



OWN UR REVOLUTION





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WE”
DON'T
CUT AND
PASTE



WHO ARE WE?

Mackay Communication Solutions came into existence in 2010 two months after delivering the very successful SABC Broadcast Centre for the 2010 FIFA World Cup at the Sandton Convention Centre.

We are known for the larger than life, awe-inspiring creative concept creation and sterling implementation.

We pride ourselves in personalizing our services by treating each client with original and unique concepts and ideas, “we don’t cut and paste”.

We offer our clients a turnkey solution for all brand communication requirements. Our team is made up of highly experienced individuals who have multiple and diverse

skills and talent with over 15 years experience in the industry.

We undertake turnkey assignments in the form of Award Shows, Advertising Campaigns, Special Project/ Event management, Televised events, Launches, Conferences, and television productions (i.e. Corporate Video, Special Insert, Special Productions).



OUR VISION AND MISSION

A 360 DEGREE “
TOTAL BRAND ACTIVATION
AND COMMUNICATION
SOLUTION

Our vision is to be a niche specialized service provider, offering our clients, a 360 degree total brand activation and communication solution option.



WHAT WE SPECIALISE IN

Mackay Communication Solutions seeks to present the following offerings:

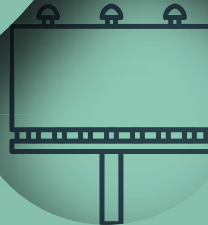
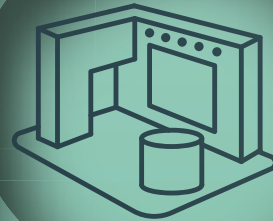
- Marketing and Communication
- Special Project/Event Management
- Production: Live Television, Multimedia & Video Production
- Brand Activation

At the core of the 4 elements is the target relating to the desired outcome we seek to deliver to every single client's objectives.


This target is central to the entire process bringing all these elements together providing the basis of what our company represents, a total brand communication solution.

Mackay
Communication
Solutions is therefore
your total solution
**Brand Activation
Specialist Agency.**

OUR EXPERTISE



- ▶ Marketing/Communication
- ▶ Special Event Management
- ▶ Media Buying and Planning
- ▶ Award Shows
- ▶ Brand Activations
- ▶ Special Project Management
- ▶ Brand Activation/Promotions
- ▶ Special Event Production / TV and Radio
- ▶ Production: Live Television
- ▶ Concert Productions
- ▶ Video and Radio Production i.e.
Ads and Promo's, Corporate Videos



STRONG “
LEADERSHIP
SKILLS AND
QUALITIES

THE TEAM



Trudy Mackay headed up various departments over the past 15 years. Last position at the SABC was that of manager Special Projects

Unit within the Corporate Marketing Division. Responsible for all Special Projects, Event Management and Special live event productions and broadcasts.

Her department has also been recognized by winning several awards of excellence. Her Industry Experience is in Broadcasting, Marketing & Communications, Brand Activation, Advertising, PR & Publicity.

Some of the projects managed and or produced by her include:

- 2010 Soccer World Cup

- One Humanity Production for Television 2014 (International Live television Launch)
- The “VUKA SIZWE BENEFIT CONCERT & TRIBUTE” – Honouring Busi Mhlongo Live Broadcast)
- SABC Greening Roadshow
- 16 Days of Activism – Saartie Baartman
- “Vuka Sizwe Tribute Show - Live Broadcast”
- World Aids Conference Opening Ceremony in Durban 2002
- Nelson Mandela’s 80th Birthday
- Thabo Mbeki’s African Renaissance Celebration
- Rand Easter Show 2000 to 2009
- Macufe 2007/8/9 and many others

Trudy Mackay is the CEO of Mackay Communication Solutions. She has very strong leadership skills and qualities that have been recognised by her industry for delivering sterling work for various organisations since the inception of Mackay Communication Solutions.



Alex Herdt is a globally experienced Senior Executive with an international track record in Advertising, Marketing

and Communications. He has worked in senior roles for some of the world's leading advertising agencies.

CEO of Ogilvy & Mather in Central and Eastern Europe; CEO of Saatchi & Saatchi in Shanghai; and Account Manager for Young & Rubicam in New York, are just several significant roles he has filled – among many others.

Also a skilled entrepreneur and a creative thinker, Alex has co-founded an innovative IT startup enterprise called Order Systems GmbH.

Alex has extensive experience and proven competency in establishing, growing and managing international communication agencies worldwide. For over 20 years he has managed the marketing campaigns of prominent international blue-chip brands and advertising agencies at a global level. The particular countries he focused on were the USA, China, Germany, Russia and Central and Eastern Europe.

A self-starter, inspirational team player and motivational leader, Alex has the tenacity, the experience and the multi-cultural focus to drive market launches and make a success of any high profile brand – anywhere.

For over **20 years** he has managed the marketing campaigns of prominent **international blue-chip brands** and **advertising agencies** at a **global level.**



PORTFOLIO










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