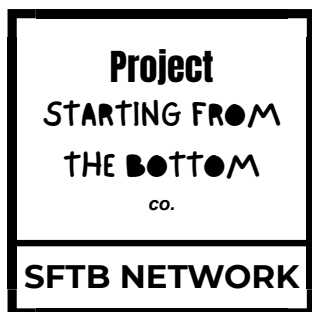




CREATIVE MEDIA AGENCY PROFILE



LEGAL STATUS NAME

Project Starting From The Bottom (Pty) Ltd

AGENCY STATUS NAME

Project Starting From The Bottom Co.

Project Starting From The Bottom (Pty) Ltd, commonly known as Project SFTB, is an independent media, communications and creative company operating at the intersection of media, culture, entertainment, public discourse and strategic communication.

Founded in December 2021, Project SFTB has evolved from its early beginnings as a creative and digital media initiative into a broader ecosystem that develops media platforms, produces original content, supports brands and organisations, creates opportunities for creatives, and builds communication solutions for audiences and partners.

Project SFTB is built around the idea that meaningful creative work can begin anywhere and grow into something significant. The company works across editorial, multimedia production, communications, public relations, marketing, social media and creative development, bringing these disciplines together rather than treating them as isolated services.

Who Are We?

Project SFTB is a South African creative and media company with a growing presence across media, culture and communications. Our work combines storytelling with strategy, allowing us to develop content that is not only visually and creatively relevant but also purposeful.



The company operates through a developing ecosystem of media platforms, creative initiatives and commercial services. These include **SFTB NETWORK**, **SFTB AFRICA**, **The Finest**, **SFTB Nexus**, **OpenStudioZa** and the **SFTB Marketplace**, alongside our broader agency work in communications, public relations, marketing, social media and multimedia.

Our work is designed for audiences, brands, organisations, artists, entrepreneurs and emerging creatives who require a platform, a voice, a communication strategy or a creative partner.

Our Purpose

Project SFTB exists to create, communicate and connect. We create original media and multimedia content. We communicate ideas, brands, stories and campaigns through strategic and creative channels. We connect people, platforms, organisations and opportunities across the creative and media environment.

Our purpose is therefore not limited to publishing content. We aim to build an environment in which media, creativity, culture and strategic communication can work together to create visibility, engagement and opportunity.

What We Do

Our work is centred around four interconnected areas:

- Media and editorial
- Creative and multimedia production
- Communications, PR and marketing
- Platforms, partnerships and creative opportunities

Through these areas, Project SFTB develops original intellectual property, produces digital content, supports external clients and partners, and creates platforms through which stories, ideas and creative work can reach wider audiences.



Media and Editorial

Media remains a central part of Project SFTB's identity. Through our editorial and media platforms, we produce commentary, interviews, features, analysis, cultural storytelling and industry-focused content.

SFTB AFRICA represents our broader multimedia and editorial direction, providing a platform for insightful storytelling and commentary on South African and African society, culture, politics, media and public life.

SFTB Nexus focuses on editorial projects, industry publications and original written work, while specialised platforms and initiatives allow us to explore specific areas of culture, youth, entertainment and public discourse.

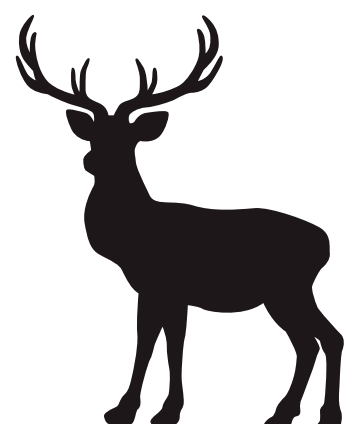
Our editorial approach is independent, contemporary and audience-focused. We aim to produce work that informs, challenges, documents and contributes to conversations that matter.

Creative and Multimedia

Project SFTB develops creative work across multiple formats, including video, digital media, graphic design, branded content, podcasting, photography-led projects and other multimedia productions.

Our creative work is informed by both editorial thinking and communication strategy. This enables us to develop content that is not simply designed to look good, but is created with a clear purpose, audience and message.

From original programming and podcast concepts to campaign assets and branded media, our creative capabilities allow us to develop projects from concept through to production and publication.



Communications, Public Relations and Marketing

Project SFTB provides communication solutions for organisations, businesses, brands, creatives and initiatives seeking to strengthen their public presence.

Our communications work includes **public relations, media relations, campaign development, social media management, digital marketing, brand communication and audience engagement**. We approach these services as part of a broader communication strategy rather than as isolated marketing activities.

We help clients communicate their ideas clearly, develop their public presence, connect with audiences and create consistent narratives across platforms.

Our Platforms and Initiatives

Project SFTB operates and develops a range of media and creative initiatives, each serving a distinct purpose within the wider ecosystem.

SFTB AFRICA focuses on multimedia storytelling, commentary and cultural conversations. SFTB Editorial develops written content and industry publications. The Finest focuses on women and their contributions within the multimedia and entertainment industries. **SFTB NEXUS** explores publishing and industry-focused content, while **SFTB NETWORK** provides a broader platform for emerging creatives and artists.

Other editorial, podcast, youth and research-focused initiatives may operate as specialised projects within the wider **SFTB NETWORK**.



Our Ecosystem

Project SFTB is developing as an ecosystem rather than a single media product. The company brings together original media, creative initiatives, commercial services, partnerships and opportunities for participation.

This ecosystem allows the company to serve different roles depending on the project: publisher, media producer, creative agency, communications partner, platform developer or collaborator.

The objective is to build a sustainable environment in which creative work can generate visibility, relationships, knowledge and opportunity.

Our Audience and Partners

Our work engages a diverse audience interested in media, culture, entertainment, politics, society, creativity and contemporary African life. At the same time, we work with and aim to create opportunities for businesses, organisations, artists, entrepreneurs, institutions and emerging creatives.

We are open to strategic partnerships with organisations and individuals whose work aligns with our interests in media, creativity, culture, communications and community development.

Our Growth Direction

Project SFTB is continuing to develop its position as an independent South African media and communications company. Our growth is focused on strengthening our original media properties, expanding multimedia production, developing commercial communication services, growing the SFTB Marketplace and creating stronger relationships across the creative and media industries.



Our Approach

We believe media, creativity and strategy are increasingly interconnected. A successful campaign may require editorial thinking, creative production, public relations, social media and audience engagement at the same time.

Project SFTB therefore approaches projects from an integrated perspective.

We begin with the purpose of the project, identify the audience and communication objective, develop the appropriate creative or editorial direction, and then determine how the work should be produced, distributed and engaged with.

This allows us to work across different stages of a project while maintaining a consistent strategic direction.

SFTB Marketplace

The SFTB Marketplace is part of Project SFTB's broader effort to create practical opportunities within its ecosystem. It is designed as a platform through which members can participate, connect and explore opportunities within the Project SFTB community.

Membership is free, allowing individuals and organisations to join the platform without a financial barrier to entry. The Marketplace is intended to develop progressively as the Project SFTB ecosystem grows, creating a space for participation, discovery, collaboration and commercial opportunity.

Company Information

Project Starting From The Bottom (Pty) Ltd was founded as an extension of KQS Graphics and has since developed into an independent media, creative and communications company.

The company's current operations and creative network extend across South Africa, with activity associated with Bloemfontein, Johannesburg and Pretoria.



STRUCTURES OF OUR AGENCY

1. Creative and Editorial Functions

- **Creative Department:** Generates and executes creative ideas, including graphic design, multimedia content creation, and editorial direction.
- **Editorial Department:** Manages content creation, editing, and publication schedules for articles and other written material.

2. MARKETING AND OUTREACH

- **Social Media Management (Client Service):** Provides professional social media management services to help brands and creatives grow their online presence, create engaging content, and connect with their audience. **ANNEXURE A**
- **PR and Marketing (Client Service):** Offers PR and marketing services, focusing on media relations, press campaigns, and building strategic brand partnerships. **ANNEXURE B & C**

3. Strategic and Operational Management

- **Agency Development:** Focuses on strategic growth, sponsorships, and monetisation strategies.
- **Human Resources:** Manages recruitment and team dynamics
- **Compliance:** Ensures that the blog complies with copyright laws, privacy regulations, and other legal requirements.
- **Starting From The Bottom Network Office:** Manages ecosystemic networking and collaborative work.

4. Technical and Analytical Support

- **Technical and IT Support:** Ensures the smooth functioning of the website, including maintenance, updates, and troubleshooting technical issues.
- **Analytics:** website traffic and engagement metrics to inform content strategy and decisions.



COMPANY	Project Starting From The Bottom (PTY) Ltd
FOUNDED	7 DECEMBER 2021
FOUNDER AND MANAGEMENT	2021-2023: FOUNDED AS AN EXTENSION OF KQS GRAPHICS 2023-PRESENT: KANANELO SEEMAHALE, CREATIVE LEAD 2025-PRESENT: KWANELE ZWANE, CREATIVE MANAGER
COPYRIGHT COMPLIANCE	• SFTB EDITORIAL - EDITORIAL DEPARTMENT • COMPLIANCE DEPARTMENT
SARS Tax No.	9443890224
ENT Reg.	2025/198204/07
LOCATIONS	BLOEMFONTEIN TECHNICAL & ANALYTICAL SUPPORT JOHANNESBURG STRATEGIC & OPERATIONAL MANAGEMENT SFTB NETWORK © PRETORIA CREATIVE & EDITORIAL FUNCTIONS MARKETING & OUTREACH
CONTACT INFORMATION	CONTENT TEAM: PROJECTSFTB@GMAIL.COM MANAGEMENT: KQSHOME@OUTLOOK.COM OE.SFTB@YAHOO.COM
DIGITAL PROPERTIES	MAIN WEBSITE: WWW.SFTB.CO.ZA FACEBOOK: PROJECT STARTING FROM THE BOTTOM CO. INSTAGRAM: @SFTBNETWORK/@SFTBAFRICA X: @SFTBINT/@SFTBNEXUS LINKEDIN: PROJECT STARTING FROM THE BOTTOM CO.



ANNEXURE A: SOCIAL MEDIA MANAGEMENT PACKAGES

THE 2026/2027 PRICING LOGIC

R2,500 — Digital Presence (Starter Package)

- The client needs to look professional and exist consistently online.

R4,500 — Marketing Growth (Growth Package)

- The client needs to actively market, engage audiences and generate visibility.

R6,000 — Integrated Marketing (Premium Package)

- The client needs Project SFTB to coordinate multiple marketing functions, rather than simply manage social pages.

	R2,500	R4,500	R6,000
Marketing assessment	✓	✓	✓
Social media management	✓	✓	✓
Content strategy	Basic	✓	✓
Community management	Basic	✓	✓
Campaign planning	—	✓	✓
Paid social management	—	✓	✓
Audience development	—	✓	✓
Marketing reporting	Basic	Detailed	Strategic
SEO	—	—	—
Email marketing	—	—	—
Digital campaign coordination	—	✓	✓
Marketing strategy	—	✓	✓
Strategic consultation	—	—	✓
Platform expansion	Core/Main platforms	Main & additional platforms	Integrated platforms



ANNEXURE B: PUBLIC RELATIONS (PR) SERVICES

PRESS RELEASE — R1,500

The client comes to Project SFTB when they have something they want the public or media to know about. We turn that announcement into a professional media communication and distribute it to relevant outlets.

Suitable for: launches, events, partnerships, appointments, campaigns, announcements, organisational developments, creative releases and other newsworthy developments.

The R1,500 covers:

- Consultation/information gathering
- News-angle development
- Press-release writing
- Editing and refinement
- Media-ready formatting
- Identification of relevant media targets
- Distribution
- Basic follow-up

IMPORTANT: Distribution does not guarantee that a media outlet will publish the release or provide coverage.

MEDIA RELATIONS — R3,000/month

This is where the relationship becomes ongoing. Rather than waiting for the client to have an announcement, Project SFTB works continuously to identify opportunities for the client to participate in the media.

The service can involve:

- Journalist and editor relationship development
- Media opportunity identification
- Story pitching
- Interview opportunities
- Expert/commentary opportunities

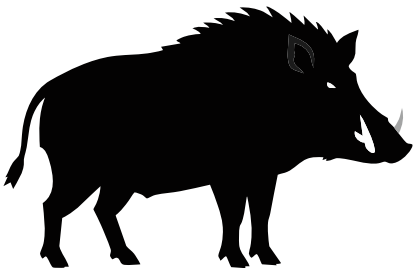


- Media introductions
- Follow-ups
- Media database development
- Strategic positioning of the client,
- Monitoring relevant media opportunities

PURPOSE: Build the client's media profile over time, rather than relying on individual press releases.

**ANNEXURE C:
MARKETING SERVICES**

Service	Price	Primary Purpose	Scope
Digital Marketing Campaign	R10,000 per campaign	Promote a specific objective, product, service, event or initiative	Strategy → campaign development → digital execution → monitoring → evaluation
SEO Services	R4,000/month	Improve the client's discoverability through search engines	SEO assessment → optimisation → recommendations → monitoring
Email Marketing	R2,000 per campaign	Reach an existing audience directly	Campaign planning → copy → design direction → distribution → reporting



DIGITAL MARKETING CAMPAIGN — R10,000

A company launches a new service and wants people to become aware of it, visit its website and ultimately make enquiries. Project SFTB develops the marketing campaign around that objective.

CAMPAIGN PROCESS:

1. Objective

- What does the client want the campaign to achieve?

2. Audience

- Who needs to see and respond to the campaign?

3. Message

- What should the audience understand, remember or do?

4. Campaign strategy

- Which digital channels and communication methods should be used?

5. Creative direction

- What content and marketing assets are required?

6. Campaign execution

- Project SFTB coordinates the agreed digital marketing activities.

7. Monitoring

- Performance is monitored throughout the campaign.

8. Evaluation

- The campaign is reviewed against its original objectives.

That makes R10,000 a campaign management fee, rather than a fee for an arbitrary quantity of content.



SEO SERVICES — R4,000/MONTH

Purpose: Help clients become easier to discover through search engines.

The service can include:

- Website SEO assessment
- Keyword research/direction
- On-page optimisation
- Page-title and description optimisation
- Content optimisation
- Search visibility recommendations
- SEO performance monitoring
- Monthly recommendations

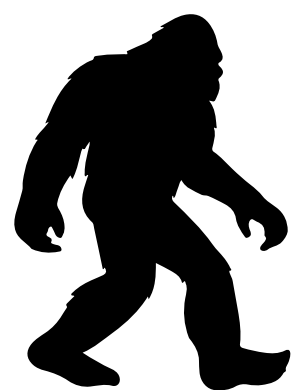
The important point you are facing is that SEO is a long-term visibility service, not a guaranteed ranking service.

EMAIL MARKETING — R2,000/CAMPAIGN

Purpose: Help the client communicate directly with an existing audience.

A campaign can be used for:

- Product/service announcements
- Promotions
- Newsletters
- Events
- Launches
- Updates
- Audience re-engagement



The service includes:

- Campaign objective
- Audience/message planning
- Email copy
- Design direction
- Campaign preparation
- Distribution
- Performance assessment

WHICH SERVICE DOES THE CLIENT NEED?

This is a decision table rather than a list of prices.

If the client says...	Project SFTB recommends...
“We have an important announcement.”	Press Release — R1,500
“We want journalists to know about us.”	Media Relations — R3,000/month
“We are launching a major product/service.”	Digital Marketing Campaign — R10,000
“We want to be found more easily on Google.”	SEO — R4,000/month
“We already have an audience and want to communicate directly with them.”	Email Marketing — R2,000/campaign
“We are launching something and want both media and digital exposure.”	PR + Digital Campaign — Custom quotation
“We need ongoing publicity.”	Media Relations + Marketing — Custom quotation
“We need someone to handle our entire marketing operation.”	Integrated Marketing Package — R6,000/month or custom quotation



IMPORTANT DISTINCTIONS

- Marketing creates and develops demand.
- Public relations builds public and media visibility.
- Media relations develops relationships with the people who influence public coverage.
- Digital marketing campaigns promote specific objectives.
- SEO builds long-term search visibility.
- Email marketing communicates directly with an existing audience.

Project *SFTB*
ECOSYSTEM

CREATIVE AND EDITORIAL FUNCTIONS		MARKETING AND UTREACH		STRATEGIC AND OPERATIONAL MANAGEMENT		TECHNICAL AND ANALYTICAL SUPPORT	
 Creative DEPARTMENT GENERATES AND EXECUTES CREATIVE IDEAS, INCLUDING GRAPHICS DESIGN, MULTIMEDIA CONTENT CREATION, AND EDITORIAL DIRECTION		 Social Media Management DEPARTMENT PROVIDES PROFESSIONAL SOCIAL MEDIA MANAGEMENT SERVICES TO HELP BRANDS AND CREATIVES GROW THEIR ONLINE PRESENCE, CREATE ENGAGING CONTENT, AND CONNECT WITH THEIR AUDIENCE.		 Agency Development DEPARTMENT FOCUSES ON STRATEGIC GROWTH, SPONSORSHIPS, AND MONETISATION STRATEGIES		 Analytics DEPARTMENT WEBSITE TRAFFIC AND ENGAGEMENT METRICS TO INFORM CONTENT STRATEGY AND DECISIONS	
 Editorial DEPARTMENT MANAGES CONTENT CREATION, EDITING, AND PUBLICATION SCHEDULES FOR ARTICLES, AND OTHER WRITTEN MATERIAL		 PR and Marketing DEPARTMENT OFFERS PR AND MARKETING SERVICES, FOCUSING ON MEDIA RELATIONS, PRESS CAMPAIGNS, AND BUILDING STRATEGIC BRAND PARTNERSHIPS		 Human Resources DEPARTMENT MANAGES RECRUITMENT AND TEAM DYNAMICS		 Technical and IT Support DEPARTMENT ENSURES THE SMOOTH FUNCTIONING OF THE WEBSITE, INCLUDING MAINTENANCE, UPDATES, AND TROUBLESHOOTING TECHNICAL ISSUES	
				 Compliance and Law DEPARTMENT ENSURES THAT THE BLOG COMPLIES WITH COPYRIGHT LAWS, PRIVACY REGULATIONS, AND OTHER LEGAL REQUIREMENTS			



