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COMPANY HANDBOOK

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BRATT MEDIA

Elevating Brands with Creative Excellence





ABOUT COMPANY

Bratt Media is a dynamic creative marketing agency based in Durban, South Africa, dedicated to fueling brands with creative excellence. We specialize in crafting innovative marketing strategies, compelling digital content, and high-impact advertising campaigns that drive engagement and business growth. Our clients trust us to deliver impactful digital experiences that not only elevate their brand presence but also drive real growth. With a commitment to excellence and a passion for creativity, we ensure every project delivers value, making our services a seamless and rewarding experience for our clients.

Our Vision

To be the leading creative force that transforms brands into unforgettable experiences, shaping a future where every business has the power to inspire, connect, and thrive in a rapidly evolving world.

Our Mission

At Bratt Media, our mission is to empower brands with innovative strategies, bold creativity, and purposeful storytelling. We strive to build meaningful connections between businesses and their audiences, delivering results-driven solutions that inspire growth, ignite imagination, and leave a lasting impact. Together with our clients, we aim to push boundaries, embrace innovation, and create a legacy of excellence in every campaign we craft.





OUR SERVICES

At Bratt Media, we offer a full spectrum of marketing solutions tailored to meet the unique needs of our clients. Our services include:

- Brand Strategy & Development – Building strong, memorable brand identities that connect with audiences.
- Social Media Marketing – Crafting engaging content and targeted campaigns to maximize online presence.
- Paid Advertising – Driving measurable results through strategic digital ad placements.
- Creative Content & Design – Producing high-quality visuals, copy, and multimedia content that captivates and informs.

Our Approach

At Bratt Media, we believe in a client-first approach, ensuring every strategy is aligned with your vision and goals. We take the time to understand your brand, audience, and industry, allowing us to create impactful and results-driven campaigns. Our dynamic team combines innovation, creativity, and data-driven insights to deliver marketing solutions that not only resonate but also drive success.





OUR POLICY DESIGN & MARKETING

The Balance Between Cost & Convenience

"How much for a business card?" or "What will a pull-up banner cost me?"

These are common questions, yet nearly impossible to answer without knowing the full scope of the project. The reality is that design work isn't just about creating a visual, it's about understanding your needs, your brand, and the resources available to us.

A simple design/marketing request could take four full days if:

- There's no corporate identity (CI) to work from.
- Your logo needs to be scanned and redrawn from a business card.
- We need to source and purchase stock images.
- We provide multiple design concepts and revisions.
- The final design needs presentation approval from a team.
- Travel is required for consultations.

Alternatively, if you supply digital content and reference an existing banner, the same project could take under three hours.

Why We Offer Two Prices

Charging purely by the hour would lead to unpredictable costs. Imagine receiving an invoice of R5000 for a single banner design! Instead, we provide a flat project price based on two pricing structures, balancing affordability and value expectations.

Option 1: The Budget-Friendly Price

If you help us streamline the process, you're most likely to get your lower price. This applies when: An existing CI guides the design. All content is digitally supplied. Photos and logos are in the correct formats. You have a clear vision for the design. Existing artwork is available. The design is part of a larger project with defined aesthetics.

Option 2: The Premium Price

If we have to create everything from scratch, the project naturally requires more time and effort. This applies when: No CI exists, and we must develop a design from scratch. Content isn't provided, or we must extract it from non-digital formats. We need to source, purchase, and seek approval for images. The logo is too small and requires redrawing. There's no clear direction, and we need to conceptualize everything. This is the first piece of a broader project with no established look and feel.



OUR POLICY DESIGN & MARKETING

The Balance Between Cost & Convenience

Additional Services & Pricing Structure

At Bratt Media, we offer more than just design. Our pricing model applies to all our services, ensuring transparency and fairness across all requirements and responsibilities.

The Choice is Yours

The more you provide upfront, the more cost-effective your project will be. If you'd rather leave everything to us, we're happy to handle it all, but that means additional time and resources, which come at a premium. At Bratt Media, we put the choice in your hands, ensuring a pricing model that best works for you.

It all comes down to cost vs. convenience, and at Bratt Media, we give you the power to choose!

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THE COMPANY VALUES

At Bratt Media, we blend creativity with strategy to fuel brands with impact. We craft bold, engaging stories that connect authentically with audiences, pushing boundaries through innovation and staying ahead of trends. Our work is results-driven, ensuring every idea delivers measurable success. Agile and adaptable, we evolve with the market to keep brands relevant. Passion, integrity, and excellence guide everything we do, because at Bratt Media, we don't just market brands, we build legacies.

OUR TRUSTED CLIENTS



+15 More




LET'S WORK TOGETHER

At Bratt Media, we believe in collaboration and creativity. Whether you need a simple design or a full-scale marketing campaign, we're here to bring your vision to life. Let's create something amazing together!

Get in touch with us today!


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