

# Signature Productions

events & marketing

*Tailoring unique events for your brands signature*

COMPANY PROFILE





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## WE TURN GOOD IDEAS INTO GREAT EVENTS

### A COMPLETE EVENTS AND MARKETING SERVICE

You want to gain public exposure and positive brand recognition.  
We are here to help you achieve just that!

**Signature Productions** is a Cape Town based agency with a national footprint. We offer a full range of services targeting your consumer segment, through professionally planned and well-coordinated events.

We provide a complete service from strategy to flawless execution, bringing together the best in the business making your event the one everyone will be talking about. We specialise in designing campaigns that suit your brand, your personal needs and your budget.

## OUR SERVICES:

### EVENTS:

All you do is arrive!

From conceptualisation to implementation you know you are in good hands with **Signature Productions**.

Not only do we plan great events but also work collaboratively with you and your agency/team to develop a strong creative strategy for your entire campaign.

We work seamlessly with our partner agencies and give you the best advice on where to be seen, entertainment options and international trends, keeping our thumb firmly on the pulse of what is hip and happening.

We provide premium and unique event planning services:

- Product launches
- Tailor-made brand experiences
- Experiential events marketing
- Tasting Experiences
- Brand building campaigns
- Product launches
- Media launches
- Networking events
- Brand and media sponsorships
- Road shows
- Exhibitions
- Conferences
- Year-end and team building functions
- Private events – Cocktail/Birthday/Engagement/Anniversary/Weddings
- Gifting

## BRAND AMBASSADORS

Your personal sales force

We bring your brand to life with a team of personally interviewed and recruited brand ambassadors. By recruiting only the best in the country we can conceptualise a campaign that is tailored to your exact specifications and needs.

We provide activation staff for:

- Hostessing
- Sampling
- Driving Sales
- Brand Experiences



We have a substantial network of partners in outlying areas for regional events and campaign staffing needs.

## MARKETING

Think of us as your one-stop solution to complete brand building. Our tailored marketing services have a single goal - making your brand a winner.

- Concept creation and implementation
- Reputation management
- Viral marketing
- Public relations
- Social Media
- Creation of marketing material

## TESTIMONIALS:

“Being a preferred supplier to Signature Productions has been an absolute pleasure, we work in a very high pressure environment in the eventing industry so it’s nice to have an events company that is on the ball. We highly recommend Claire and her team to anyone looking to have a great event which will run smoothly.”

**Adam Chaskalson**

Thirst Bar Services

“With Signature Productions you are truly in good hands. Claire and her fabulous team have assisted us with The Cape Getaway Show for 2 years now and we have been more than pleased with the efficient way they execute tasks. I would not hesitate to recommend Signature Productions to those in the industry.”

**Debbie Küsel**

Ramsay Media

“Collaboration, Teamwork and Excellence are the words that come to mind when it comes to dealing with Claire & her team. Seamless event execution & the customers brand experience is always positive and enjoyable.

The team is innovative, full of energy and attentive to the brand needs. Thank you for being such a positive contribution & assisting the brand in the achievement of our objectives.”

**Hayley Read**

Bain’s Cape Mountain Whisky Brand Manager

“Signature Productions is all about service excellence, continuously delivering. The SP team are such a pleasure to work with, always cheerful and approachable, aiming to please and thinking out the box if necessary. I look forward to working with Claire and her team for many more events to come.”

**Brenda Barnard**

Taste Festival

“Beluga Events has worked with Signature Productions providing furniture for many different events over the past two plus years with great success, both in Cape Town and Gauteng. Claire and her team are “meticulous and thorough” and always on top of the ever- changing demands of events. Every last detail is taken into account and handled in a professional manner. Signature Productions young, dynamic staff have their fingers on the pulse and they stamp their special creative style onto their events.

I would highly recommend Claire and her team for any event or function. “

**Kerry Cooper**

Beluga Events

# CLAIRE ALLEN



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Claire Allen opened her business, Signature Productions at the young age of 17 in 2005 and it soon became one of the leading events companies in Cape Town. Over the last 5 years Signature Productions has worked with brands like Bains, Bunnahabhain, Patron, 5 Star Hotel 15 on Orange, Pirelli, The Getaway show, Via Media, Civil Twilight and various private clients.

Claire is creative, energetic and has a great eye for detail and delivers a high standard of professionalism and service to all clients.

Her personalised commitment, understanding and hands on approach towards each event have and will ensure that Signature Productions delivers spectacular results each time.

## CONTACT US:

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