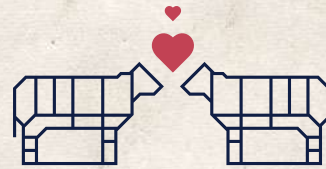


SIMPLE. CLEAR. BEAUTIFUL.

JOOM IS A MULTI-TALENTED DESIGN STUDIO WITH A 360° OUTLOOK.

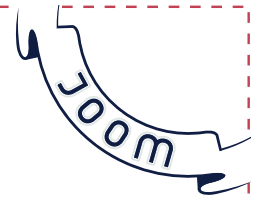
OUR AWARD-WINNING TEAM OFFERS:

BRAND STRATEGY
GRAPHIC DESIGN
ADVERTISING
COPYWRITING
PRODUCT DESIGN
EVENT DESIGN
INTERIOR DESIGN
WEB DESIGN
ANIMATION
ILLUSTRATION



WE ENJOY THE FACT THAT OUR CLIENTS AND PROJECTS ARE VARIED AND DIVERSE. WE'RE ABLE TO SHIFT GEARS FROM CREATING A LOGO FOR A SMALL BUSINESS, TO ROLLING OUT A LAUNCH CAMPAIGN FOR A NEW BRAND COMPRISING NAMING, BRAND ORIGINATION, ADVERTISING, WEB PRESENCE AND RETAIL STORE INTERIOR.

THE SCALE OF THE PROJECT MAY CHANGE, BUT THE BASIC PRINCIPLES STAY THE SAME - THE BRAND MUST RESONATE WITH THE AUDIENCE, THE MESSAGE MUST BE COMMUNICATED CLEARLY AND THE CREATIVE WORK MUST BE FRESH, IMAGINATIVE AND IMPACTFUL.



WHO WE ARE

WE DO WHAT WE DO BECAUSE WE LOVE DESIGN AND WE LOVE BRANDING. WE'RE ENTHUSIASTIC ABOUT EACH PROJECT, AND WE HOPE THAT OUR ENTHUSIASM IS INFECTIOUS. WE FIND INSPIRATION AND JOY IN OUR WORK, AND SATISFACTION IN A JOB WELL DONE.

JOOM'S CREATIVE DIRECTOR, JUSTIN PLUNKETT, IS ONE OF SOUTH AFRICA'S TOP CREATIVE PROFESSIONALS AND HAS 15 YEARS OF INTERNATIONAL DESIGN EXPERIENCE, WHILE STRATEGIC DIRECTOR MEGAN CRAIG HAS A WORLD-CLASS BACKGROUND IN BRAND STRATEGY AND ADVERTISING. JOOM IS A BEE VENTURE WITH 51% BLACK FEMALE OWNERSHIP.

HOW WE WORK

EACH TIME WE BEGIN A PROJECT, WHETHER IT'S DESIGNING ONE OF OUR OWN PRODUCTS OR CREATING A CAMPAIGN FOR A CLIENT, WE START WITH STRATEGIC THINKING. OUR FIRST STEP IS TO ASK OURSELVES:

WHAT IS IT THAT WE WANT TO DO?

WHAT'S THE BEST WAY TO DO IT?

IS WHAT WE'RE DOING ACHIEVING THE GOALS?

ON A PRACTICAL LEVEL, EACH DESIGN ELEMENT IS CONSCIOUSLY CONSIDERED AGAINST THESE CRITERIA, SO THAT EVERY CREATIVE DECISION IS DRIVEN NOT ONLY BY AESTHETICS, BUT BY A CLEAR FOCUS ON OUR AIMS AND GOALS. DURING THE CREATIVE PROCESS, WE CONTINUALLY ASK OURSELVES:

IS IT SIMPLE?

IS IT CLEAR?

IS IT BEAUTIFUL?

MORE AND MORE, WE'RE CHALLENGING OURSELVES TO FIND GREENER AND MORE SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE WAYS TO WORK.





LUMINAIRE



BRANDING

WE HAVE A DEEP UNDERSTANDING OF THE PROCESS OF CREATING OR RENEWING A BRAND. **EVERYTHING WE DO IS IN SERVICE OF THE BRAND** - ALL OUR IDEAS, OUR INSPIRATIONS AND OUR EFFORTS. WE'RE EXPERT AT TAKING A BRAND FROM THE SPARK OF CREATION THROUGH THE FULL DEVELOPMENT PROCESS: UNDERSTANDING THE MARKET, NAMING, DEVELOPING THE IDENTITY AND COMMUNICATION STRATEGY, AND CREATING LAUNCH MATERIAL AND ADVERTISING.

YOUR BRAND IS THE PERCEPTION YOUR CUSTOMERS HAVE OF YOU, AND IT COLOURS THE WAY THEY SEE EVERYTHING YOU DO. WE ENSURE THAT ALL ELEMENTS WORK TOGETHER TO COMMUNICATE THE RIGHT MESSAGE. FROM THE LOGO TO THE WEBSITE TO THE PHYSICAL ENVIRONMENT, A COHESIVE STATEMENT SHOULD BE MADE.





ADIDAS
INTERNATIONAL
POINT OF SALE
CAMPAIGN



GREENPOINT
2010
STADIUM
BRANDING OF
STADIUM SITE,
WORKERS AND
VISITOR'S
CENTRE.



DETONATION
RETAIL BRAND
DESIGNED FROM
NAME TO STORE.

GRAPHIC DESIGN

ONE OF THE KEY COMPONENTS IN CREATING A BRAND IS THE DESIGN OF THE MANY VISUAL ELEMENTS E.G. SALES AND MARKETING MATERIAL, RETAIL GRAPHICS, BANNERS AND POSTERS, STAFF UNIFORMS AND PROMOTIONAL CLOTHING - AND VIRTUALLY ANYTHING ELSE TO WHICH BRANDING CAN BE APPLIED.

GRAPHIC DESIGN, ALONG WITH A STRATEGIC APPROACH, IS THE BASIS OF ALL THE WORK WE DO AT JOOM.

WE'VE HAD THE OPPORTUNITY OF WORKING WITH A WIDE RANGE OF LOCAL AND INTERNATIONAL CLIENTS, AND HAVE GAINED VALUABLE EXPERIENCE IN THE PROCESS.





CLIMATE CHANGE SUMMIT
ADS IN DAILY & COMMUNITY PRESS
DETONATION LAUNCH CAMPAIGN
MAGAZINE ADS & PROMOTIONAL MATERIAL.



ADIDAS
CAMPAIGN FOR IAN THORPE SWIMMING
WORLD CUP 98.
PRINT ADVERTS, PR
DVD, PROMO VIDEO.

ADVERTISING

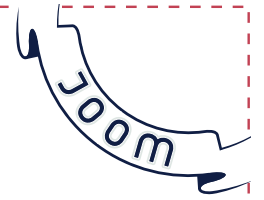
WE HAVE YEARS OF EXPERIENCE PLANNING AND EXECUTING ADVERTISING CAMPAIGNS FOR LEADING BRANDS, AND CAN ADVISE YOU ON CHOOSING THE BEST MEDIA TO GET THE MOST FROM THE BUDGET YOU HAVE AVAILABLE.

WE ALSO HAVE A WEALTH OF EXPERIENCE IN DEFINING THE GOALS AN ADVERTISING CAMPAIGN SHOULD ACHIEVE, HOW TO ACCOMPLISH THOSE GOALS, AND HOW TO DETERMINE WHETHER OR NOT THE CAMPAIGN WAS SUCCESSFUL.

YOUR ADVERTISING CAMPAIGN CAN BE PLANNED, BOOKED, DESIGNED AND EXECUTED ENTIRELY BY US; IN LINE WITH YOUR BRIEF AND YOUR BUDGET. AFTER THE FACT, YOU'LL RECEIVE A POST-CAMPAIGN ANALYSIS INDICATING THE VALUE DERIVED FROM THE CAMPAIGN.

WE CAN WORK WITHIN MOST BUDGETS, EVEN IF FUNDS ARE LIMITED. CLEVER USE OF TRADITIONAL AS WELL AS INNOVATIVE MEDIA, A GOOD UNDERSTANDING OF THE INTENDED AUDIENCE AND A HIGHLY TARGETED APPROACH CAN OFTEN PRODUCE EXCELLENT RESULTS WITHOUT BREAKING THE BANK.





PRODUCT DESIGN

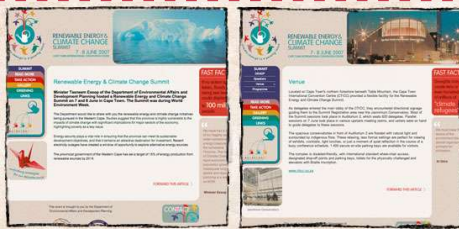
JOOM HAS LAUNCHED THREE PRODUCTS - THE MOOJ BOOKCASE, THE SPRINGBUCK RIDE-ON TOY AND THE ANIMIRROR RANGE OF FUN WALL MIRRORS. ALL THREE PRODUCTS DEBUTED TO ENTHUSIASTIC ACCLAIM FROM THE MEDIA AND DESIGN INDUSTRY, AND ENJOYED EXTENSIVE MEDIA COVERAGE LOCALLY AND INTERNATIONALLY.

THE MOOJ AND SPRINGBUCK WERE OFFERED ON A LIMITED EDITION BASIS, AND ARE NO LONGER IN PRODUCTION. THE ANIMIRRORS CONTINUE TO BE AVAILABLE DIRECTLY FROM US, AND HAVE TAKEN UP RESIDENCE IN DESIGN-SAVVY HOMES THE WORLD OVER.

WE'RE ALWAYS DEVELOPING NEW PRODUCT IDEAS AND WILL LAUNCH OUR LATEST INSPIRATIONS SHORTLY. WE'RE ALSO EXCITED ABOUT OPENING OUR FIRST JOOM STORE IN CAPE TOWN IN THE NOT-TOO-DISTANT FUTURE.

IN ADDITION TO OUR STANDARD PRODUCT RANGE, WE PROVIDE A PRODUCT DESIGN SERVICE TO ENTREPRENEURS, COMPANIES AND CRAFT COLLECTIVES. AS WITH EVERYTHING WE DO, STRATEGIC THINKING IS BEHIND OUR PRODUCT DESIGN. OUR FIRST STEP IS TO UNDERSTAND YOUR INTENTIONS IN CREATING A NEW PRODUCT, AND THEN WE APPLY OUR EXPERIENCE IN BRANDING AND MARKETING TO THE DESIGN PROCESS TO ASSURE RELEVANCE.





CLIMATECHANGE.ORG.ZA

THIS COMPREHENSIVE SITE INCLUDED DELEGATE REGISTRATION FOR THE SUMMIT, INFORMATION ON KEY ISSUES, A GALLERY OF PHOTOGRAPHS AND ONLINE COPIES OF ALL PRESENTATIONS FROM THE SUMMIT. THE SITE WENT OFFLINE AFTER THE EVENT.



KENPHOTOS.CO.ZA

THIS SLEEK DESIGN FOR PHOTOGRAPHER KEN GERHARDT WAS KEPT ELEGANTLY SIMPLE TO BEST SHOWCASE HIS BEAUTIFUL IMAGES.



CAPETOWNMAGAZINE.COM

THIS VAST AND CONTENT-RICH TOURISM PORTAL IS POWERED BY NEUTONE'S CMS, ALLOWING THE CLIENT CONTROL & FLEXIBILITY. ICONS FROM THE SITE DESIGN WERE TURNED INTO ARTWORKS IN A GALLERY FOR THE LAUNCH EVENT.

WEB DESIGN

WE BELIEVE THAT THE BALANCE BETWEEN BEAUTIFUL DESIGN AND SIMPLE USABILITY IS VITAL, AND OUR TEAM IS SKILLED IN BOTH AREAS.

DEPENDING ON THE SCALE AND COMPLEXITY OF YOUR REQUIREMENTS, WE CAN OFFER A RANGE OF OPTIONS FOR YOUR WEBSITE. OUR FULL RANGE OF SERVICES FOR THE WEB IS AS FOLLOWS:

WEB DESIGN

WEB DEVELOPMENT

WEB COPYWRITING

ONLINE ADVERTISING - DESIGN AND MEDIA STRATEGY

E-NEWSLETTER DESIGN AND COPYWRITING

WE ALSO OFFER A POWERFUL CONTENT MANAGEMENT SYSTEM, WHICH ALLOWS YOU TO QUICKLY AND EASILY UPDATE YOUR WEBSITE YOURSELF AS THE NEED ARISES. THIS ALLOWS YOU TO ALWAYS SHOWCASE YOUR MOST RECENT WORK, LATEST SUCCESSES AND MOST CURRENT INFORMATION.

JOOM'S PREFERRED WEB DEVELOPMENT PARTNER IS *neutone* AN EXPERIENCED WEB SOLUTIONS COMPANY WITH A LONG AND GROWING PORTFOLIO OF OUTSTANDING WORK.

OTHER SITES DESIGNED BY JOOM INCLUDE:

WWW.JOOM.CO.ZA

WWW.VOGELDESIGN.CO.ZA

WWW.LUMINAIRE.CO.ZA

WWW.AMANZIBLUE.COM

WWW.CASE.ZA.ORG





CLIMATE
CHANGE
SUMMIT

EVENT LOGO &
DELEGATE
PROGRAMME



POSTERS,
BANNERS,
PRESENTATION
GRAPHICS AND
ANIMATION

EVENT + EXHIBITION DESIGN

EVENT DESIGN IS A RECENT AND VERY EXCITING ADDITION TO THE JOOM OFFERING. MANY EVENT MANAGEMENT COMPANIES ARE HIGHLY SKILLED IN CO-ORDINATION, CLIENT LIAISON AND BUDGET CONTROL, BUT MAY CALL ON DESIGN STUDIOS TO HELP THEM CREATE SPECTACULAR VISUAL EXPERIENCES FOR THEIR EVENTS.

JOOM CAN DESIGN EVENT LOGOS AND PROGRAMMES, BANNERS AND POSTERS, CONFERENCE BAGS AND T-SHIRTS, CUSTOMISED SPEAKERS' OR DELEGATES' GIFTS, AND EVEN BEAUTIFUL CONVERSATION PIECES SUCH AS SCULPTURES AND ARTWORKS.

JOOM CAN ALSO GIVE VALUABLE INPUT TO EVENT MANAGERS AT THE CONCEPTUAL STAGE OF THEIR PLANNING. HAVING A STRONG VISUAL THREAD COHESIVE THREAD RUNNING THROUGH ALL ELEMENTS OF THE EVENT ADDS TO THE IMPACT OF THE OVERALL EXPERIENCE.

EXHIBITION DESIGN INCORPORATES ELEMENTS LIKE THE EXHIBITION STAND ITSELF AS WELL AS SUPPORTING MATERIAL LIKE BANNERS, ADVERTISING LEAFLETS, PROMOTIONAL CLOTHING AND SO ON. EXHIBITIONS ARE GREAT OPPORTUNITIES FOR YOUR BRAND TO STAND OUT, BUT TO DO SO YOU HAVE TO RISE ABOVE THE CLUTTER OF HUNDREDS OF OTHER EXHIBITORS. JOOM HAS EXHIBITED IN ITS OWN RIGHT, AND CAN ADVISE YOU FROM A POSITION OF EXPERIENCE.

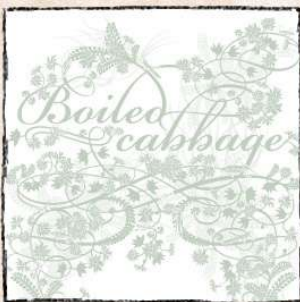




CELL C
GOLD LOERIE
AWARD WINNING
ILLUSTRATIONS



LEFT
EDGARS
VALENTINES DAY
POINT OF SALE
RIGHT
GQ MAGAZINE
MONDI AWARD
FINALIST



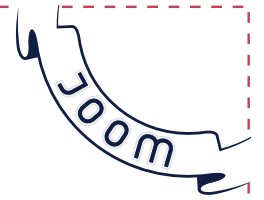
LEFT
OGILVY
AD ILLUSTRATION
RIGHT
SANTAM
CHILDREN'S
BOOK BY FCB

ILLUSTRATION

JOOM HAS PRODUCED AWARD-WINNING ILLUSTRATION WORK FOR LEADING ADVERTISING AGENCIES LOCALLY AND ABROAD, FOR CLIENTS SUCH AS VIRGIN ATLANTIC, LEVI'S, EDGARS, VOLKSWAGEN AND CELL C. JUSTIN'S WORK HAS APPEARED IN ELLE, GQ, MARIE CLAIRE AND SEVERAL OTHER PUBLICATIONS. WE HAVE THE ABILITY TO WORK IN A WIDE RANGE OF DIFFERENT STYLES TO SUIT THE BRAND AND BRIEF, AND AREN'T LIMITED TO ONE PARTICULAR LOOK.

ILLUSTRATION CAN BE USED IN CONJUNCTION WITH GRAPHIC DESIGN, ADDING AN ARTISTIC TOUCH. ILLUSTRATION CONTINUES TO BE FASHIONABLE AND POPULAR WITH THE CREATIVE INDUSTRY, AS IT CORRESPONDS TO STYLE TRENDS TOWARDS MORE ORNATE, TACTILE AND PERSONAL ELEMENTS IN DESIGN.





BIG MOMENTS FOR JOOM SO FAR

AUGUST 2007

WE RECEIVED WORD FROM DWELL MAGAZINE IN CALIFORNIA THAT THEY WERE PLANNING TO USE MOOJ AND THE SPRINGBUCK FOR AN UPCOMING FEATURE. DWELL IS ONE OF OUR FAVOURITE DESIGN MAGAZINES AND WE WERE OVER THE MOON TO BE FEATURED.

AUGUST 2007

ONE OF OUR FAVOURITE LOCAL BANDS, FRESHLYGROUND, ASKED TO USE OUR ANIMIRRORS IN THEIR LATEST MUSIC VIDEO, 'POT BELLY'. WE LOVE THEIR EXUBERANT, ECLECTIC AND INFECTIOUS SOUNDS AND WERE VERY HAPPY TO OBLIGE.

JUNE 2007

WE WERE HONOURED WHEN TASNEEM ESSOP, MINISTER OF ENVIRONMENT, PLANNING AND ECONOMIC DEVELOPMENT, WAS SO PLEASED WITH THE EVENT DESIGN WE CREATED FOR AN ENVIRONMENTAL SUMMIT HOSTED BY HER DEPARTMENT THAT SHE INSISTED ON MEETING US TO EXTEND HER THANKS IN PERSON.

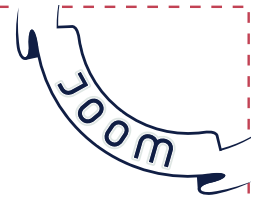
MAY AND JUNE 2007

WE WERE THRILLED TO BE FEATURED IN SEVERAL LOCAL MAGAZINES IN THIS TWO-MONTH PERIOD. SOME OF THE PUBLICATIONS WHO FEATURED OUR RANGE INCLUDED HOUSE AND LEISURE, VISI, FEMINA, SARIE AND READER'S DIGEST.

MAY 2007

JOOM'S SPRINGBUCK TOY WAS FEATURED IN I.D. MAGAZINE, ONE OF THE WORLD'S MOST HIGHLY-REGARDED AND PRESTIGIOUS DESIGN MAGAZINES. I.D. IS PUBLISHED IN NEW YORK BUT READ AROUND THE WORLD, AND SHOWCASES INNOVATIVE PRODUCTS AND TECHNOLOGIES FOR READERS WHO ARE AT THE FOREFRONT OF SHAPING THE WORLD THROUGH DESIGN.





FEBRUARY 2007

THE MOOJ BOOKCASE WAS NAMED A FINALIST IN THE 'MOST BEAUTIFUL OBJECT IN SOUTH AFRICA' COMPETITION, HELD AT THE 2007 DESIGN INDABA EXPO. ALL FINALISTS WERE NOMINATED BY A HIGH-PROFILE CURATOR PANEL MADE UP OF LEADING SOUTH AFRICAN DESIGNERS AND CRITICS, STYLISTS AND EDITORS, AND JUDGED BY RENOWNED DUTCH DESIGNER JURGEN BEY.

OCTOBER 2006 – FEBRUARY 2007

THE MOOJ BOOKCASE BY JOOM WAS ONE OF HALF A DOZEN PRODUCTS FEATURED IN THE MULTI-MILLION RAND ADVERTISING CAMPAIGN FOR THE 2007 DESIGN INDABA EXPO. THE CAMPAIGN COMPRISED TV ADS, AN OUTDOOR CAMPAIGN AND FULL-PAGE ADS IN SEVERAL LEADING DESIGN MAGAZINES AND NEWSPAPERS.

MID 2006 ONWARDS

DOZENS OF DESIGN BLOGS ALL OVER THE WORLD BEGAN TO PICK UP ON JOOM PRODUCTS AND POSTING ENTHUSIASTIC REVIEWS OF OUR DESIGNS ON THEIR SITES. OUR WEBSITE SAW SO MUCH TRAFFIC WE HAD TO UPGRADE OUR HOSTING!

MAY 2006

JUSTIN'S ILLUSTRATIONS OF JAKE WHITE AND MARK SHUTTLEWORTH FOR GQ MAGAZINE EARNED HIM A PLACE AS A FINALIST IN THE CATEGORY OF VISUAL IMPACT AT THE PRESTIGIOUS MONDI MAGAZINE AWARDS.

OCTOBER 2005

JUSTIN WON THREE LOERIE AWARDS FOR HIS WORK ON CELL C'S 'ART OF CONVERSATION' CAMPAIGN. THE LOERIES ARE SOUTH AFRICA'S FOREMOST MARKETING AND COMMUNICATION AWARDS.





CONTACT US

FEEL FREE TO DROP US A LINE WITH QUESTIONS, IDEAS, COMMENTS...
WE'D LOVE TO HEAR FROM YOU!

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