



INTEGRAAFRICA

strategic solutions with africa at heart

**TRIBE**

Case studies

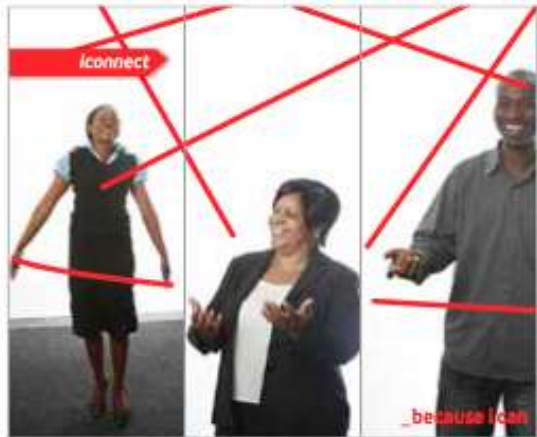
# Africom iconnect



**iconnect**

**When you say I can,  
We can:**

- work together as a team focused on the purpose of the Africom business
- create a productive and dynamic data, voice and video service
- encourage each other every day by sharing our knowledge
- be a catalyst for the success of our customers by empowering them with ICT
- connect Zimbabwean and African businesses with the world
- become trusted partners with our customers, providing relevant solutions
- make a difference to the economy of Zimbabwe and the

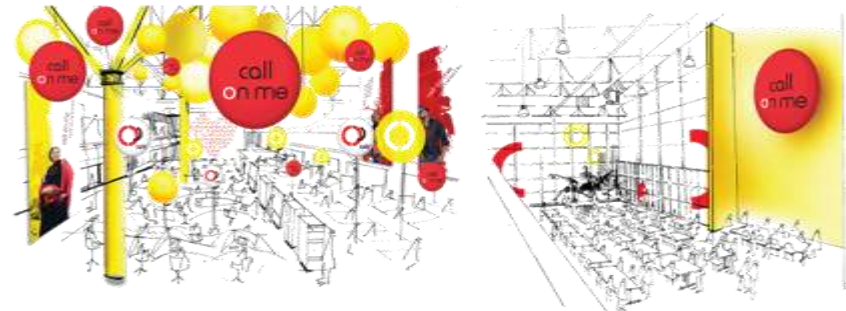




# the campaign idea

## 'CALL ON ME'

The campaign idea is created to change behaviour and to get people to take action. Staff are at the centre of communicating this idea whilst pulsating, energetic expression is visually how the creative language is brought to life. Broad energetic brushstrokes and moving, pulsating actions communicate, freedom and empowerment. Throughout the space key areas carry illuminated buttons to further reinforce the 'call on me' campaign. At the connectzone you can call on me to get it right.



## ABSA contact centre



# eabl – East African Beverages Limited



di cut  
reveals 'able' message on inside of cover



I am able





# SilverStar Casino

## “I outshine from the inside out”

### Creating shining hearts and minds



I know someone who shines

outshine

outshine



# I know someone in this book

### The Outshine book

This book is about you.

Standing alone is not easy, but there are many who have tried and achieved great things on their own. Now, just for a split-second imagine what they would have been able to achieve if they had realised their connection and worked together.

Yes, we are all individuals, with our own likes, dislikes, personalities and feelings and on our own we can achieve great things, but we are also part of something larger where together we can achieve even greater things.

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## I know someone who makes things happen

