



ENGAGE
CREW
BRAND PROMOTERS
Powered by Yati



PROFILE





Who We Are



About EngageCrew®

EngageCrew® is an innovative field marketing program by Yati, dedicated to transforming brand engagement and consumer outreach. As an extension of your brand, we deliver high-performance field marketing solutions designed to maximize visibility, interaction, and sales conversions.

Our Mission

We bridge the gap between brands and their target audiences by executing strategic, data-driven field marketing campaigns that create lasting impressions.

Our Vision

To be the leading field marketing service in Southern Africa, providing unparalleled street team activations that drive consumer engagement and market share growth.



Why Choose EngageCrew?

EngageCrew eliminates the complexity of field marketing by offering:

- **Nationwide Reach & Speed:** We have team members across the country, enabling us to deploy faster and more effectively in any location. This reduces transport costs and ensures rapid execution of campaigns.
- **Cost Efficiency:** Our decentralized workforce means lower transport fees, allowing us to allocate resources more effectively to your campaign.
- **Comprehensive Training:** Our teams undergo both live and digital training to ensure high-impact brand representation and conversion-driven engagement.
- **Strong Administrative Structure:** We have strict operational controls to prevent falsified data, shortcuts, and unprofessional conduct, ensuring that clients receive accurate and valuable insights.
- **Part of a Bigger Marketing Family:** EngageCrew is part of Yati, a leading marketing firm, which gives us access to deeper expertise, innovative strategies, and end-to-end marketing support.
- **Flexible Pricing:** Scalable solutions to fit every campaign budget.
- **Proven Results:** Case studies demonstrate our success in growing brands.





EngageCrew / Street Team

Services





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What we do





01

Information dissemination

1. Grab & Go Flyer Distribution
2. Drop & Go Flyer Distribution
3. One2One Customer Engagement
4. Pin & Post Poster Distribution
5. Amplify360 Integrated Services

04

Buzz Generation

1. Flash Mobs
2. Road Shows
3. Street Parade
4. Social Media Blasts
5. Guerrilla Marketing
6. Influencer Collaborations

02

Sales Drive Campaigns

1. In-Drive (Walk-In)
2. In-Store Sales Drive
3. Network Marketing Program
4. Direct Sales Drive

05

OOH Monitoring

1. OOH Ad Display Audit
2. Activation and Event Verification
3. Competitor and Market Insights
4. Environmental Quality Checks
5. Proof-of-Performance Reporting

03

Data Collection

1. Surveys Data collection
2. Manual Counting Services
3. Ghost Shopping
4. Secondary Data collection
5. Merchandising Verification
6. Multi-Store Inventory Tracker

06

Entertainment Services

1. Dance Crew
2. MCs (Masters of Ceremonies)
3. Mascots
4. Live Performers
5. Theatrical Acts
6. Cultural Performances
7. Interactive Entertainers





Information dissemination

Information Dissemination delivers your message efficiently to the right audience. Services include flyer handouts, poster placements, and customer engagements, tailored for mass awareness or niche audiences. With strategic placement and real-time reporting, it bridges the gap between your brand and customers, ensuring impactful visibility across urban, suburban, and rural areas.

- >> Grab & Go:** High-speed, low-engagement flyer handouts for quick awareness in busy areas.
Best for: Mass campaigns focused on speed and reach.
- >> Drop & Go:** Passive, large-scale flyer placement for broad coverage across strategic locations.
Best for: Broad reach campaigns targeting large geographic areas.
- >> One2One:** Personalized, high-touch interactions designed to educate and generate leads.
Best for: Niche campaigns requiring detailed explanations or lead conversions.
- >> Pin & Post:** Strategic poster placement with ongoing maintenance to ensure visibility and reach.
Best for: Long-term brand visibility and awareness campaigns.
- >> Amplify360:** Customizable, integrated campaigns combining multiple services for maximum impact.
Best for: Holistic campaigns targeting diverse audiences with a synchronized strategy.



Sales Drive Campaigns

Sales Drive converts leads into customers through direct, results-driven campaigns. Using promoters for product demos, in-store promotions, and special offers, it inspires immediate action. With detailed reporting, Sales Drive delivers measurable results, making it ideal for product launches and service sign-ups.

- >> **In-Drive (Walk-In):** In-Drive boosts foot traffic by engaging potential customers near your store. Crew members approach passersby, hand out flyers, share offers, or run activities like games to draw interest. Ideal for store openings, sales, or special events to convert walk-ins into customers.
- >> **In-Store Sales Drive:** This service places skilled promoters in your store to engage customers, recommend products, and highlight promotions. Perfect for retail brands to boost conversions during product launches or peak sales periods.
- >> **Network Marketing Program:** This program builds a sales network where participants start as representatives and grow into team leaders or managers. Members earn from sales and team performance, expanding your brand's reach through multi-level marketing.
- >> **Direct Sales Drive:** Sales teams earn up to 15% commission and use platforms like WhatsApp, Facebook, school, and workplace networks to promote and sell. Designed for high performance and short-term campaigns.





Data Collection

Data Collection provides actionable insights through surveys, interviews, and digital forms. Trained teams gather reliable data, processed into reports and analytics, helping businesses understand customer behaviors and make strategic decisions for success in competitive markets.

- >> **Surveys Data collection:** Collecting tailored consumer insights through structured questionnaires to inform marketing strategies.
- >> **Manual Counting Services (Vehicle, foot & shop Traffic Count):** Monitoring vehicle flow to evaluate the reach and effectiveness of outdoor advertisements, measuring foot traffic in specific areas to understand pedestrian engagement and potential ad exposure as well as shopper Count to track the number of customers entering a shopping centre or specific store to analyze shopping patterns and peak times.
- >> **Ghost Shopping:** Conducting undercover visits to evaluate customer service, product availability, and overall experience.
- >> **Secondary Data collection:** Collecting pre-existing data sources such as books, receipts, or price lists to extract relevant insights.
- >> **Merchandising Verification:** Ensuring product displays meet brand standards and contractual agreements in retail outlets.
- >> **Multi-Store Inventory Tracker:** Monitoring inventory levels across multiple stores & sales points to streamline stock management and avoid shortages.



Buzz Generation

Buzz Generation creates excitement with creative activations like flash mobs, street parades, and stunts. It amplifies visibility and fosters emotional connections, making your brand unforgettable. Perfect for product launches and festivals, it ensures your brand becomes the talk of the town.

- >> **Flash Mobs:** Spontaneous, high-energy performances that capture attention and create viral moments in public spaces.
- >> **Road Shows:** Interactive campaigns traveling to schools, universities, communities, and city streets to engage diverse audiences.
- >> **Street Parade:** Vibrant processions featuring music, costumes, and branding to draw crowds and amplify visibility.
- >> **Social Media Blasts:** Coordinated online campaigns to generate buzz and drive conversations across platforms.
- >> **Guerrilla Marketing:** Bold, unconventional campaigns that surprise and intrigue audiences in unexpected ways.
- >> **Influencer Collaborations:** Partnering with influencers to leverage their platforms and audiences for extended reach and engagement.

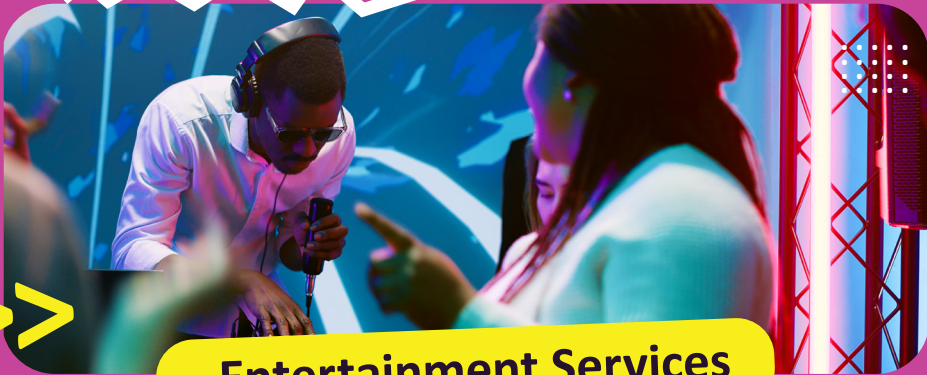


OOH Monitoring

The **Entertainment Services** offering is ideal for events, product launches, community activations, and campaigns seeking to leave a lasting impression. It complements other services like **Buzz Generation** by ensuring immersive, memorable experiences.

- >> **OOH Ad Display Audit:** Monitoring static and digital OOH assets, including billboards, posters, mall branding, and transit ads, for visibility and compliance.
- >> **Activation and Event Verification:** Ensuring sampling, activations, and event meet agreed standards maximum impact. Ensuring sampling, sponsorship branding and provide
- >> **Competitor and Market Insights:** Tracking OOH competitor and analyzing traffic patterns evaluate campaign effectiveness. activities to
- >> **Environmental Quality Checks:** Assessing lighting, weather damage, and overall condition of OOH assets to maintain optimal visibility.
- >> **Proof-of-Performance Reporting:** Delivering comprehensive reports with photo evidence and insights on all monitored activities.





Entertainment Services

The Entertainment Services offering is ideal for events, product launches, community activations, and campaigns seeking to leave a lasting impression. It complements other services like Buzz Generation by ensuring immersive, memorable experiences.

- >> **Dance Crew:** High-energy performances by skilled dancers to energize audiences during events or activations.
- >> **MCs (Masters of Ceremonies):** Charismatic hosts to keep your event lively, engaging, and well-coordinated.
- >> **Mascots:** Branded, eye-catching characters that delight audiences and create memorable interactions.
- >> **Live Performers:** Singers, DJs, or instrumentalists to provide music and atmosphere tailored to your event theme.
- >> **Theatrical Acts:** Interactive skits or performances designed to convey brand messages or entertain crowds.
- >> **Cultural Performances:** Traditional or modern cultural acts to connect with audiences on a deeper, local level.
- >> **Interactive Entertainers:** Stilt walkers, magicians, balloon artists, or face painters to engage audiences of all ages.



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Engage Crew Service Portfolio



EngageCentre: Contact Center Solutions

Contact Centre Solutions provide inbound and outbound call handling, telemarketing, and customer support services. This includes managing customer inquiries, handling complaints, conducting sales calls, and following up on leads. The service is designed to enhance customer experience and support marketing initiatives by ensuring consistent and effective communication.

- >> **Inbound Call Handling Services:** Manage customer inquiries, complaints, orders, and technical support to enhance customer satisfaction.
- >> **Outbound Call Services:** Conduct telemarketing, lead generation, customer retention, surveys, and debt collection to drive business growth.
- >> **Omnichannel Customer Engagement:** Provide seamless support through phone, email, chat, social media, WhatsApp, and SMS for a unified customer experience.
- >> **Value-added Contact Centre Solutions:** Integrate AI, CRM, quality assurance, multilingual support, and 24/7 availability to optimize efficiency and service excellence.



Exhibitions & Displays Services

Exhibitions and Display Solutions focus on setting up branded stalls in malls and business centers on behalf of clients. This service provides direct interaction with inbound traffic, allowing for customer engagement, sales, lead generation, and educational discussions about products or services. The key differentiator of this service is that branded stalls are used to attract traffic, rather than relying on roaming teams to capture attention. This approach ensures a steady flow of interested customers, creating an efficient and highly visible brand presence.

- >> **Mall & Business Center Exhibitions:** We secure prime locations in malls and business centers, handle approvals, and run pre-event promotions to attract high foot traffic.
- >> **Sponsored Event Exhibitions:** We set up branded stalls at industry events, expos, and conferences, ensuring maximum brand visibility and engagement with attendees.
- >> **Workplace Exhibitions:** We bring brand activations to corporate and business hubs, creating opportunities for direct engagement with professionals through interactive displays.
- >> **Community Exhibitions:** We set up branded stalls in local markets, residential areas, and public spaces, fostering grassroots engagement and trust within communities.
- >> **Custom Exhibition:** Fully tailored exhibition experiences designed to meet unique brand needs, incorporating custom-built displays, interactive elements, and personalized engagement strategies.
- >> **Event Branding:** We set up and take down your brand visibility elements seamlessly, ensuring a professional and impactful presence at your event.



EngageCrew

Bundled Services

Overview

What Are Bundled Services?

EngageCrew offers carefully designed **service bundles** to simplify campaign planning and ensure businesses get **maximum impact** from their activations. These packages group **complementary services** together, making it easier for clients to choose the right solution for their objectives.

Each bundle is designed based on **specific business goals**, such as **increasing sales, building brand awareness, gathering market insights, or engaging customers through live activations.**



Ask us about our Bundles Services



Retail Sales Booster Package

For FMCG, Electronics, Fashion
& Retail Brands

Mass Outreach Package

For Telecom, Financial Services,
Insurance, and Public Campaigns

Experiential & Buzz Generation Package

For Beverage, Music, Entertainment,
and Event-Based Brands

Direct Sales & Lead Generation Package

For Banks, Microfinance, Insurance, and
Subscription-Based Brands

Product & Brand Verification Package

For FMCG, Beverage, Electronics
& Auto Brands

Brand Activation & Exhibition Package

For Corporate & Community Engagements







Brands we have worked with





Scan here for
more details



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