CIDERPOINT

MEDIA & MARKETING

OUR CREATIVE AGENCY · BUSINESS PROFILE 2026

INTRODUCTION

What's in a name?

"Cider Point" symbolises precision in the digital media space, where every project is executed with a laser-focused commitment to excellence. **"Cider"** evokes the integration of modern technology and communication; **"Point"** signifies a destination, a mark of distinction. Together they describe a media agency where creativity meets technology, and every campaign hits the mark.

THE GROUP

One group. Many teams.

Cider Point Group is the parent company to the most innovative teams of company structures in place.

CIDERPOINT
MEDIA & MARKETING

CIDER POINT
TRADING

CIDERPOINT FOUNDATION

LEADERSHIP

The people behind it.



JOHN MOKOLOBETSI DITSHWENE

DIRECTOR & CEO · CIDER POINT GROUP



CRAIG MOATSHE

CREATIVE DIRECTOR · CIDER POINT MEDIA



PORTIA MORENG

HEAD OF MARKETING · CIDER POINT MEDIA

WHO WE ARE

Bringing your brand home to the people.

Cider Point Media is a South African Out of Home (OOH) advertising specialist, rooted in the energy of the townships and based within urban spaces. We bring your brand into the heart of communities, not as a visitor but as a trusted ally. We understand the people, the culture and the pulse of eKasi because it is who we are and where we are from.

OUR JOURNEY

Advertising as an experience.

Our rebuild began in 2022, driven by a vision to connect brands with consumers in the streets and alternative urban corners of South Africa. We are the bridge between brands and the communities they wish to touch.

OUR PHILOSOPHY

Asset-Based Community Development (ABCD)

Local resources are leveraged to drive both economic growth and social impact, creating a meaningful connection between brands and communities and contributing to the upliftment of township areas.

SERVICES

What we do best.

01

Marketing

02

Social Media Management

03

Corporate Branding & Identity

04

Murals Marketing

05

Billboards Marketing

06

Corporate Events Planning & Hosting

07

Refined Media Rebranding

Creative. Strategic. Delivered.

OUR WORK

Walls, boards & beyond.

Wall murals · Billboards · Building wraps · Hoardings · Street poles · Tower branding · Ambient media · Car branding · Office branding · Promotional material







HOW WE WORK

You brief.
We deliver.

01

Meet & greet

We meet, listen and understand your brand.

02

Project structure

We structure your project and its goals.

03

Outline & prep

We outline the plan and prepare every detail.

04

Execute & deliver

We execute and deliver. Easy.

BRANDING & IDENTITY

Icons with a story.

A logo that doesn’t move emotions or tell a story has no value, even in gold. That is why we go deeper into a company’s story to create a meaningful icon that represents the brand.

RECENT BRANDING PROJECT

Ecobank branding & identity



PARTNERS & CLIENTS

Brands we've built with.

Gathering of the Musical Clan	Ecobank	Fundaflix	Panda Connect
Softhub	TeqWarehouse	ATBookingz	Ricoffy

RECENT EVENT PROJECT

MBCF.2025

MUSIC BUSINESS CONFERENCE

We believe it’s time to teach the upcoming generation about the music business and save them from the mistakes we had to endure. This is us giving back.

We plan each event from inception: from the main idea to the attendance gifts, covering location, stage and theme management, marketing campaigns and the branding of the show.

OUR EVENT PLANNING STAGES

01 **Briefing & concept plan**

02 **Stage plan & setup**

03 **Marketing rollout**

04 **Marketing campaigns**

05 **Keynote plan**

06 **Rehearsals**

07 **Show day**

08 **Closing show**

Goals & objectives.

01

Increase the number of followers

Followers are the audience that sees your product, daily content and promotions.

02

Increase brand awareness

To stand out, a brand needs a distinctive value that makes the audience aware of its presence.

03

Improve engagement

To create a bond with current followers, an interactive and engaging activity is needed.

Let’s build something extraordinary.

JOHANNESBURG
South Africa

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