



# meet techsys digital

your full service creative solutions partner

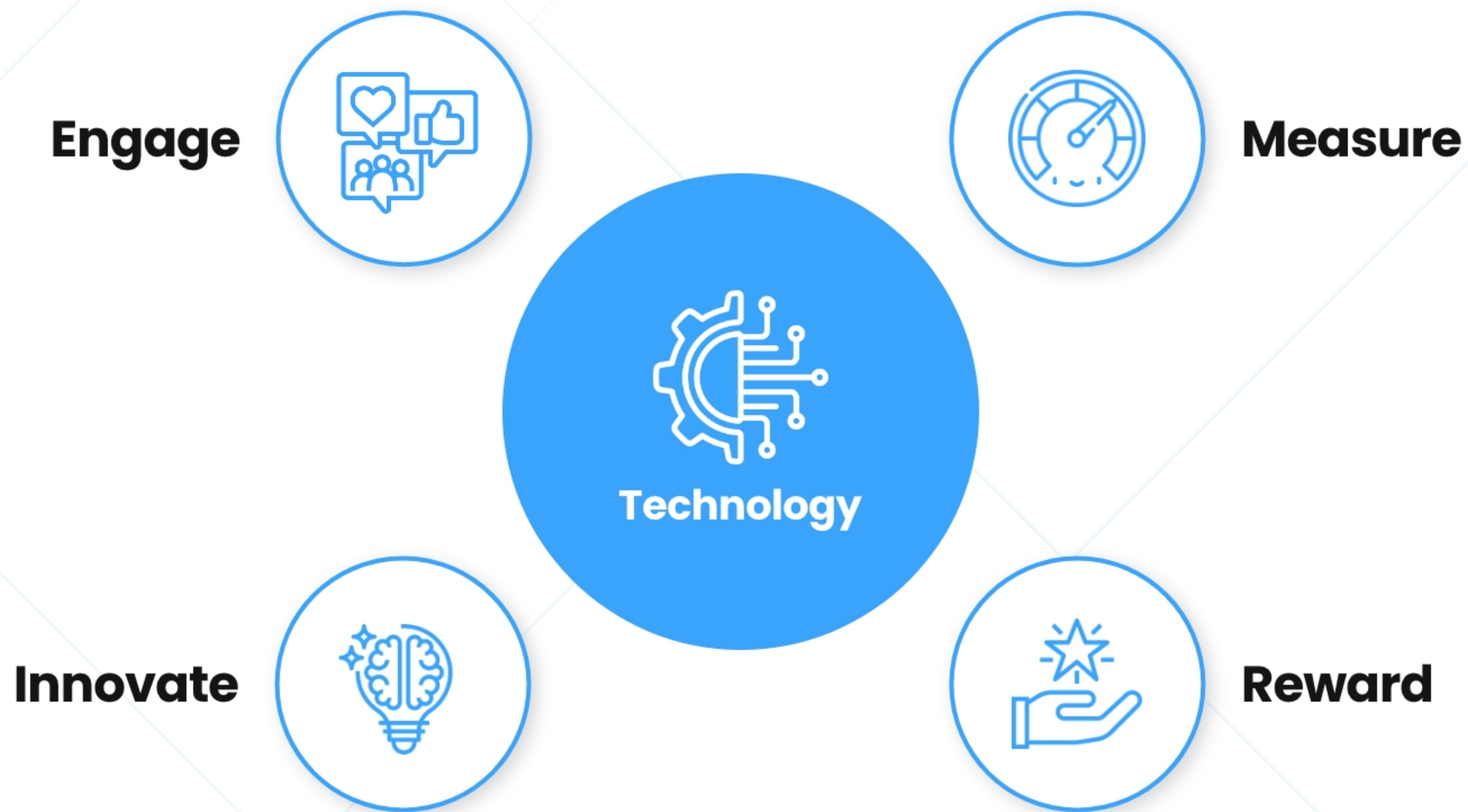




At **Techsys Digital** we design **products, services** and **experiences** that address digital engagement needs, we combine a **tech-centered** and **agile** development process, employing an innovation approach that starts with your **connected consumer**.



## **/ Integrated Approach**



# / Our Offering



**Strategy  
& Innovation**



**Tech-  
Ecosystems**



**Mobile  
Apps**



**Web  
Development**



**Mobile  
Competitions**



**Mobile  
Games**



**WhatsApp  
Bots**



**Instagram 2  
eCommerce**



**Tik Tok  
Applications**



**Activation  
Technology  
(Scan & Play)**



**Digital  
Rewards**



**CRM Profile &  
Engagement  
Platform**



**Social Media +  
Advertising**



# / Our Capabilities



## Strategy & Community Management

CRM  
Website  
Social & Paid  
eCommerce  
Reporting  
Best Practise  
Trends



## Project/Account Management

Campaign development  
& management  
  
Retainer Management  
  
Finance Management



## Creative – UX Wireframing & Design

Photoshop  
  
inVision  
  
Social Media Design



## Front End Development

HTML5  
  
CSS  
  
JQuery  
  
Angular JS



## Back End Development & Quality Assurance

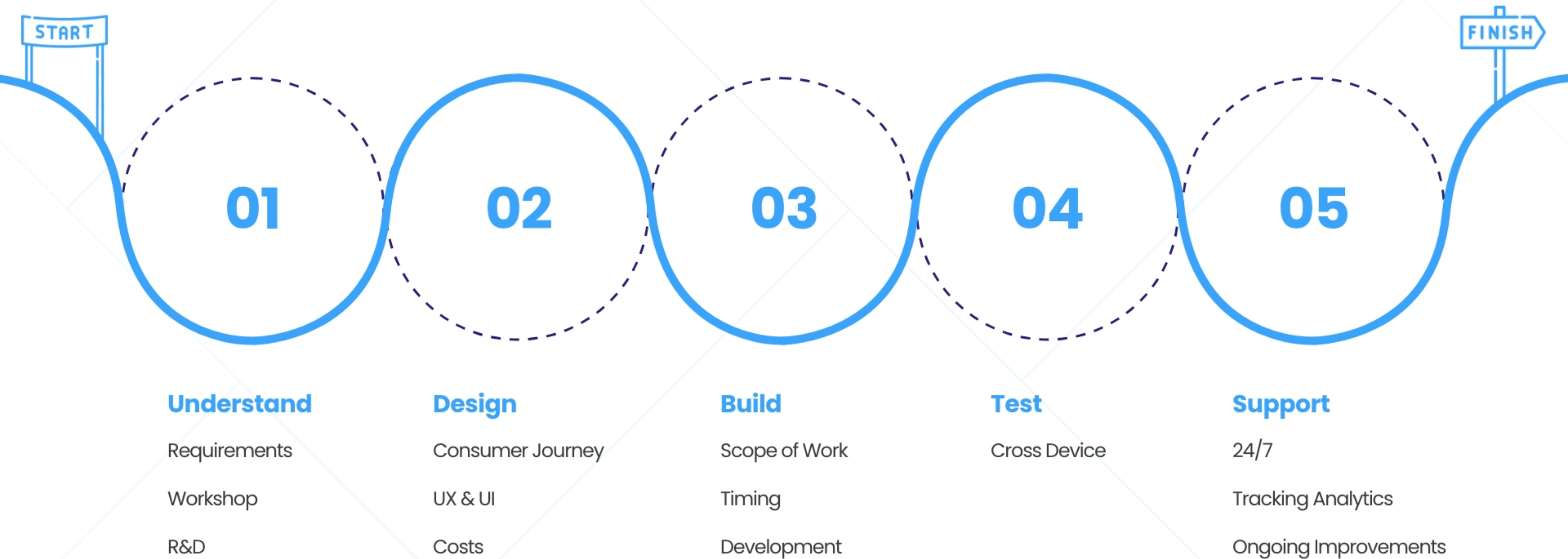
.net  
  
WordPress  
  
Umbraco CMS  
  
Java  
  
C#  
  
C++

**Digital Strategists/  
Social Strategists**

**Digital PM/AM  
Hybrids**

**A Large Team of Digital Experts**

# / Our Approach







# **Innovation**

**Case Studies**

# / Momentum #SheOwnsHerSuccess AI CV Generator

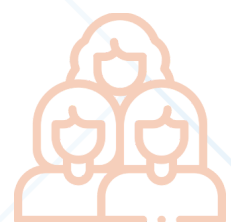
momentum

## The Challenge

Recognizing the significance of women's contributions to the socio-economic fabric of the country, Momentum aimed to create a campaign that not only acknowledged their pivotal role but actively worked towards bridging the gap in opportunities. The goal was to empower women by providing them with a tool that could enhance their professional journeys.

## The Result

Teaming up with Momentum, we launched the Womentum #SheOwnsHerSuccess campaign. A CV generator tool that utilizes artificial intelligence (AI) to address the above challenge directly. The tool demonstrated its effectiveness by enhancing and improving CVs in seconds. The meticulous analysis provided women with valuable insights, highlighting their strengths and suggesting improvements. This strategic use of technology aimed to increase the chances of women securing job interviews and positions.



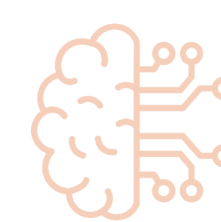
**>5K**

women engaging  
with the platform monthly



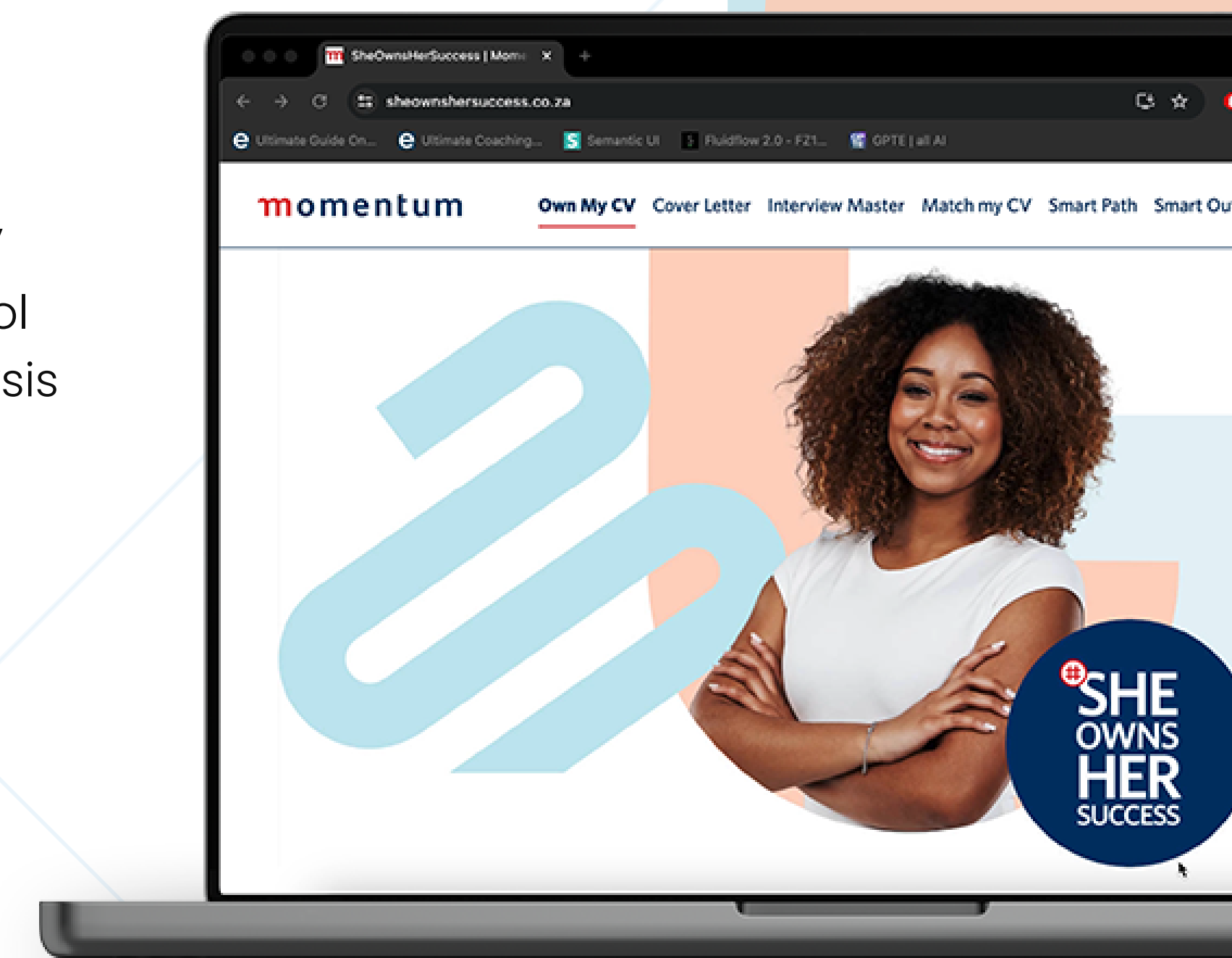
**1000's**

of CVs being  
enhanced monthly



**AI**

powered





# / Takealot CriCut ShopLive

## The Challenge

Takealot wanted to showcase their Cricut products via social media and reward their customers with a coupon code to make a purchase.

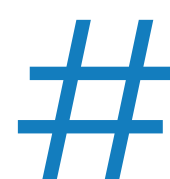
## The Result

Techsys used their ShopLive service that allowed Takealot to showcase their Cricut products via Instagram Live and encourage customers to comment with the hashtag #Cricut to have their coupon code sent directly to them. Once the customer received the coupon, they were allowed to shop via Takealot, without leaving the Instagram app.



**527**

customers engaged  
on the 15min live



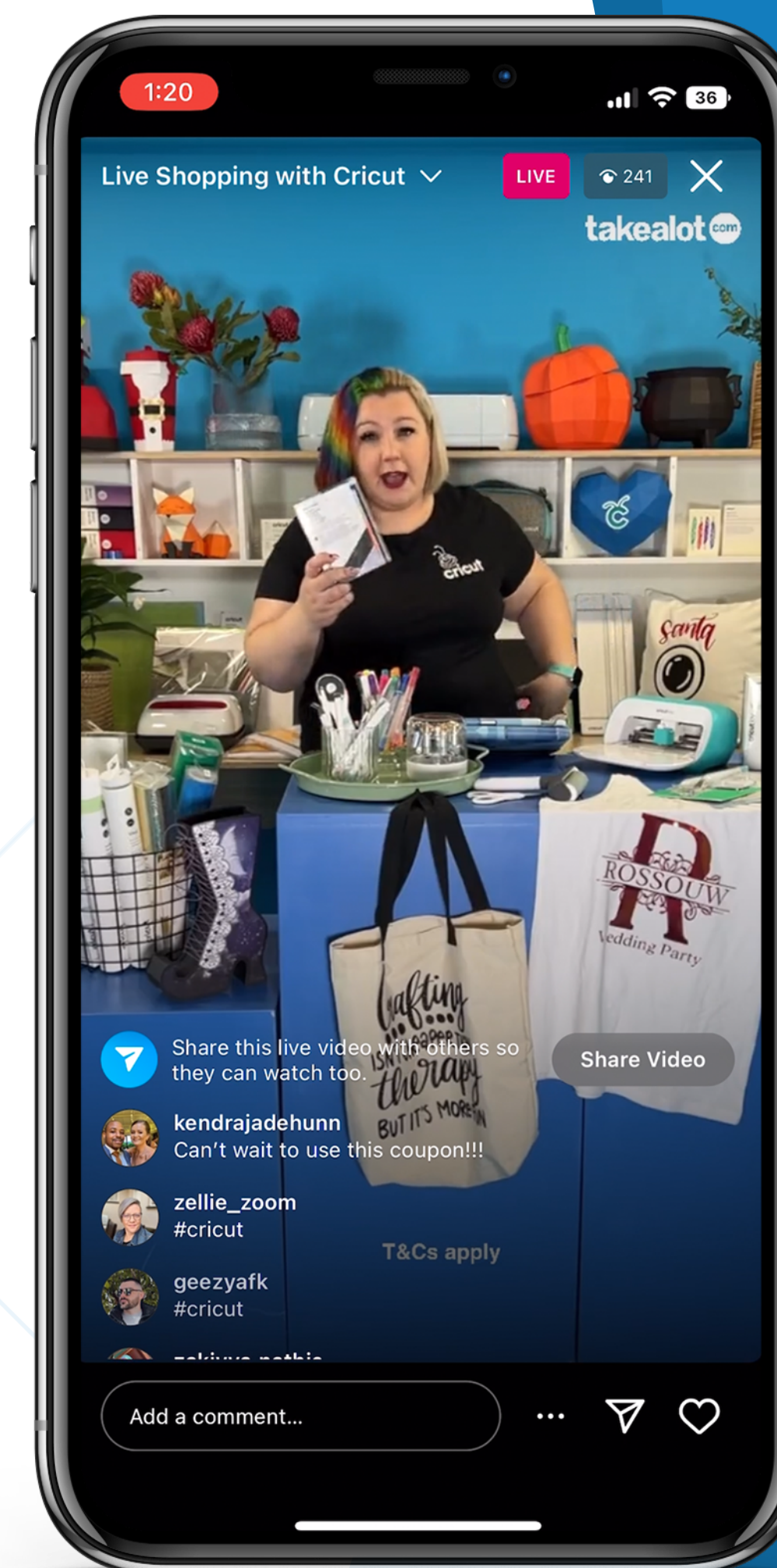
**1088**

number of times the  
#Cricut hashtag was sent



**117%**

customer  
engagement rate





# / Takealot Blue Dot Sale AR Game Filter

takealot.com  
**BLUE  
DOT  
SALE**

## The Challenge

Making a comeback based on last year's AR Blue Dot Sale filter success, Takealot wanted to create a new interactive and memorable AR experience that would resonate on both TikTok and Instagram platforms. The challenge was to design a campaign that not only showcased the products on sale but also incorporated a gaming element to elevate user engagement and encourage social sharing.

## The Result

We love a good innovative challenge, so we created and deployed the Takealot "Catch A Deal" AR gaming filter on both TikTok and Instagram platforms. The AR filter incorporated a gaming element where users could catch wrapped products and avoid black dots within a set time frame. The engagement was further incentivized by encouraging users to share their gameplay on their feeds using the hashtag #BlueBeatsBlack for a chance to win prizes. In just one week, the campaign demonstrated the powerful synergy of social media and augmented reality, garnering over 270K views.



**270K**

AR filter views



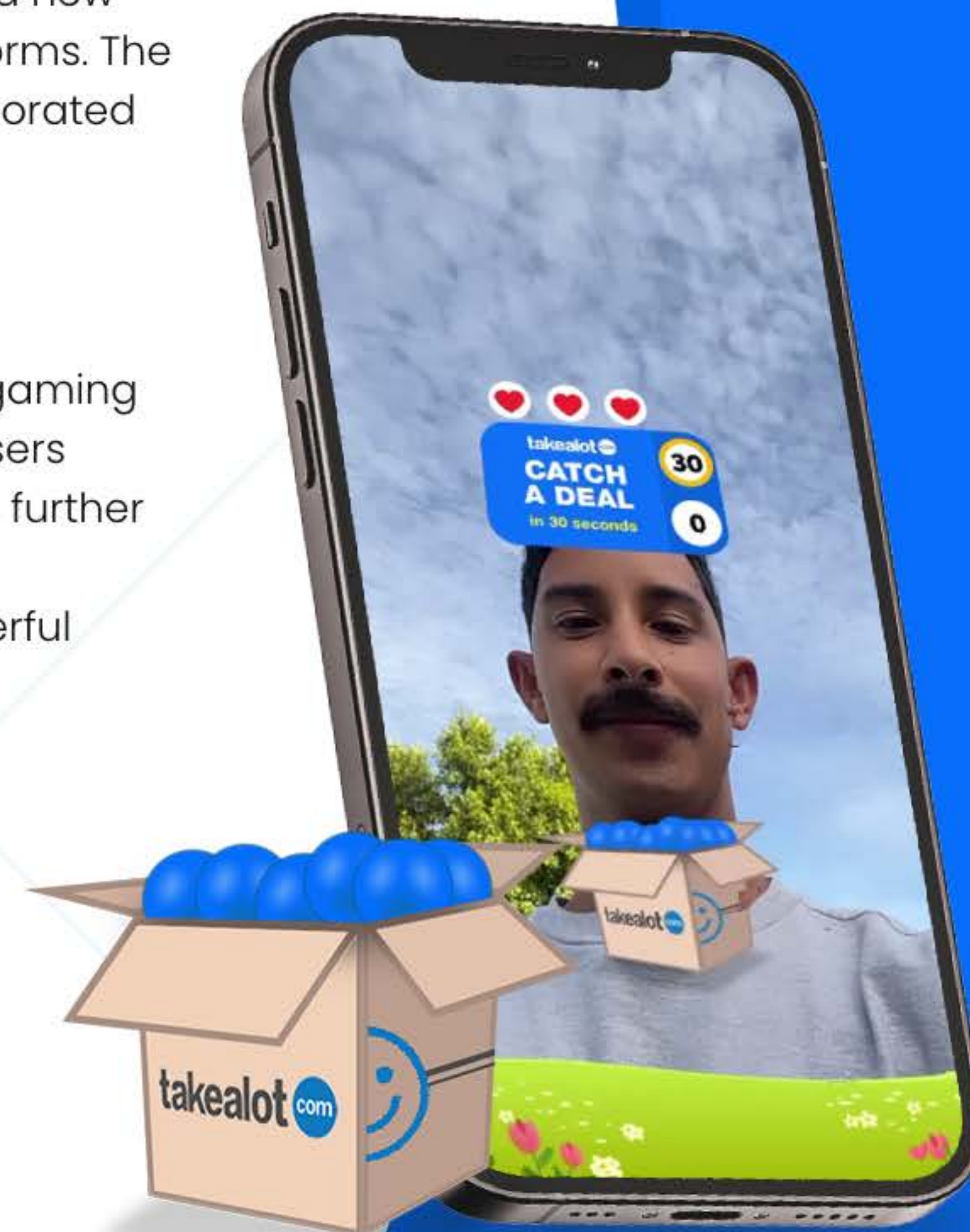
**30sec**

gameplay time



**1000s**

of shares





# / Takealot Shoppable TikTok Filter

## The Challenge

Takealot loves giving their shoppers great deals and exciting ways to enhance their shopping experience. This year, for their big Blue Dot Sale, Takealot wanted to create a new fun and engaging social shopping experience.

## The Result

Techsys Digital designed a shoppable Black Friday TikTok filter which reveals Takealot's best Blue Dot sale items, wrapped in blue and white wrapping. When the user holds up their hand, the flicking stops to unwrap an item and reveal an awesome Black Friday deal. Ten to fifteen deals will be showcased each day, allowing customers to unwrap their deal and then click through to shop them!



**143M**

filter views



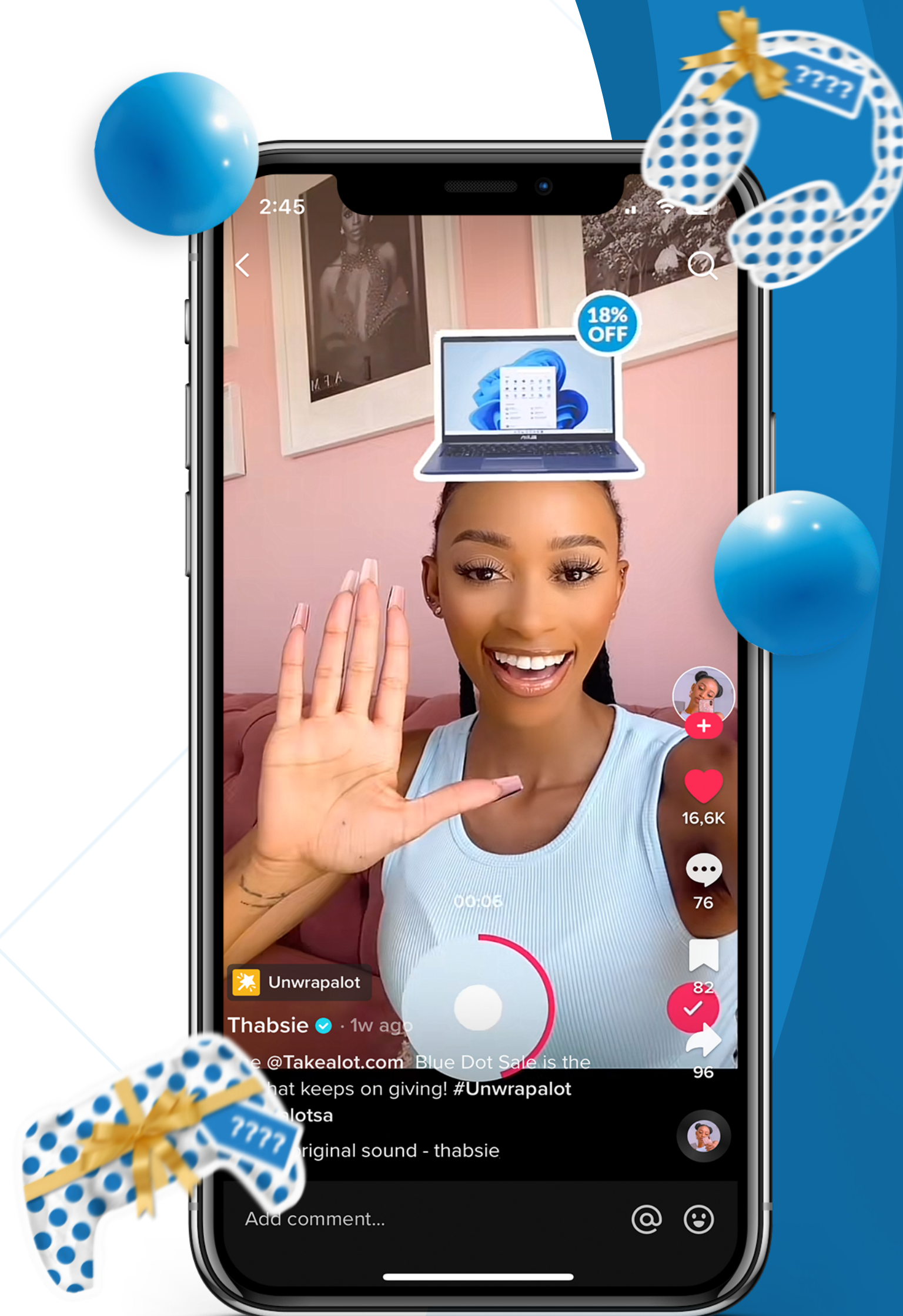
**1000s**

of deals  
redeemed



**100%**

viral TikTok  
filter





# / Takealot Blue Dot Sale ShopLive

## The Challenge

With the success of Takealot's first ShopLive, they wanted to apply the technology to their Blue Dot Sale, for Black Friday, and run 24 lives.

## The Result

Techsys used their ShopLive service that allowed Takealot to showcase multiple products and brands with great deals for customers when they submitted a respective hashtag. For the 24hour campaign, there were over 7K coupon codes distributed and an average customer engagement rate of 110%.



**>4K**

customers engaged on  
the 15min live



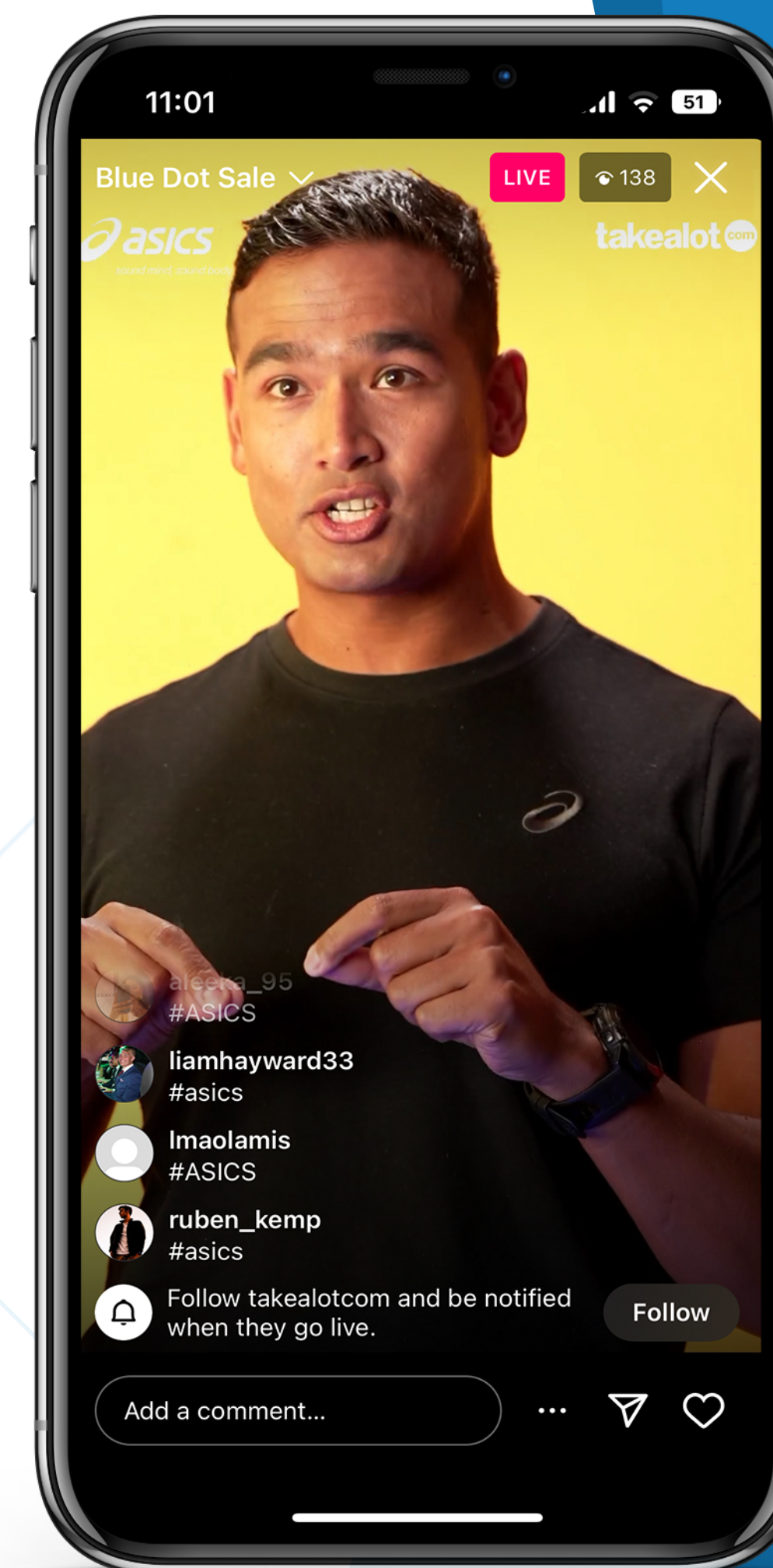
**>7K**

coupon codes  
distributed



**110%**

avg. customer  
engagement rate







# **WhatsApp Chatbots**

**Case Studies**



# / MrD AI Customer Care Bot



## The Challenge

With over hundreds of queries coming through daily via their support platform, MrD wanted to give consumers another avenue to communicate with them for support.

## The Result

Techsys worked with IStream (TAL's consumer management agency) to set up an AI data processing solution that integrated with the WhatsApp bot that was managed by IStream. Our AI Data Processing solution searches all the FAQ documentation to send the relevant reply to the consumer's question. Alternatively, the customer can also request to speak to an agent.



**AI Support**  
customer care



**AI Processor**  
Data



**AI Integration**  
with WhatsApp





# / Burger King Roadshow WA Campaign



## The Challenge

Burger King partnered with Techsys Digital to address the challenge of increasing foot traffic to their activation stores and driving sales through an interactive and engaging competition. The primary objectives were to prompt consumer participation, encourage spending in stores, and create awareness around the promotion.

## The Result

Techsys successfully executed Burger King's Roadshow campaign, utilizing our SmartSlip WhatsApp technology to drive engagement and competition entries. The campaign not only achieved its objectives but exceeded expectations. The WhatsApp line recorded engagement from over 37K customers and achieved over 38K entries, indicating a substantial reach and interest among customers.



**>37K**

customers interacted



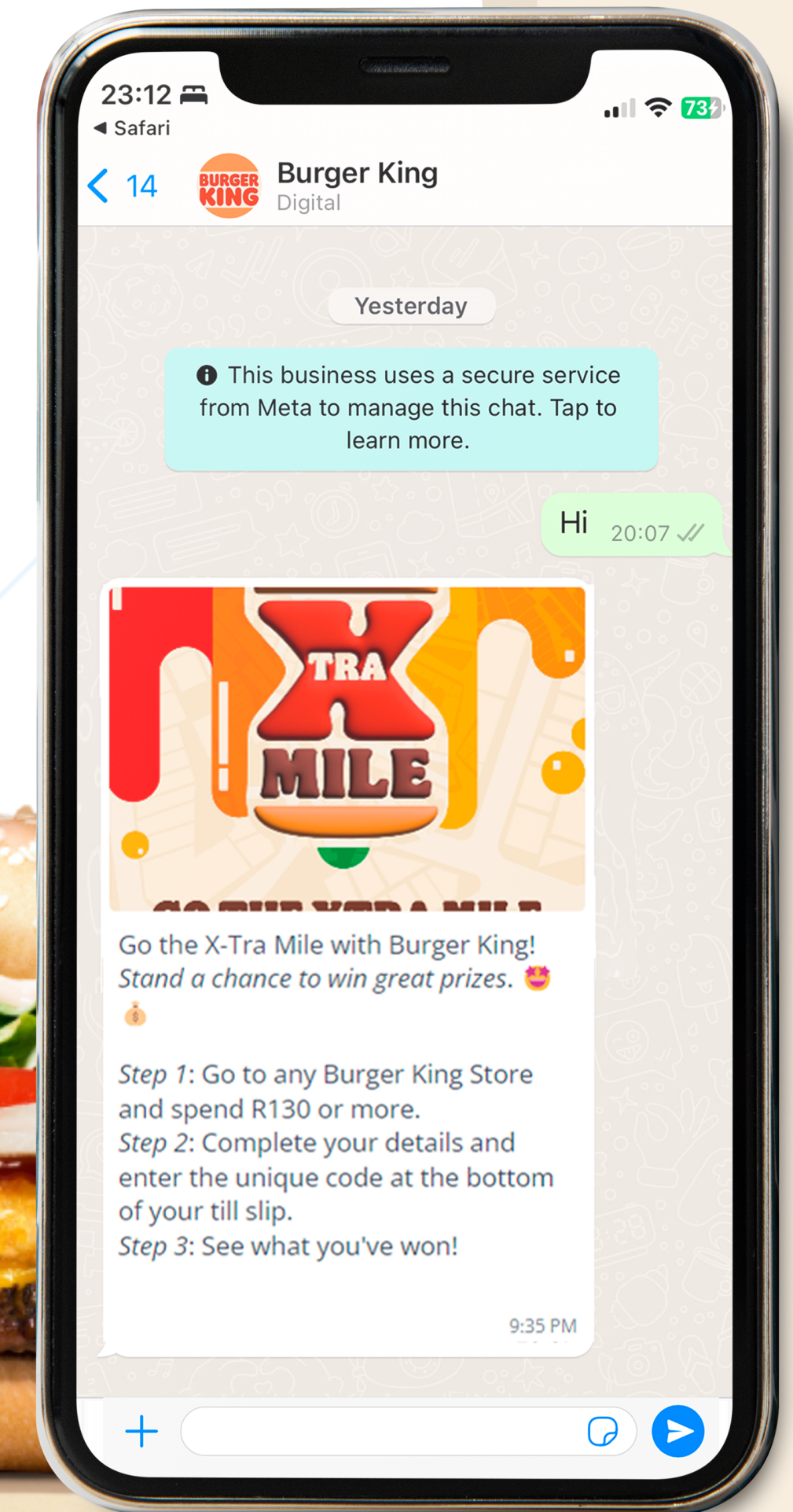
**>38K**

entries



**Fridays**

most engaged day





# / Digify Africa WhatsApp eLearning Bot

## The Challenge

Digify wanted to educate and engage consumers throughout Africa by developing a cost effective and scalable learning WhatsApp bot.

## The Result

The affordable eLearning experience racked in over 275K learners with over 150 million messages sent.



**275K**

learners registered



**150**

million messages



**1.3**

million topics completed



Digify nabbed the following awards: Platform Innovation; Channel Innovation; Craft; Bots Messaging and Dark Social plus a Bronze Award for Public Service & NPO Platforms





# / Virgin Active WhatsApp Fitness Platform



## The Challenge

Virgin Active wanted to generate awareness and reward members for achieving their fitness goals via an easily accessible platform – WhatsApp.

## The Result

Techsys build the Virgin Active Quest campaign on WhatsApp – allowing users to set a series of health and fitness goals and complete them each week to earn points and unlock amazing prizes.



**300K**

workouts were logged  
in first month



**>6mil**

interactions on  
the WhatsApp platform



**100K**

of online exercise  
videos were watched





# / V&A WhatsApp Information Hub



## The Challenge

V&A Waterfront wanted to connect and create a handy little assistant that helps consumers navigate and entertain themselves while strolling.

## The Result

Techsys produced an interactive line that acts as an on-going information hub. In the first few months of the campaign, there were over 41K interactions on the platform.



**+100K**

shoppers  
connected



**800K**

messages  
processed



**45K**

store  
lookups





# / Momentum WhatsApp Conference Bot



## The Challenge

Momentum has an annual online summit with over 4000 agent brokers. This year the goal was to add a digital experience that would maintain the excitement during the two-hour conference while rewarding the attendees.

## The Result

Techsys Digital built a WhatsApp solution that engages with the attendees pre, during and post the online event. The platform is virtually hosted by the Momentum avatar, Max. The WhatsApp platform takes conferences to new heights with an arrange of functionalities.



**>4000**

attendees  
onboard



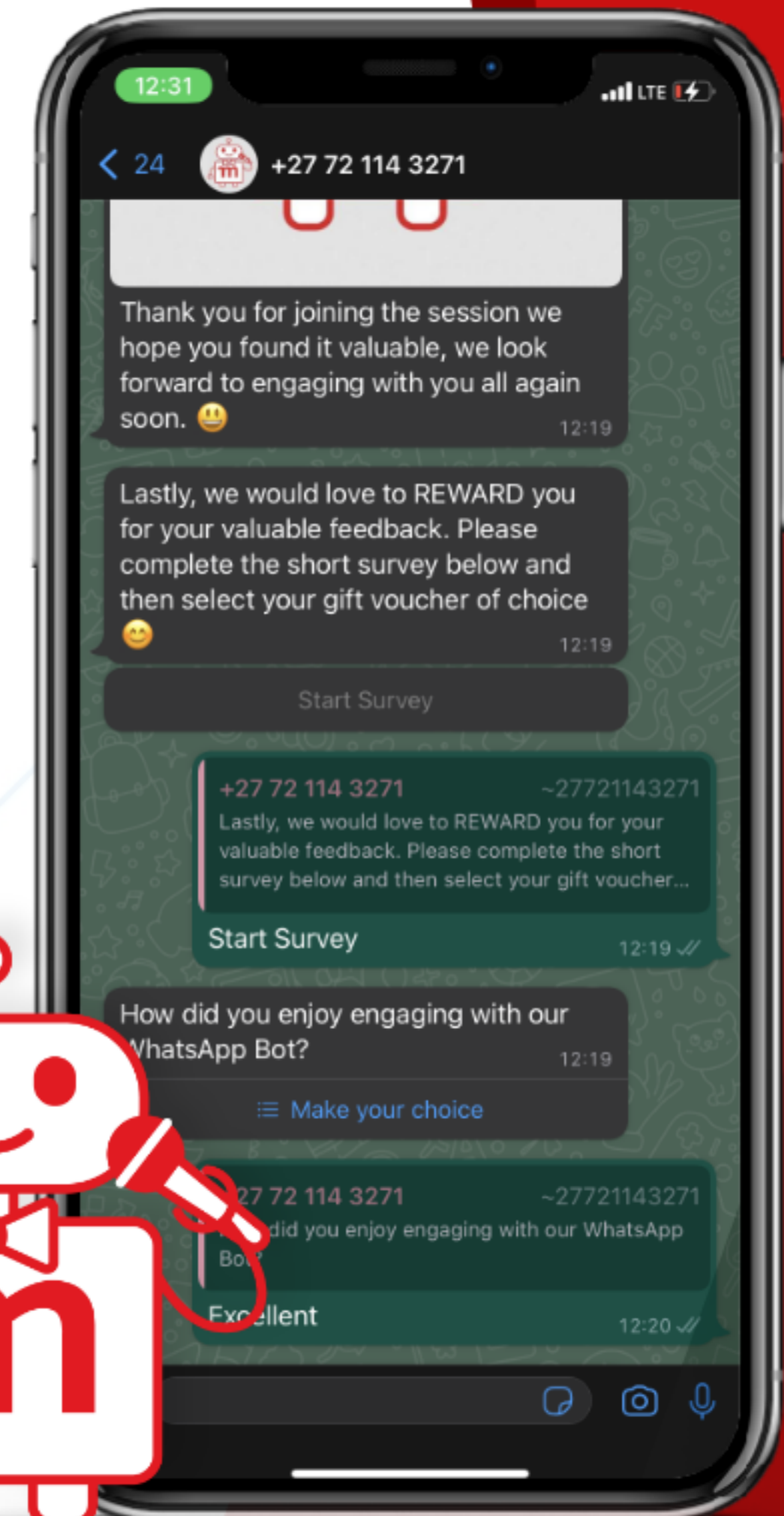
**Built-In**

facial recognition  
for selfies submissions



**Feedback**

feature that rewards  
for review submissions





# / Renault WhatsApp Loyalty Platform



## The Challenge

Renault wanted to overhaul their digital Aftersales platforms in order to easily provide the best service and rewards to its customers.

## The Result

Techsys helped Renault create a WhatsApp Loyaltybot - a mobile vouchering solution to help them easily serve their loyal consumers by allowing them to redeem and view vouchers.



**>317K**

messages sent  
since the launch



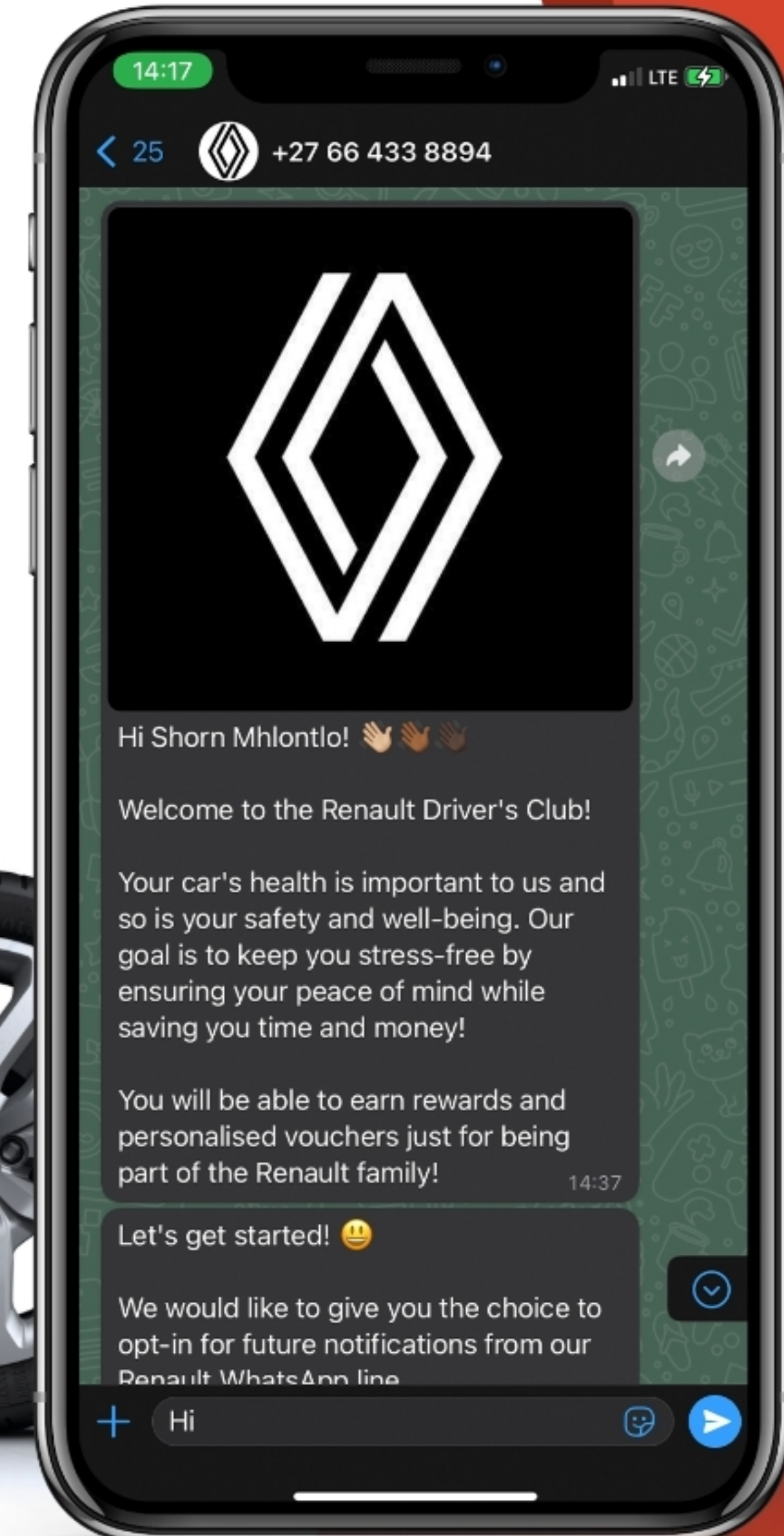
**4.5K**

consumer actions  
completed monthly  
on average



**2.5K**

users claim their  
voucher monthly  
on average





# / Verigram WhatsApp Signing Platform

## The Challenge

How can you authenticate signatories and the signing of documents, across any device, while ensuring that the integrity of the transaction is never compromised.

## The Result

We build and launched Verigram, a secure, Whatsapp based document signing platform.



**200K+**

contracts  
signed



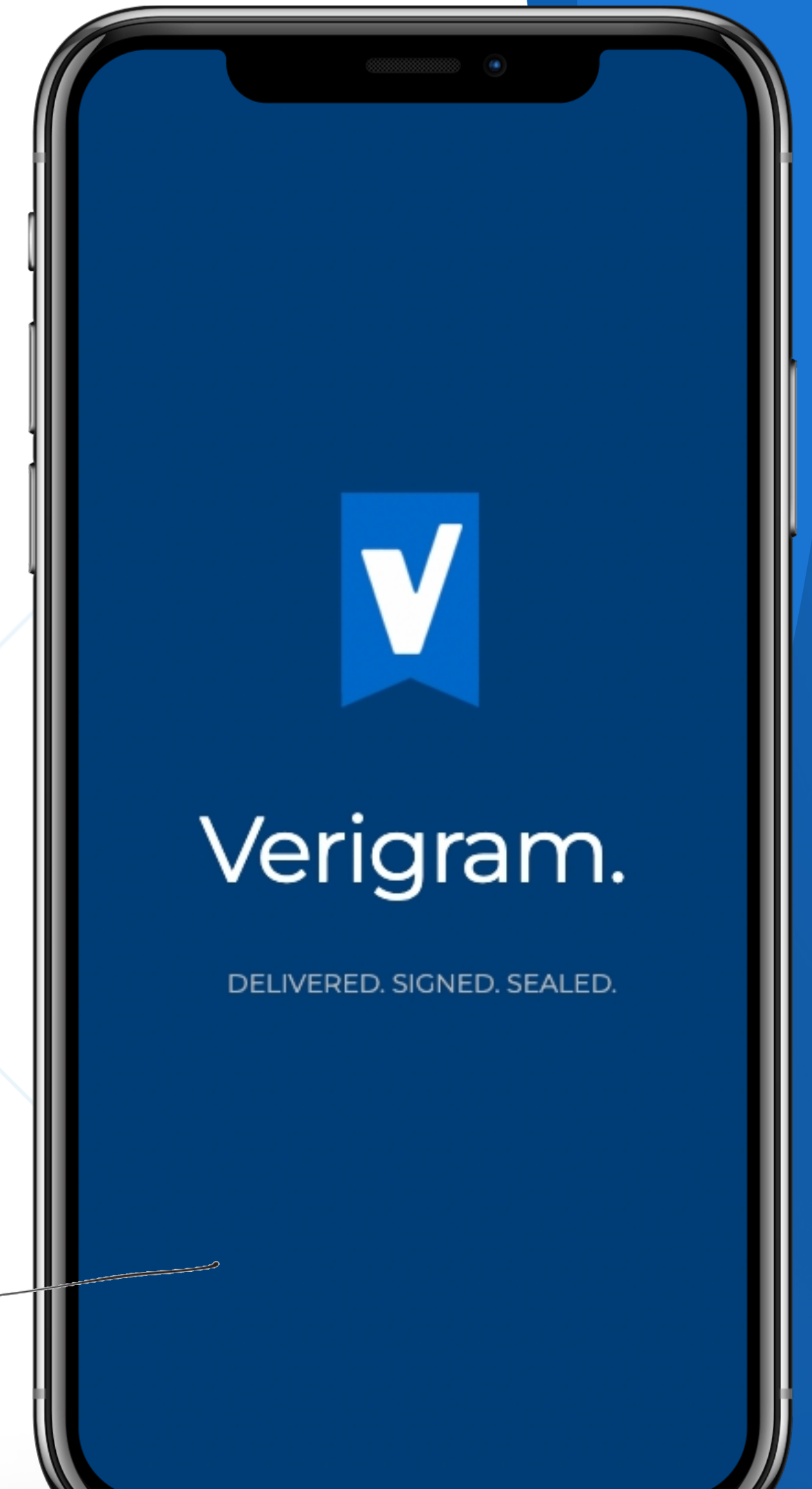
**4**

multiple banks  
onboard



**1000s**

of positive  
feedback





# **Activation Machines**

**Case Studies**



# / Windhoek Beer Detector Machine

## The Challenge

Windhoek has reached out to Techsys Digital to develop a beer unit that would support a game that speaks to the intrinsic value of Windhoek beer. They wanted to drive their quality credentials and solidify Windhoek's presence in the premium beer landscape and achieved this by a 100% scan rate so far!

## The Result

Techsys created these beer units to allow a consumer to engage with a game highlighting the pure beer positioning of Windhoek and creating awareness.



**100%**

of scans were  
successful



**581**

of unique users  
entered the campaign



**1.2K**

prizes were  
awarded





# / TFG Facial Recognition Platform

## The Challenge

TFG wanted to add a new spin to their Black Friday promotion by going digital. The group wanted to reward their customers in a fun way that gets them amped up.

## The Result

Techsys conceptualised the idea - "Show us how amped up you are for Black Friday and be rewarded by Rewards & More!" in which our emotion API would analyse uploaded selfies and award users a score based on their happiness levels, and be rewarded with a voucher - valid both inshore and online on Black Friday.



7+

emotions  
detections



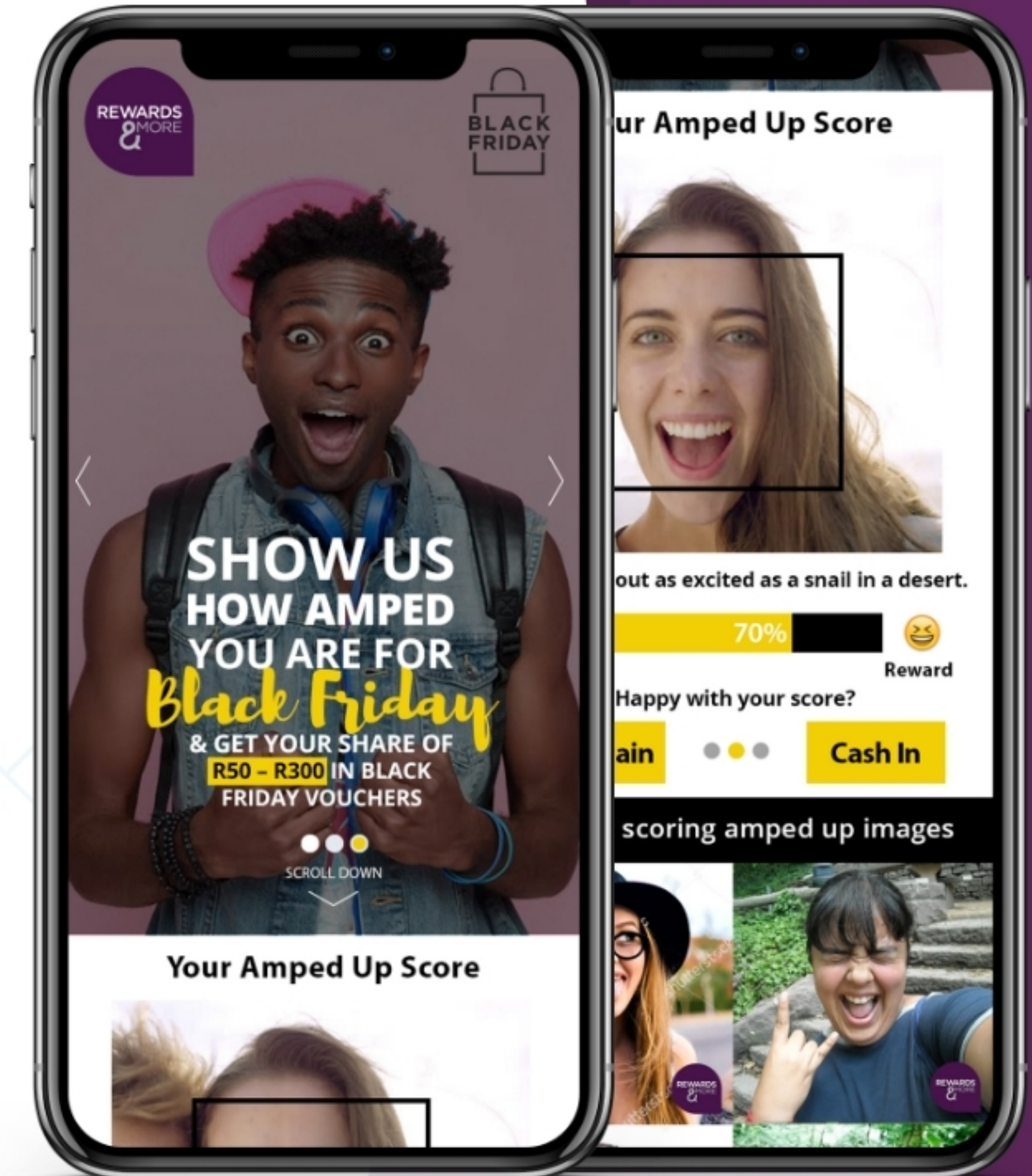
20K

entries



231K

page views





# / Amstel Beer Detector Machine



## The Challenge

Amstel has reached out to Techsys Digital to develop beer scanner machine units for their Q1 Intrinsic Campaign where they want to further land the "SLOW BREWED. EXTRA MATURED" proposition. They wanted to drive their quality credentials and solidify Amstel's presence in the premium beer landscape.

## The Result

Techsys helped Amstel by creating promoter-run activations in premium and regular taverns through the interactive beer machines. Over 9K prizes were awarded in an ongoing campaign.



**78.45%**

of scans were  
successful



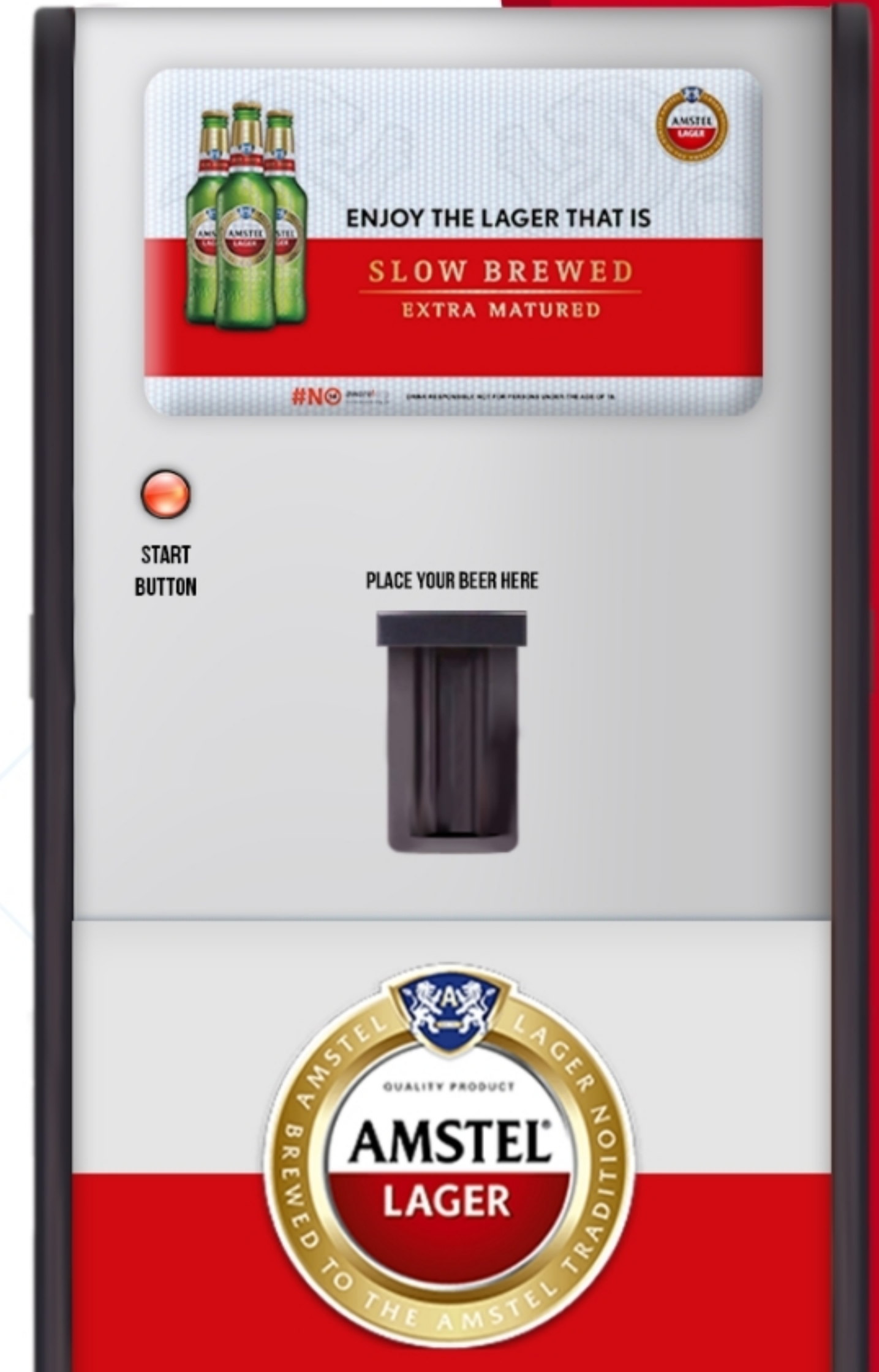
**458**

of unique users  
entered the campaign



**1K**

prizes were  
rewarded





# **Gamification**

## **Case Studies**



# / Ceres Game Catch & Win

## The Challenge

Techsys built a fun online game for learners as they head back to school. The game required learners (Assisted by the parent/guardian) to catch all the wholesome items in their lunchbox and avoid the unhealthy.

## The Result

The higher their score the greater their chance of winning weekly prizes. There was a total of 17 282 entries on the line with 31 005 plays on the line.



**31K**

plays were  
completed



**01:31**

average  
session duration



**17.2K**

entrants  
on the line





# / Otees Game Boat Ride

## The Challenge

Techsys developed a boat-race-themed game called Otees Rush Boat Ride, in which players speed upstream through a river of milk while avoiding enemies and blasting through obstacles.

## The Result

Techsys developed a boat-race-themed game called OTEES Rush Boat Ride, in which players speed upstream through a river of milk while avoiding enemies and blasting through obstacles to earn points and win big.



**5.3k**

downloads  
since launch



**TOP10**

ranking on the Play Store  
games for weeks



**28**

ratings





# / Takealot Game Arcade

takealot.com

## The Challenge

Takealot wanted to find a way to reward their fans in a fun, engaging way. Everyone loves simple arcade-style games, so Takealot approached Techsys Digital to come up with a gamification concept that would get online shoppers buzzing.

## The Result

Techsys built a game in which players had to line up three or more products to score points. Although the game was live for only 13 days, it was played almost 75,000 times!



**+/- 75K**

plays



**7**

minutes average  
playtime



**4500**

shopping  
vouchers used







# **Websites & Microsites**

**Case Studies**

# / Mazda SA Brand Website



## The Challenge

In 2018 Mazda globally launched a brand-new template for their website, to ensure a cutting-edge experience for consumers. Mazda SA enlisted Techsys to take the platform into the future with a complete upgrade.

## The Result

The result is a website that adheres to the state-of-the-art global Mazda template, with localized content that ensures the site is relevant to South African consumers.



**31.5K**

average  
monthly users



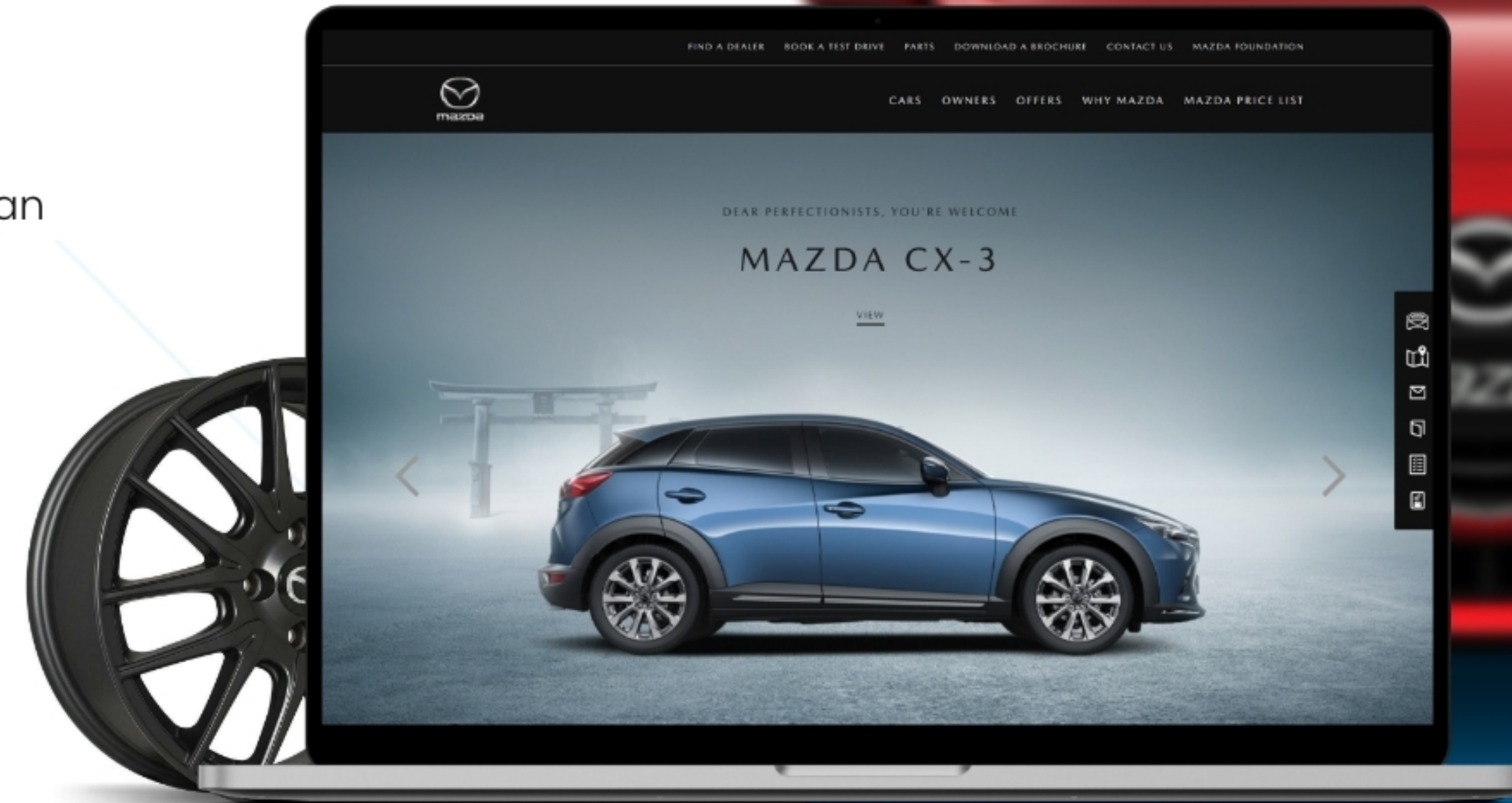
**02:43**

average monthly  
session duration



**45.7K**

average  
monthly sessions





# / John Dory's Brand Website



## The Challenge

When popular seafood restaurant John Dory's approached Techsys Digital to create their new website, the brief was to serve their consumers a site as fresh as their food.

## The Result

A premium aesthetic was developed and rolled out in every sphere of the site to powerfully communicate the quality that the brand stands for.



**250**

restaurants  
listed



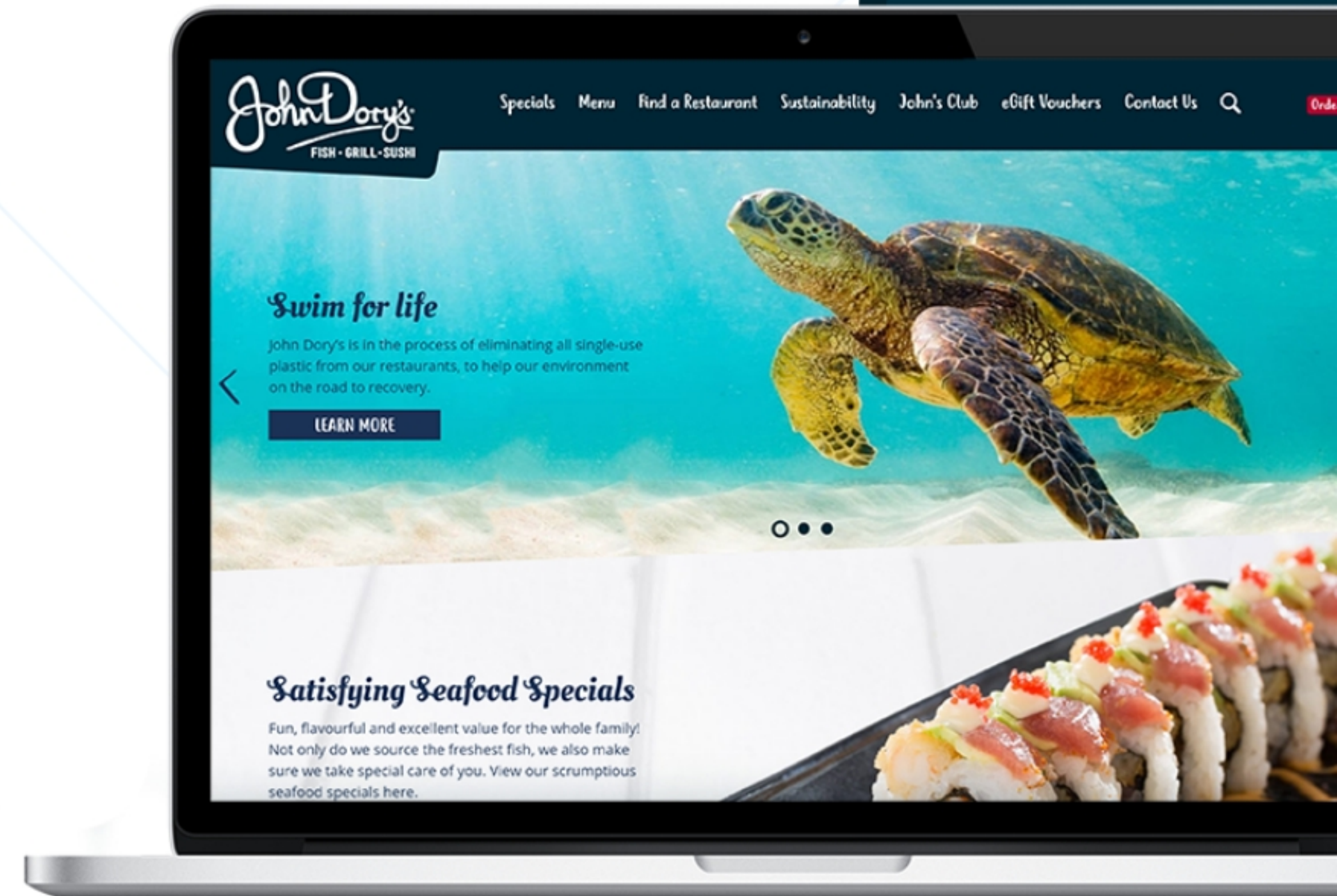
**4000**

online orders



**+150K**

visitors





# / Ceres Brand Website

## The Challenge

Iconic South African brand Ceres wanted a website to communicate the expertise and origin of the much-loved brand.

The challenge was how to achieve this while crafting a site that could be multinational, multilingual and support regional content variation.

## The Result

Techsys delivered with a new site that saw over 96% new users!



**96.3%**

of monthly users  
are new users



**191.7K**

unique users to  
the site in the past year



**219.2K**

page views on the  
site in the past year





# / BOKOMO Brand Website

## The Challenge

Bokomo wanted to recreate its online web space to be more engaging, drive more awareness and create a dedicated space for each of its sub-brands.

## The Result

Techsys created a sleek new site that is more engaging, optimised and runs smoothly.



**20K**

average  
montly users



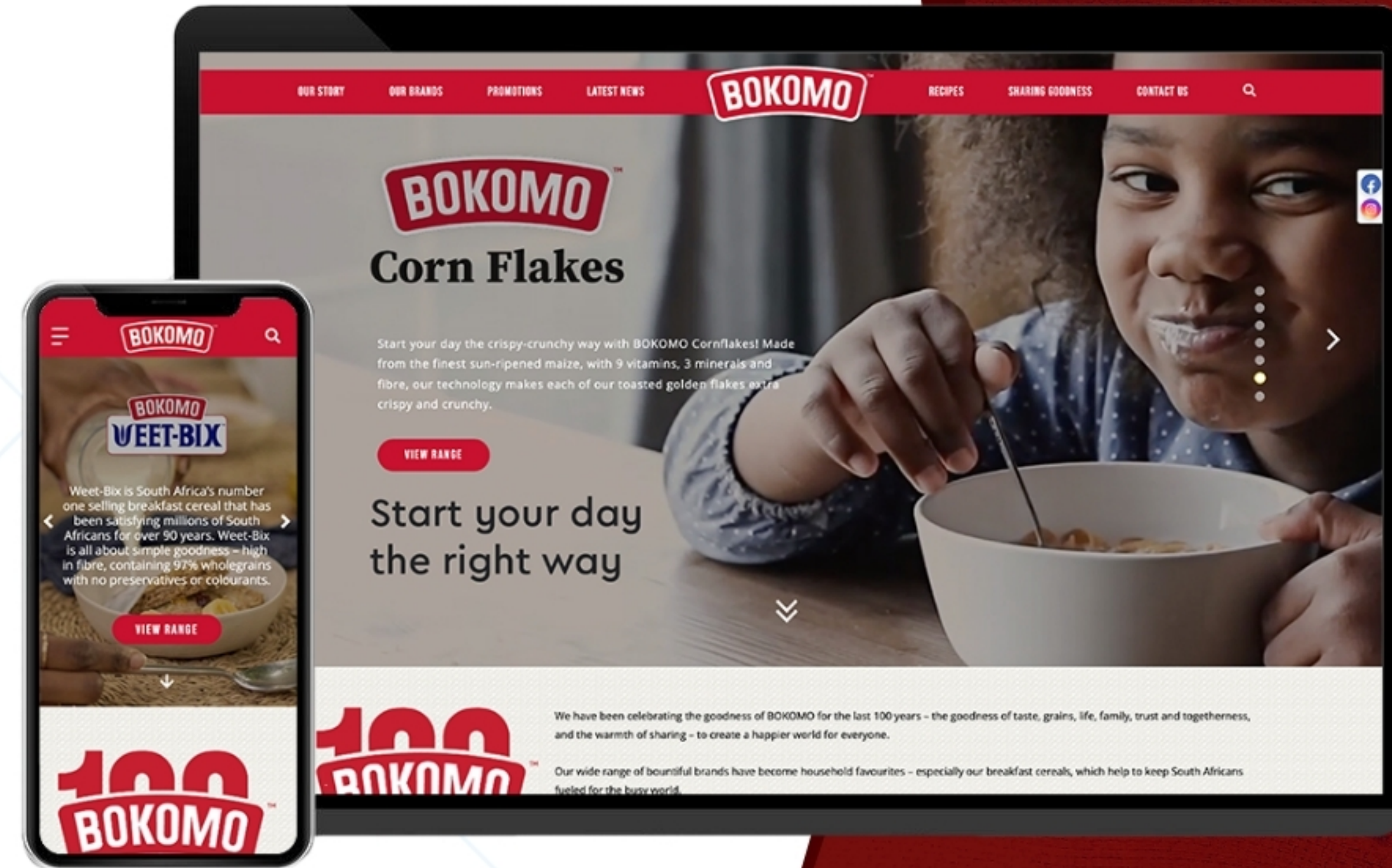
**2min**

increase in average  
duration since launch



**30%**

of monthly users  
are returing users





# / Fruitree Microsite Back2School

## The Challenge

Fruitree ran a Back2School Campaign that allows parents/guardians to share their kids' first day back to school to stand to win a hamper.

## The Result

Techsys created a mobisite that enables a photo to be uploaded with a caption and shared via social media as an entry mechanic.

The campaign saw a successful 3.3K entries with a total of 41.1K users on the homepage.



**21.4K**

mobile user  
sessions



**48.72%**

engagement rate



**41.1K**

users on the  
homepage







# / Burger King Microsite #Swopper

## The Challenge

Burger King came up with the awesome idea of 'swhopping' an image of your less amazing meal for the chance of winning a Burger King Whopper voucher – how swhopping cool is that?

## The Result

The campaign was a whopper of a success with 1000s of entries received over the two days! Now that's what we call a swhoppalicious campaign!



**10 000**

customer  
entries



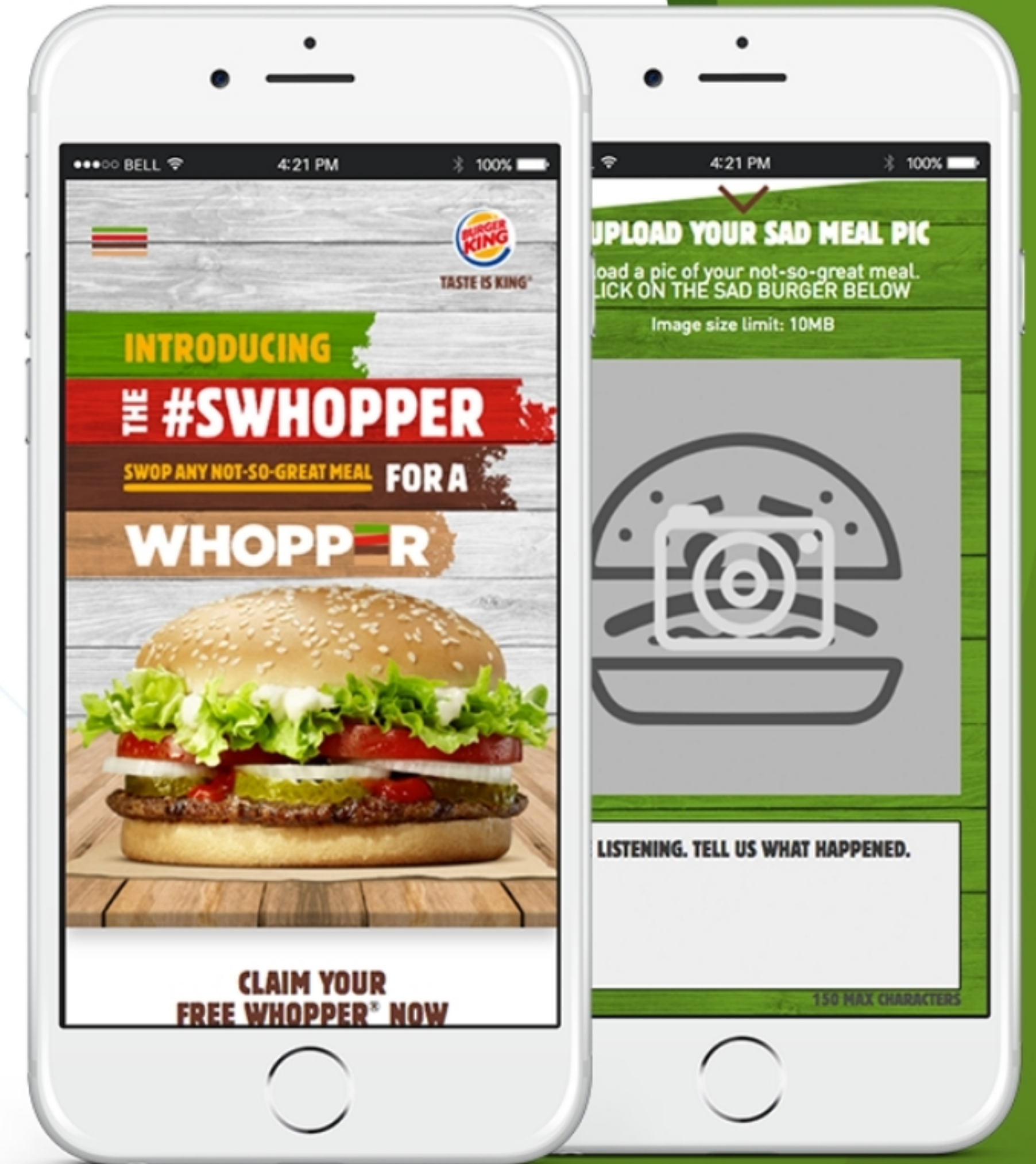
**+4000**

Whoppers  
given away



**3**

day uplift  
campaign





# / Heineken Website Waiter Incentive



## The Challenge

Heineken partnered with Techsys to develop an on-trade incentive platform for waiters and consumers to register and be rewarded for supporting Heineken.

## The Result

Techsys developed a core technology via a QR Code mechanic that takes users to a web application where they register and stand a chance to win.

This innovative solution used waiters as the main source of consumer engagement by incentivising them to drive consumer registrations and brand purchases – the campaign saw over 1K waiters registered with 34K consumer purchases!



**>1000**

waiters  
registered



**34K**

consumer  
purchases



**3K**

prizes were  
awarded





# / Burger King Microsite #FamilyYourWay

## The Challenge

Everyone loves a family meal box to share with their family – especially if it's stuffed full of delicious Burger King goodness! But every family is different, so as consumers we often have to compromise to get a family box meal that's only kind of what we really want. Living up to their brand promise "Have it your way", Burger King decided to solve this problem by allowing customers to craft exactly the family sharing box they wanted!

## The Result

Techsys Digital created an interactive microsite that allowed customers to design their own #FamilyYourWay box on the site and share it to social media! Customers were also invited to shake their unique digital box to unlock a voucher for their next trip to Burger King, using motion detection technology.



**+4K**

entries  
over 2 days



**40%**

voucher  
redemption rate



**+30K**

platform  
visits







# **SMS & USSD**

**Case Studies**



# / Amstel: Enhanced Consumer Promotion (ECP)

## The Challenge

Amstel faced the challenge of elevating its Main Market campaign to new heights and engaging a vast audience to maximize participation in their national promotion. The goal was not just to achieve a high number of entries but also to enhance the overall user experience.

## The Result

Techsys Digital tackled this challenge head-on with a dynamic, multi-layered strategy! We launched an easy-to-use USSD line, offering users a hassle-free gateway to join in. But that's not all – we spiced things up with the thrilling "Pop The Balloon" game, injecting a dose of fun and interactivity into the campaign. This powerful duo of channels crafted an irresistibly engaging and smooth journey for participants, skyrocketing our engagement levels to an astounding 1.9 million entries!



**>65K**  
users



**>1.9M**  
entries



**132%**  
KPI target achievement





# / SASKO USSD Flour Promo Campaign



## The Challenge

SASKO ran a USSD Campaign for their Flour and Bake Mix where users are able to buy any Flour or Bake mix and enter by submitting the last four digits of their barcode and their name and region.

## The Result

Techsys helped SASKO develop a USSD campaign where over 17.1K people stood to win prizes.



**10 000+**

customers  
signed up



**17.1K**

total interactions



**9**

times average  
interactions





# / NBL SMS NCP Campaign



Namibia Breweries Limited

## The Challenge

Leading beverage manufacturing company in Namibia, Namibia Breweries Limited (NBL) approached Techsys to run their first-ever portfolio NCP racking in 3.2 million entries in the 2-month campaign period.

## The Result

NBL was on the lookout for a campaign that would host 5 brands with 1 common goal – drive volume and increase sales.

Techsys helped them achieve this by developing an SMS mechanic that issued instant rewards.



**3.2M**

entries  
submitted



**289%**

of recruitment  
target exceeded



**180 000**

average  
entries a day





# / Some Super Cool Awards We Have Won



## BOOKMARKS AWARDS

Digify Africa



### Platform

Innovation



### Chat Bots



## NEW GENERATION AWARD

TFG Amped Up



### Most Viral

Campaign by Agency



### Facial Recognition

Mobi Site



## BOOKMARKS AWARDS

Takealot



### Artificial Intelligence

Campaign



### Chat Bots

Campaign



## BOOKMARKS AWARDS

Takealot



### Social Media Innovation



### Chat Bots

WhatsApp AI-Powered



## / Our Clients

We would be nothing without these amazing brands and businesses that we have joined forces with. From conceptualizing to building digital excellence, this is our client family!



RENAULT



PEPSICO

and many more...





# Let's start talking



**info@techsys.co.za**



**www.techsys.co.za**



**+27 (0)21 788 6896**



**@techsysdigital**

