

STRATEGY  
**PORTFOLIO**

Visit [redcorner.co.za](https://redcorner.co.za) to learn more.

# ABOUT RED CORNER

---

At Red Corner, we are a strategy-led consultancy that helps brands unlock growth by designing customer-centric digital, CRM, CX, UX and B2B strategies. We partner with businesses to navigate complex challenges, bridging customer needs with commercial impact.

Our cross-functional team works at the intersection of insight, creativity, and execution, delivering strategies that drive acquisition, retention, and loyalty. Whether it's digital transformation roadmaps, brand positioning, or content and communication strategy, we help B2B and B2C clients build experiences that resonate and perform.



**ZEENAT MAHOMED**

Founder & Head Strategist

✉ [zeenat@redcorner.co.za](mailto:zeenat@redcorner.co.za)



**VADYN MOODLEY**

Lead Strategy Consultant

✉ [vadyn@redcorner.co.za](mailto:vadyn@redcorner.co.za)

# WHAT WE OFFER

We work at the intersection of strategic insight and digital execution, partnering with brands to not just plan the future, but actively build it:



**Deep Sector Expertise In Financial Services & Fintech:** Driving digital transformation through strategic CX design, customer lifecycle mapping, and channel optimization. Includes secure and intuitive onboarding, mobile-first UX, and aligning digital product ecosystems with evolving user and business needs.



**B2B Strategy Leadership:** Including Account-Based Marketing (ABM), customer segmentation, stakeholder journey mapping, and enterprise lead nurturing.



**Customer Experience & UX Strategy:** Including journey mapping, omnichannel flow design, and customer data integration.



**CRM & Digital Transformation:** Building full CRM workflows, customer lifecycle comms, platform audits, and personalization strategies.



**Thought Leadership & Content Strategy:** Developing editorial positioning, insight-based narratives, and value-driven content campaigns.



**Capability Building & Training:** Delivering upskilling sessions on digital strategy, UX/CX and transformation strategies for internal teams and agency partners.

# FULL SCOPE OF SERVICES



## DIGITAL

- Content Strategy & Planning
- Social Media Strategy
- UX/UI Strategy
- Channel Strategy
- SEO Strategy
- CRM Strategy
- Influencer Marketing Strategy
- E-commerce Strategy
- Personalization Strategy
- Digital Communication Strategy
- Data Analysis & Reporting
- Digital Transformation Roadmaps



## BRAND

- Brand Positioning Strategy
- Communication Strategy
- Campaign Strategy
- Go-To-Market Strategy



## CX

- Customer Experience Strategy
- Persona Development
- Omnichannel Customer Lifecycle Journeys



## B2B

- B2B Strategy
- Account-Based Marketing (ABM) Strategy
- Communication Strategy
- Campaign Strategy
- Thought Leadership Strategy
- Go-To-Market Strategy
- Acquisition Strategy
- Customer Profiling
- Segmentation Messaging
- Training & Capability Building



## TRAINING

- Training & Capability Building
- Internal Capability Building Sessions
- Digital Strategy Training
- Executive Education & Inspiration Seminars
- Digital Transformation Upskilling
- Trend Analysis & Forecast

# CLIENTS



## FINANCIAL SERVICES & FINTECH

- Kuwait Finance House
- Dubai Islamic Bank
- First Abu Dhabi Bank (FAB)
- Nedbank
- Standard Bank
- FNB
- Tyme Bank
- Onafriq (formerly MFS Africa)
- Assupol
- Santam
- Sasfin
- Mastercard
- Futurewise
- OUTvest
- Halo Dot
- TransUnion
- EPPF
- Playroll



## RETAIL, FMCG & CONSUMER GOODS

- Knorr
- Cremora
- Maggi
- Durex
- Dettol
- Mondelez
- Coca-Cola
- Reboost
- L'Oréal
- Avon/Justine
- BIC
- Royal Baking Powder
- Troo
- Steers
- Debonairs
- Mr Price Home
- Rocket Kids
- Planet Fitness
- SAB
- Old Buck



## AUTOMOTIVE

- Audi Middle East
- BMW
- Ford
- Mercedes-Benz
- Dunlop
- Hero
- OnStar



## TECHNOLOGY, INFRASTRUCTURE & B2B/ENTERPRISE

- ABB
- BCX
- Systems iO
- Macsteel
- Chenosis
- MTN Business
- Vodacom Business
- Al-Futtaim
- Character Group



## PHARMACEUTICALS & HEALTHCARE

- AstraZeneca
- Sandoz
- Galderma
- Netcare Group



## PUBLIC SECTOR, UTILITIES & INFRASTRUCTURE

- Gautrain
- DPA
- Al Fanar
- Engen
- Aramco
- BOSA



## EDUCATION, LEARNING & SKILLS

- IE University
- Synthesis Academy
- NAVA



## TELCOs

- Telkom
- MTN
- Vodacom
- Cell C
- Liquid Intelligent Technologies



## TRAVEL, TOURISM & AVIATION

- South African Tourism
- Saudi Tourism
- South African Airways (SAA)
- Skywise



## ENTERTAINMENT, GAMING & CULTURE

- VS Gaming
- Abu Dhabi Arts

# AGENCY PARTNERS



Joe Public

McCann

Demographica

+ WUNDERMAN  
THOMPSON

FCB

yellowwood



CSO+PARTNERS



PRODIGIOUS.

lePub

and  
us

✕ VML

MRM

# CASE STUDIES

---

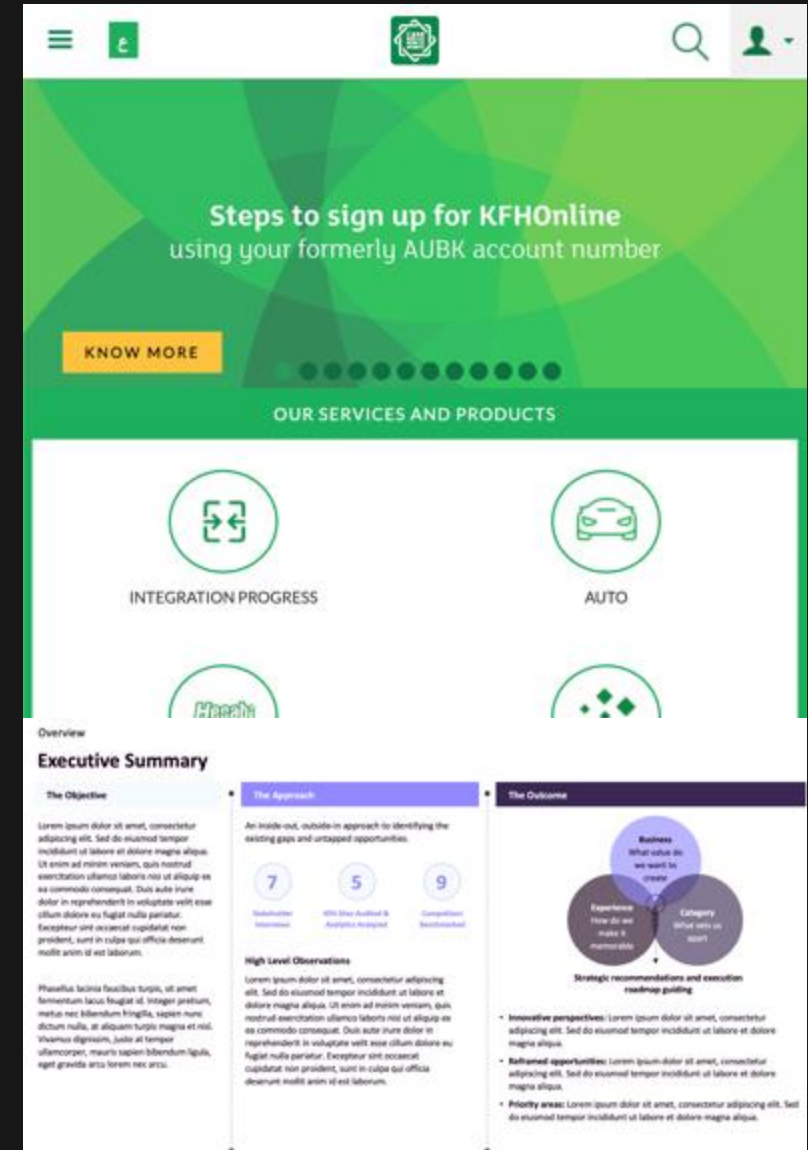


As digital consultants for MRM MENAT, we led the evaluation of Kuwait Finance House's (KFH) digital platforms, including their website and mobile app, with the goal of improving customer experience.

The project involved conducting a comprehensive audit of the platforms, identifying key pain points, and benchmarking them against industry standards.

Based on this, we built a new information architecture (IA) to simplify navigation and streamline user journeys. Additionally, we developed wireframes to enhance the platforms' usability, visual hierarchy, and mobile responsiveness. Key recommendations were made to improve customer engagement and reduce friction in digital transactions.

This roadmap serves as a strategic guide for KFH's digital transformation, with development expected to be finalized in 2025, making it an ongoing effort to optimize their digital customer experience.

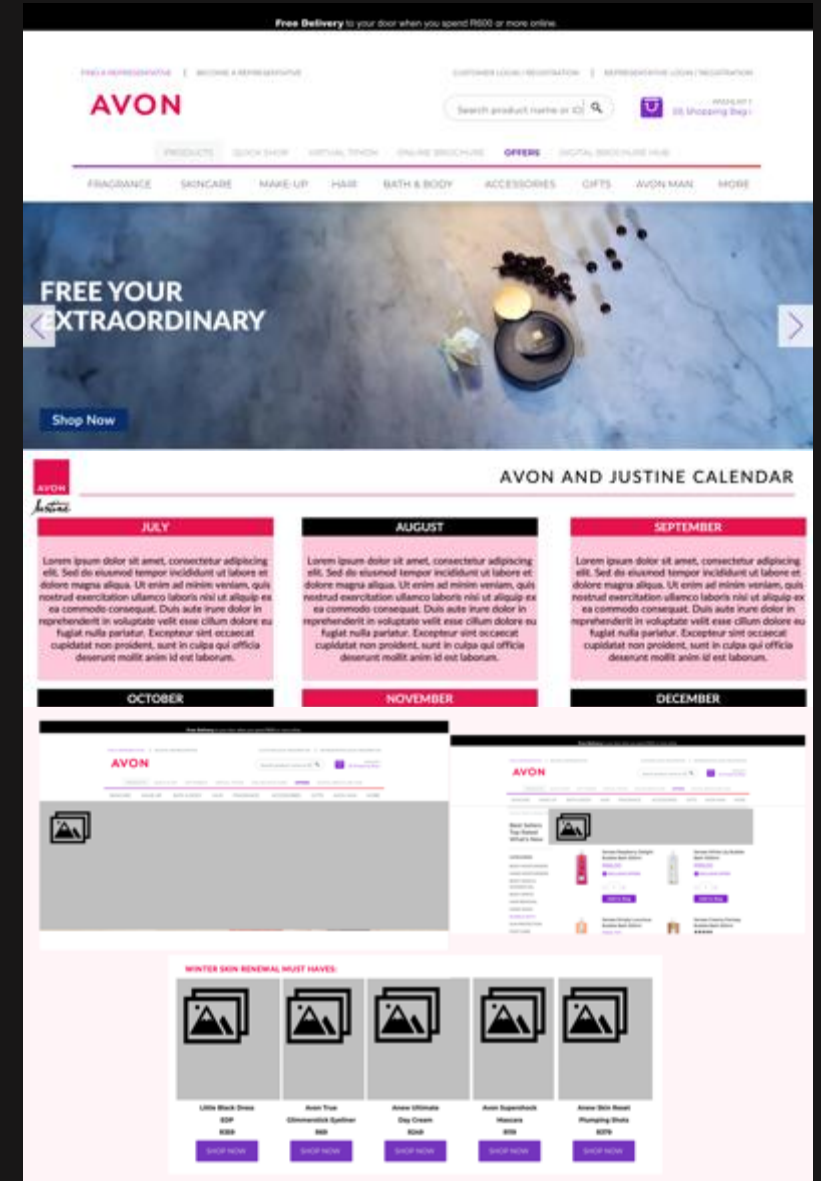




As CX consultants for Avon, we led a comprehensive website audit, implementing new reporting platforms to track key metrics and drive data-driven improvements.

We reviewed and suggested new payment solutions to streamline the customer experience while making significant changes to the website's content, design, user journeys, and product displays through wireframe mapping. We developed monthly tactical content calendars to align with marketing goals and reviewed Avon's CRM to segment audiences for more personalized engagement. Additionally, we supported campaign planning using design thinking methodologies, creating campaign-specific website pages that aligned with Avon's brand.

This ongoing project has significantly improved Avon's digital customer experience and continues to drive long-term performance enhancements.



## Clients:

Nedbank | South African Airways | Dunlop | Assupol | Onafriq | Netcare | Maggi | Santam

As digital consultants for Joe Public, we bridge the gaps within the digital strategy team and are integral to the overall strategic offering of the agency.

As members of the digital strategy team, we are responsible for delivering compelling and comprehensive digital strategies, leading to remarkable creative outputs. Our impact extends across multiple business units at Nedbank, including Retail Banking, Business Banking, Commercial Banking, Corporate Investment Banking, Private Wealth, and Talent Acquisition.

Other notable clients include South African Airways, Dunlop, Netcare, Santam and Assupol, to name a few.

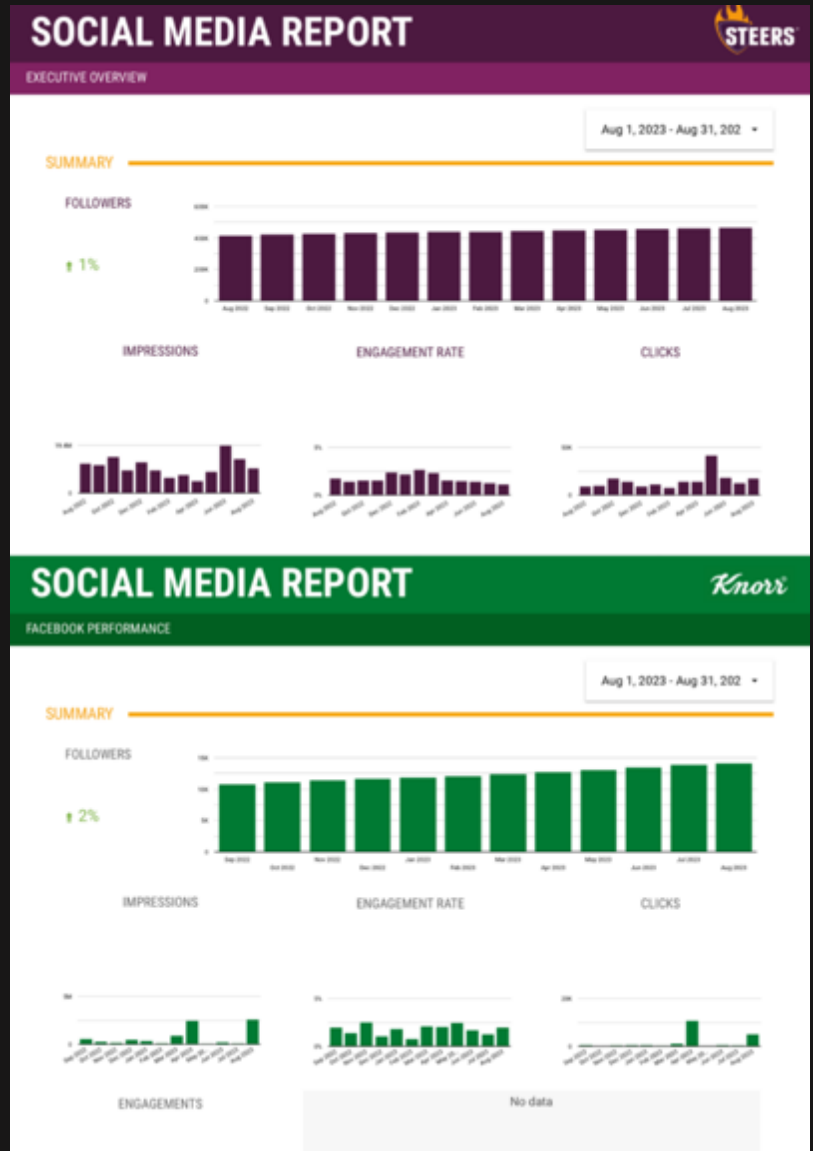


## Clients:

Knorr | Steers | Cremora | L'Oréal | Dettol | Mastercard | BOSA | AstraZeneca | Gautrain | Sandoz | BIC | DPA | Liquid Intelligent Technologies

As digital consultants for McCann, we made significant strides in enhancing McCann's overall digital offering. A key initiative involved a complete overhaul of the data, analytics, and insights department, where we meticulously reviewed existing reporting methods and structures. This allowed us to identify gaps and chart a path to success. We developed custom reporting dashboards (catering to Facebook, Instagram, Twitter, YouTube and Google Analytics) to deliver comprehensive real-time analytics to clients.

Subsequently, we restructured the delivery of these reports, adopting a more holistic perspective on organic digital marketing supported by paid media strategies. Recognising the significance of upskilling, we designed and delivered in-depth training courses for the entire McCann team, equipping the team to navigate research, tech trends in advertising, analyse data, and develop effective strategies. Our efforts left a lasting imprint on McCann's digital landscape, driving growth and fostering a thriving digital ecosystem. We also played an integral role in McCann winning Dettol's digital business.



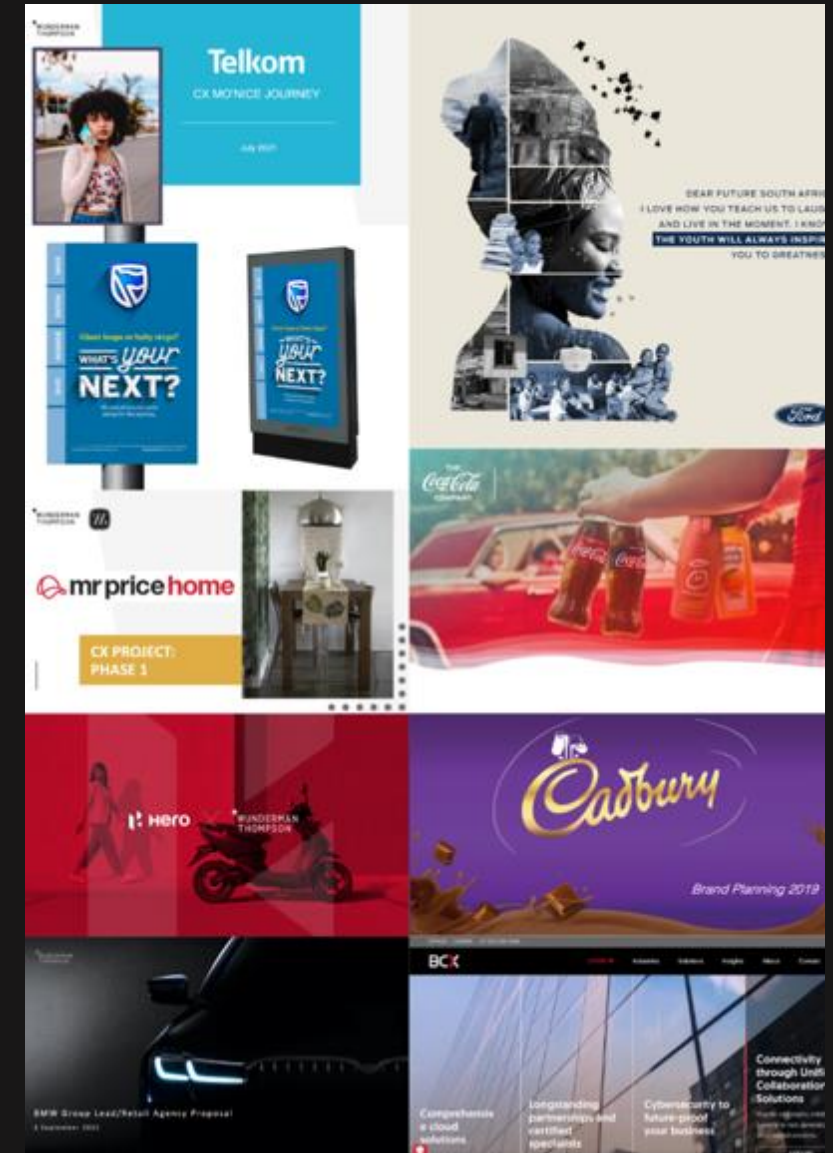
## Clients:

Telkom | Standard Bank | Mr. Price Home | Mondelez | Coca-Cola | Mercedes Benz | BMW | Ford | VS Gaming | Galderma | OUTvest | Royal Baking Powder | Planet Fitness | BCX | Hero

As digital consultants for Wunderman Thompson, we made an indelible mark collaborating with esteemed clients, including Telkom, Standard Bank, BMW, Ford, Telkom, BCX, Mondelez, and Mr Price Home. Our unwavering dedication and expertise was reflected in the seamless development of cutting-edge communication, digital, CRM, B2B, and CX strategies for these esteemed brands.

Among our key achievements was the successful development of digital strategies for pivotal Standard Bank and BMW pitches, ultimately securing these prestigious accounts for Wunderman Thompson. These landmark victories showcased our ability to craft compelling digital narratives and cemented our reputation as catalysts for transformative growth and success.

Throughout our tenure, our strategic insights and innovative approach played a pivotal role in elevating the creative output of campaigns, delivering exceptional results that surpassed industry standards. Wunderman Thompson flourished as a result of our collaborative efforts, and we take immense pride in leaving behind a legacy of impactful strategies and award-winning campaigns that have shaped the trajectory of the brands we worked with.





As strategy consultants for Demographica and Stein IAS, we worked with ABB, a prominent European brand, to develop a brand repositioning initiative to thrive in the challenging US market.

The project involved rigorous research, competitor analysis, and stakeholder interviews to inform a comprehensive brand positioning strategy. Collaboratively, the team devised a tailored positioning framework, identified key pillars, and crafted a resonant positioning statement. Additionally, a versatile messaging framework was created to cater to diverse sectors and stakeholder segments.

This collective effort resulted in a successful brand transformation, enabling ABB to effectively differentiate itself and engage with the US audience, ultimately fostering brand growth and success.



## ● SOUTH AFRICAN TOURISM

As strategy consultants for Demographica, we undertook the task of developing B2B strategies for key SAT campaign events, including "+27," Meetings Africa, and the Open Doors delegates boosting campaign.

The aim was to elevate awareness of South African Tourism events to exhibitors and attendees and establish South Africa as the premier destination for business conferences. This involved crafting precise communications positioning and core messaging, coupled with integrated content plans, all designed to resonate with target audiences.

The results included significantly increased brand recognition and heightened awareness of South African Tourism events and South Africa as the ultimate destination for business conferences, showcasing the power of audience-centric strategies in dynamic markets.



As CX consultants for Wunderman Thompson, we embarked on a transformative initiative for Telkom to envision and enhance future-focused customer journeys for Telkom's Mo'Nice, Fixed Line Broadband (Fibre), and Mobile Broadband (SmartBroadBand LTE) services.

This comprehensive project began with thorough primary and secondary research, including surveys, stakeholder interviews, social listening, and cognitive walkthroughs, followed by the development of detailed customer personas. Existing customer journeys were meticulously mapped, and future state journeys were designed with a customer-centric approach.

The project culminated in a set of actionable recommendations to improve the customer experience, empowering Telkom to align its strategies with its customer-centric vision and enhance customer satisfaction, loyalty, and long-term success. This project underscored the value of data-driven, customer-focused strategies in the telecommunications industry.



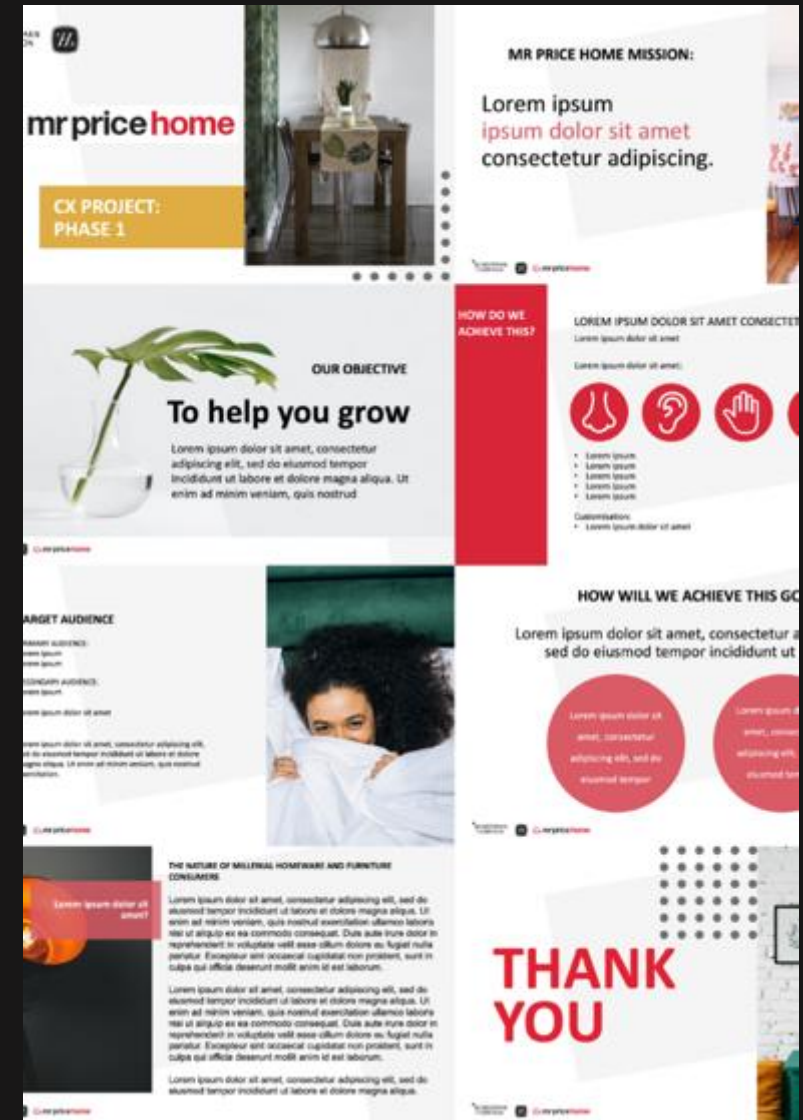
# MR PRICE HOME

As CX consultants for Wunderman Thompson, we embarked on a transformative project for Mr Price Home aimed at deeply understanding their customers, optimising their journey, and establishing a brand with a profound emotional connection to its clientele.

This comprehensive effort involved rigorous CX mapping to pinpoint moments of delight and dissatisfaction across all touchpoints, leading to the conceptualisation of the "store of the future."

The project spanned data gathering, persona development, journey mapping, opportunity identification, experience design, and implementation.

The ultimate goal was to position Mr Price Home as the most cherished and profitable homeware and furniture retailer in its market, showcasing the transformative potential of data-driven, customer-centric strategies in redefining both brand and customer experience.

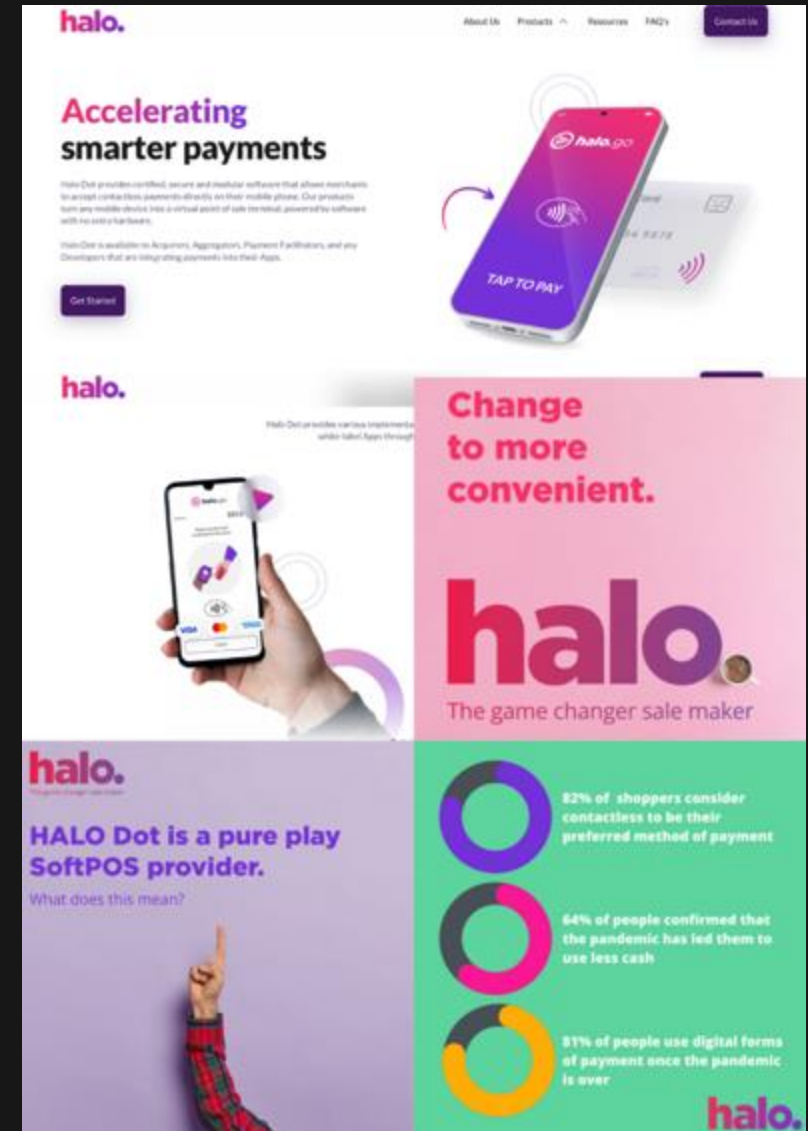




In collaboration with CSO+Partners, our strategic initiative with Halo Dot, a Mobile SoftPOS Contactless Payment System, was aimed at crafting a comprehensive market positioning and brand strategy, involving segmentation, propositions, messaging, and a robust go-to-market plan.

This collaborative effort resulted in a transformative strategy that not only clarified Halo Dot's unique identity but also facilitated tailored approaches to diverse customer segments, emphasising convenience, security, and innovation.

Positioned for a successful market entry, Halo Dot was poised to revolutionize the contactless payment industry with a compelling brand and strategic roadmap, highlighting the power of thoughtful strategy in launching innovative solutions and capturing the modern consumer's attention.



In collaboration with Correlate Digital, we embarked on a strategic endeavour with Futurewise, a newcomer in the education insurance sector, aimed at developing a powerful positioning strategy.

The project involved an extensive analysis of the education insurance landscape, a thorough evaluation of key competitors and their strategies, and the definition of a precise target audience. The result was a compelling communication positioning strategy that not only clarified Futurewise's unique identity but also provided a clear roadmap for market entry.

This strategic collaboration armed Futurewise with the tools to enter the insurance market, emphasising the transformative impact of market analysis and strategic partnerships in introducing innovative brands to established markets.



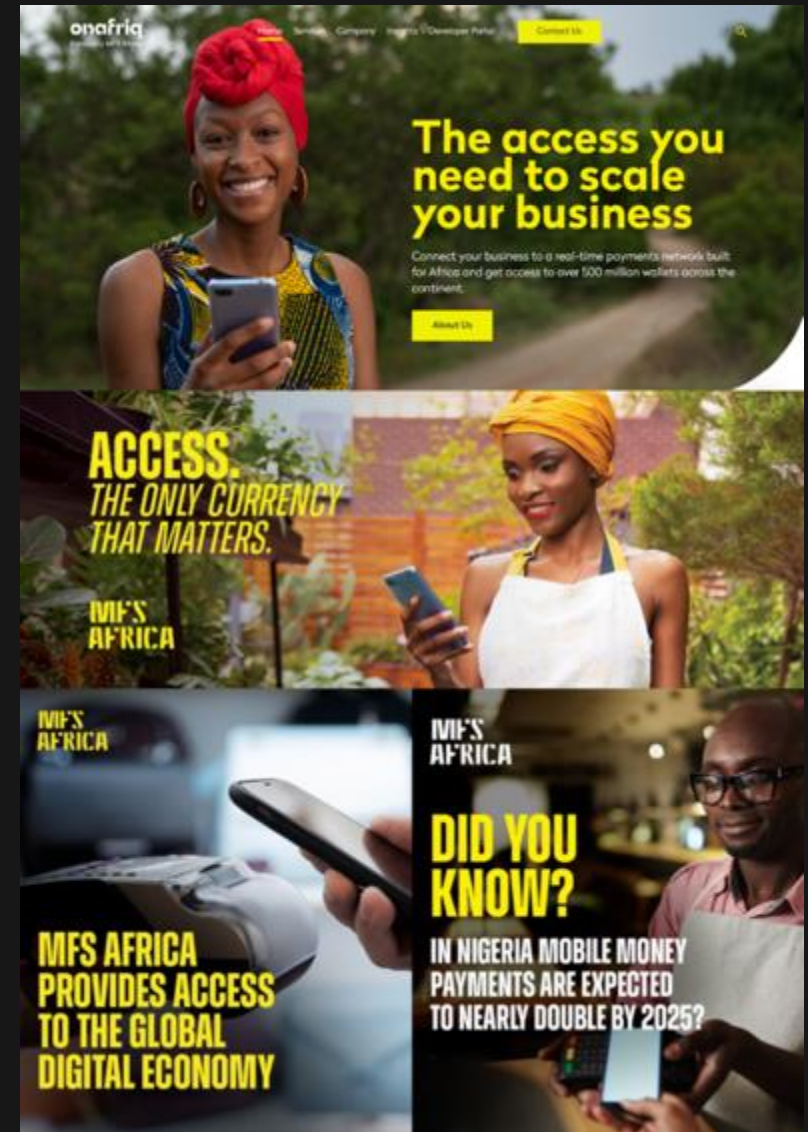
## ● MFS AFRICA (REBRANDED TO ONAFRIQ)

In partnership with Joe Public United (Shift), we embarked on a collaborative journey with Onafriq, formerly MFS Africa, to craft a comprehensive digital strategy.

Beyond digital transformation, this endeavour extended to developing an external communication strategy and an effective go-to-market plan for Onafriq's rebranding initiative.

The digital strategy positioned Onafriq as a leader in the ever-evolving financial services industry, embracing emerging technologies and market trends. The external communication strategy successfully conveyed the essence of the rebrand to stakeholders, while the go-to-market plan ensured a seamless transition from MFS Africa to Onafriq, securing customer trust and loyalty.

This project highlights the transformative potential of strategic partnerships and forward-thinking strategies in shaping the future of financial services.



# REFERENCES

---



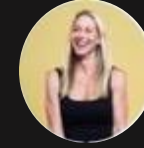
**Warren Moss**  
CEO of Demographica

"Zeenat has always been a great strategy partner to Demographica, and we regularly work with her and her team to deliver work for our clients. I have no hesitation in recommending Zeenat within my network, and I do so regularly."



**Derek Coles**  
President and Managing  
Director at McCann Joburg

"Zeenat, Vadyn and the rest of the team at Red Corner are a pleasure to work with. Knowledgeable, experienced and pleasant. From digital/social strategy to digital transformation training, they have a lot to offer. I highly recommend working with Zeenat and her Red Corner team."



**Jade Carlisle**  
Managing Director of Hellosquare

"The Red Corner team brought invaluable strategic insight to the brand positioning of Reboost. Zeenat and Vadyn were collaborative partners throughout the process and worked as an extension of the Hellosquare team."



**Chad Nelson**  
Integrated Strategic Planning  
Director at Joe Public

"In today's complex and rapidly changing marketing environment, it's not easy to find a digital partner who brings true expertise and experience to the table, nonetheless one who delivers quickly and consistently. Red Corner provides all of the above and is a vital partner to our strategy team in delivering on a diverse portfolio of strategic work. Having worked with many great digital strategists and agencies over the years, Zeenat and Vadyn remain my first choice."



**Alex Wright**  
CEO of Correlate Digital

"We've worked with Red Corner for over 2 years and have found their service fantastic. Some of the projects that we've enlisted their services for have been really unique, complex and challenging marketing problems to solve, but the team and Zeenat revel in constructive feedback and are always willing to work with and help you to solve the problem as best needed. It has been a pleasure working with them and we will continue to."



**Leigh Taylor**  
Integrated Strategic Planning  
Director at Joe Public

"Joe Public has been working with Zeenat and Vadyn (the team at Red Corner) for two years on a range of brands and projects. This team's ownership of each project they are involved in is extraordinary. And the value they add is tremendous. Their understanding of digital has been integral to us being able to deliver effective and impactful campaigns for many of our clients."





THANK  
YOU

FOR MORE  
INFORMATION

Contact us:

[info@redcorner.co.za](mailto:info@redcorner.co.za)