CHANGING THINKING – THE WAY YOUR CUSTOMERS THINK ABOUT YOU, THE WAY YOUR PEOPLE THINK ABOUT YOU, EVEN THE WAY YOU THINK ABOUT YOURSELVES. TO BUILD LEADING BRANDS AND CHANGE PEOPLE'S THINKING, YOU HAVE TO THINK DIFFERENTLY. BUSINESSES FACE DIFFERENT PROBLEMS BASED UPON THE NEEDS THEY HAVE AND THEIR SITUATION IN THE MARKETPLACE. LET'S FACE IT: FIXING A CAR IS NOT THE SAME AS BUILDING A CAR.

CONSEQUENTLY, WE APPROACH PROBLEMS AND BUILD BRANDS FROM THREE DIFFERENT PERSPECTIVES: WHAT YOU DON'T KNOW, WHAT YOU THINK YOU KNOW, AND WHAT YOU ARE WILLING TO KNOW. WE DEFINE THESE WAYS OF THINKING AS CREATE, REDEFINE, AND EXTEND. EVERY BUSINESS HAS DIFFERENT REQUIREMENTS AND EVERY CUSTOMER HAS DIFFERENT EXPECTATIONS. LEADING BRANDS EMBRACE DIFFERENT WAYS OF THINKING – BECAUSE THINKING DIFFERENTLY IS THE HARDEST THING A BRAND CAN DO.

C R E A T I N G A B R A N D

LITERALLY, THE BRINGING INTO BEING. THE SPARK OF CREATION. THE GENESIS OF AN IDEA. THE PROVERBIAL BLANK CANVAS. BUILDING A NEW BRAND MEANS PROVIDING ANSWERS TO THE WHO, WHAT AND WHY. BUT THE ANSWERS ARE NOT ENOUGH WITHOUT AN INTEGRATED STRATEGY FOR HOW TO IMPLEMENT THEM. NEW BRANDS NEED TO BE UNDERSTOOD FOR WHAT THEY ARE AND WHAT THEY CAN BE, TO BE SOCIALIZED WITHIN THEIR WORLD. TURNING NEW BRANDS INTO LEADING BRANDS IS ABOUT MORE THAN THE CRY OF "EUREKA!"

R E D E F I N I N G A B R A N D

ONE DAY YOU WAKE UP AND THE WORLD HAS CHANGED. YOUR COMPETITION HAS SEIZED THE ADVANTAGE. YOUR CUSTOMERS ARE NO LONGER LOYAL. YOUR INVESTORS HAVE LOST FAITH IN YOUR VISION. REDEFINING A BRAND IS ABOUT MORE THAN A SHINY NEW LOGO OR A BIG-BUDGET ADVERTISING CAMPAIGN. THROWING MONEY AT THE PROBLEM ISN'T THE ANSWER. UNDERSTANDING THE SITUATION AND RESTORING VALUE STARTS FROM THE INSIDE. HOW WILL YOU REDEFINE PEOPLE'S PERCEPTIONS AND CONVERT THE NAYSAYERS? JUST HOW RESILIENT IS YOUR BRAND? CHANGE IS HARD, BUT FAILURE IS HARDER STILL.

E X T E N D I N G A B R A N D

SUCCESS IS NOT ALWAYS ETERNAL. PERCEPTIONS BECOME ESTABLISHED, IDEAS ENTRENCHED, AND COMPLACENCY PREVALENT. LEADING BRANDS MUST CONTINUE TO EVOLVE – TO GROW AND CHANGE AS MARKETS, PRODUCTS AND CUSTOMERS ADAPT. RETAINING A BRAND'S RELEVANCY AND COMPETITIVE ADVANTAGE REQUIRES CONTINUAL MODIFICATION. UNDERSTANDING WHEN, WHY, AND HOW MUCH YOU MUST CHANGE IS THE DIFFERENCE BETWEEN A LEADER AND A LOSER.

WAYS OF THINKING

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Recharge with a £60, £90 or £150 and stand a chance to win exciting prizes this festive season.

Just 2002 your 15 digit Access Number on 3000 and you could walk away with a 50cm Colour TV, DVD Player, 122 Walkman, 8000GB External Harddrive or 50% Home Suite. Prizes will be valued up to 2002, instantly.

Threatened Printing & Publishing
 Many non-unionized print and publishing companies are being targeted and taken over by large printing and publishing companies. This is a real threat to the future of the industry. We are now offering a unique opportunity for you to invest in a printing and publishing company. This is a real opportunity for you to invest in a printing and publishing company. This is a real opportunity for you to invest in a printing and publishing company.

COPY & PRINT The School Rush Shop

YOUR NEW ONE STOP COPY & PRINTING SHOP TO WEAR



It's time to start your own business. It's time to start your own business. It's time to start your own business. It's time to start your own business.

COPY & PRINT

WORK DONE

My Car **OSCH Service**

Whether you need a regular, seasonal maintenance or a special check-up, your vehicle is wherever it may be - it will be in the very best hands. From our friendly, friendly staff and advanced technology, our professionals are experts and work with pride of the car loving community.

- Professional Diagnostics
- Petrol & Diesel Expertise
- Air Conditioning Recharging & Service
- Vehicle Security Systems

Revolution Motors

Come in for a Super 30 Service and you get:

- Battery Test
- Pressure Wash
- Flushing of any Bruch (Public roadwork) (Free of charge)

Organic Dinner

Organic Dinner

Green & Clean

Green & Clean

LOCAL GOVERNMENT ELECTIONS 2012

EMPOWERING YOUR COMMUNITY

REGISTER TO VOTE

REGISTRATION STARTS 1st JANUARY 2012

ENDS 15th JANUARY 2012

NO REGISTRATION, NO VOTE

SWAZILAND ROYAL INSURANCE CORPORATION

ANNUAL REPORT 2011

Shisa Nisut

Name _____
 Surname _____
 Contact No. _____
 Shop _____
 Area _____
 Remarks _____

FOR MORE DESIGN SAMPLES PLEASE VISIT OUR FACEBOOK PAGE @ WWW.FACEBOOK.COM/SYNKROARTPRO

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