

CASE STUDY

CABANGA AFRICA GROUP

Brand system, copywriting, user experience design, three web applications and a social media strategy for the pan-African business media group behind twelve regional magazines.

10

COLOUR TOKENS

21,000+

WORDS WRITTEN

19

PAGES DESIGNED

3

WEB APPLICATIONS

30-Day

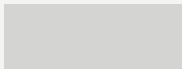
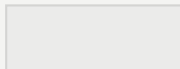
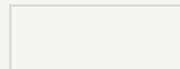
CAMPAIGN



BLACK, WHITE AND BARLOW.

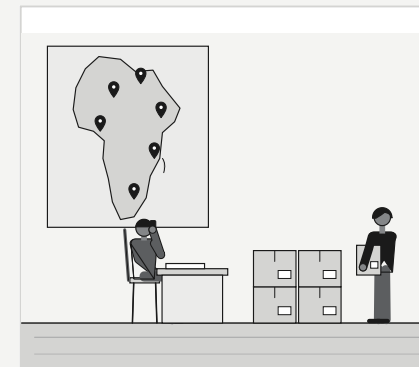
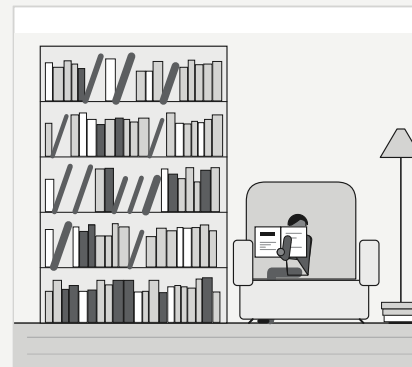
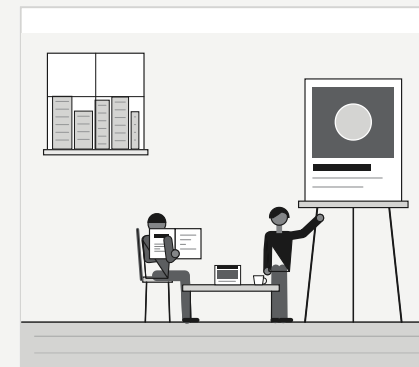
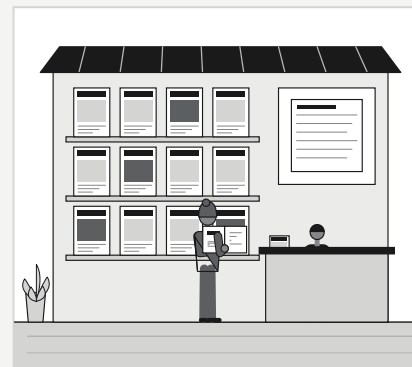
C CABANGA AFRICA GROUP

A monochrome system built for a publisher. Ten tones run from Dark to White, so the magazines' own covers carry the colour. Barlow Condensed sets headlines that read like mastheads, Barlow carries everything a reader has to get through, and eighteen drawn scenes show the working life of a newsroom.

				
Dark	Black	Ink	Dmid	Mid Grey
#0E0E0E	#141414	#1A1A1A	#1E1E1E	#5C5E60
				
Grey	Light Grey	Pale	Background	White
#848688	#D4D4D2	#EBEBEA	#F4F4F2	#FFFFFF

AA BARLOW CONDENSED Aa Barlow

Barlow Condensed 800 sets every headline in capitals; Barlow 400 to 700 carries body copy, forms and interface.



02 - COPYWRITING

WRITTEN FOR PEOPLE WHO DECIDE.

The copy makes one argument across nineteen pages: Cabanga does not sell attention, it sells access to the people who sign. The voice is plain, declarative and specific. It names the rate, the deadline and the market, and it says what will not be done as clearly as what will.

HEADLINE - ADVERTISE HERO

ONE RATE. EVERY EDITION.

HEADLINE - THINKERSHIP HERO

**WE DO NOT HAVE A
READERSHIP.**

BODY LINE - THINKERSHIP HERO

A reader passes the time; a thinker makes a decision.

INTERFACE COPY - AD QUOTE BUILDER

Build each placement - a unit, a position, the editions and the issues - and add as many as you need. The working updates as you go.

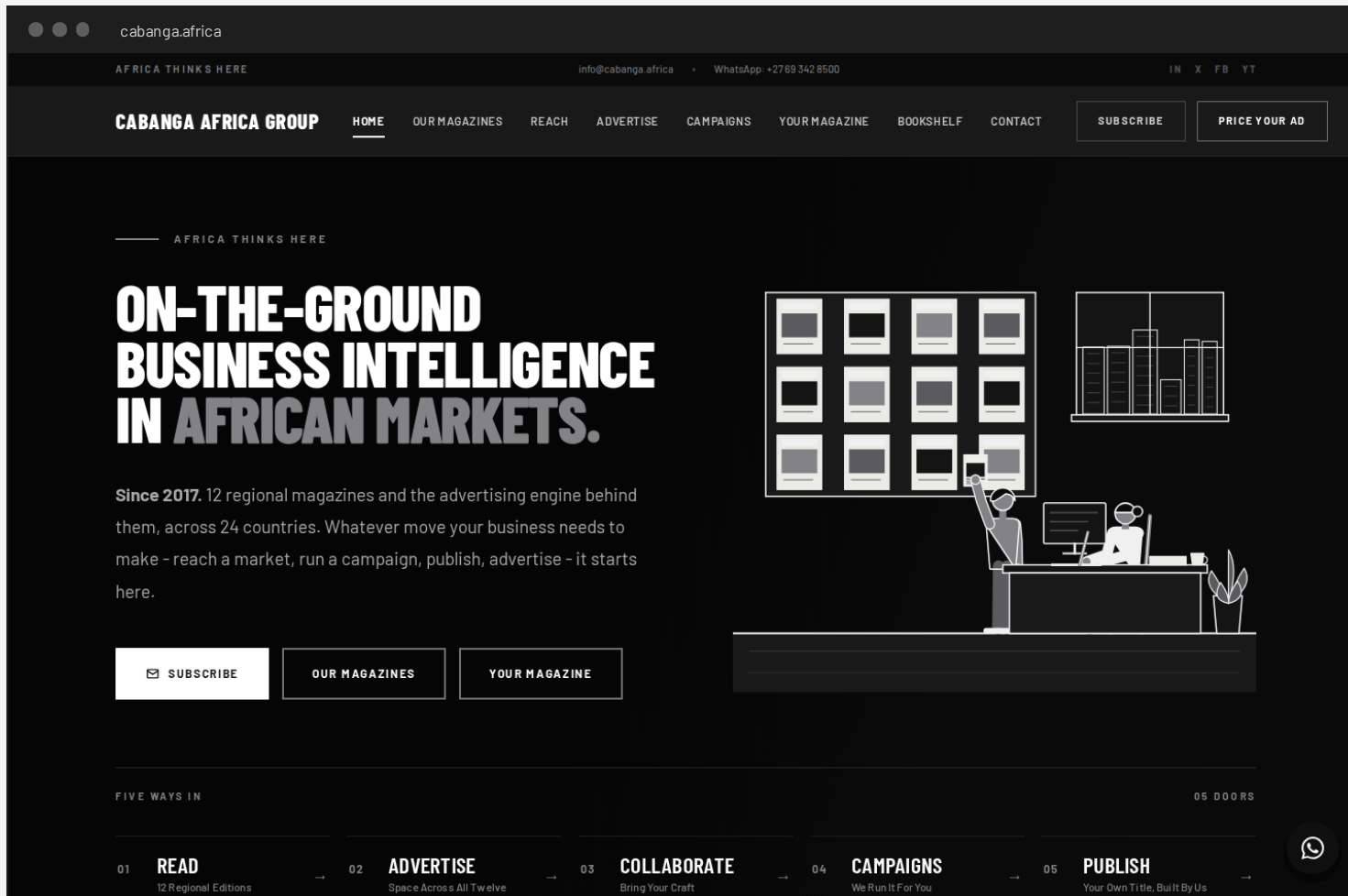
REASSURANCE COPY - PUBLICATION BUILDER

Nothing here commits you to anything - it produces a written specification you can send to us, or keep and think about.

MAIN CALL TO ACTION - SITE-WIDE

PRICE YOUR AD

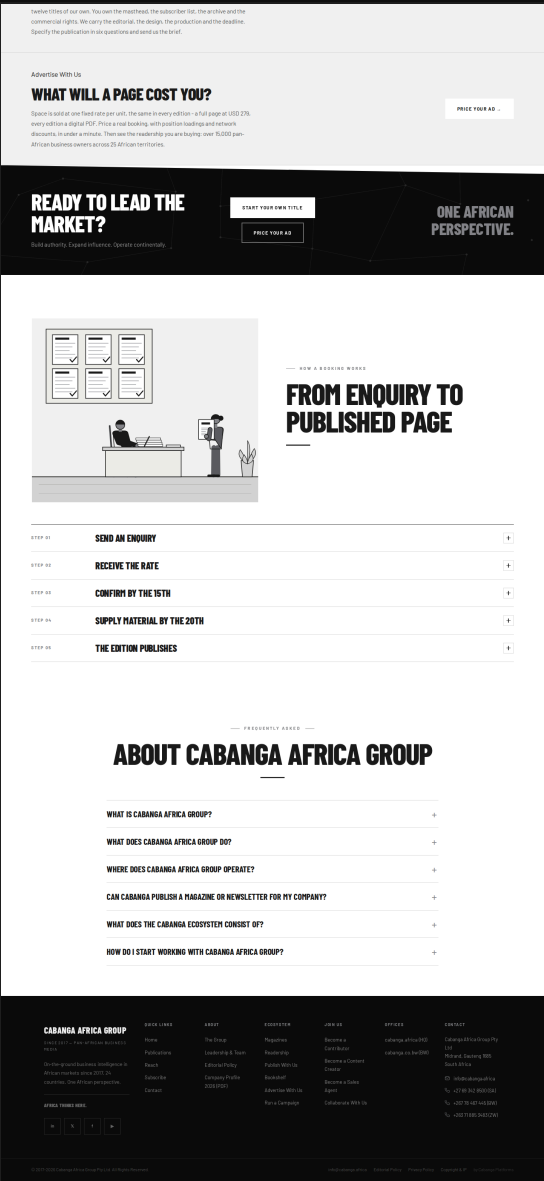
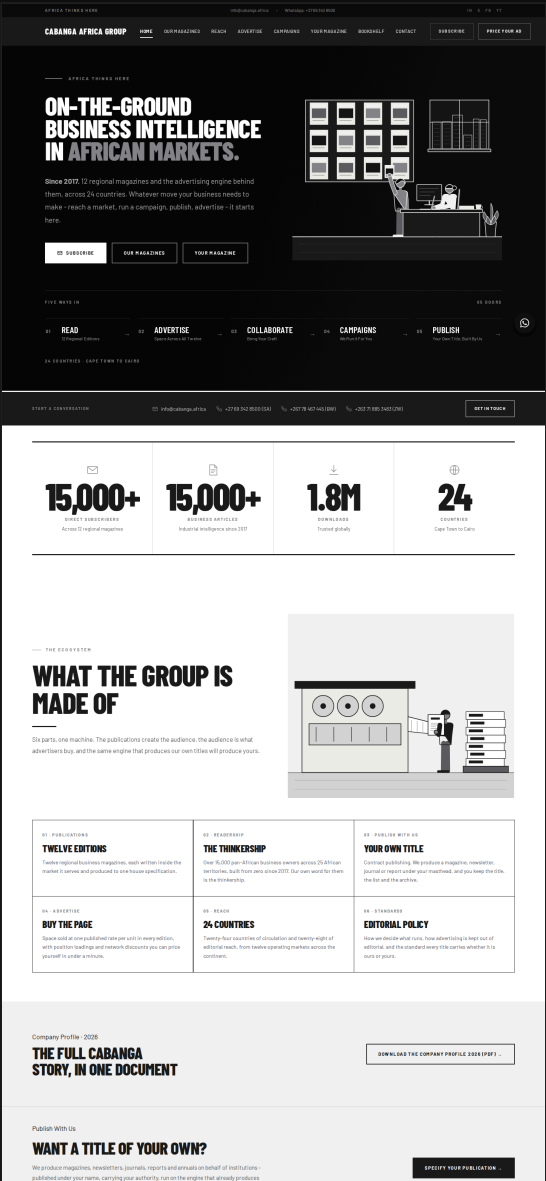
THE FIRST SCREEN.



03 - USER EXPERIENCE DESIGN

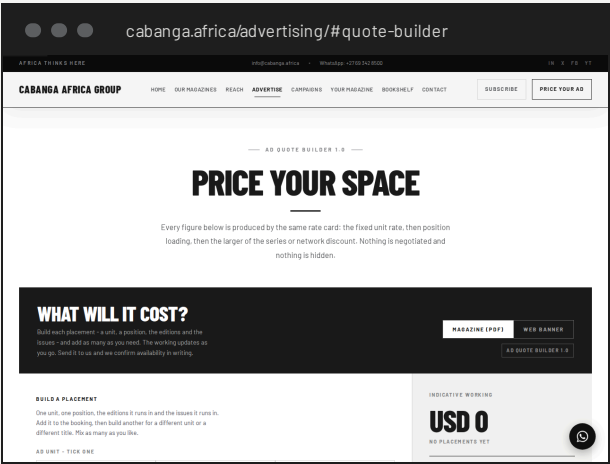
FIVE DOORS, ONE JOURNEY.

The homepage opens five doors - Read, Advertise, Collaborate, Campaigns, Publish - and every page behind them ends in the same two moves, Subscribe and Install. The navigation follows how a buyer thinks: the magazines, then where they reach, then what a page costs. Detail sits in accordions, so each page stays short enough to act on.



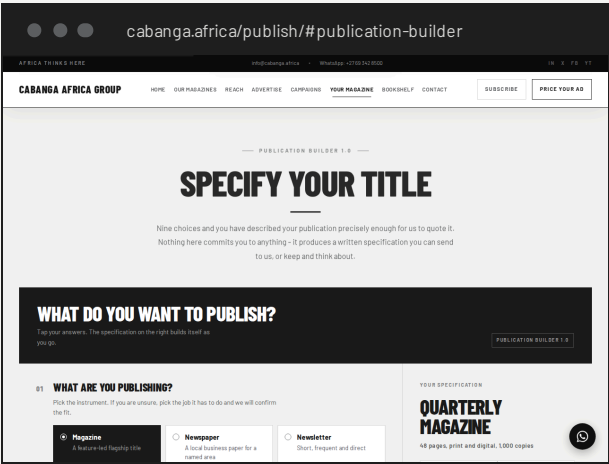
THREE TOOLS THAT DO THE WORK.

These are working applications, not information pages. A person answers a short run of questions, the application works the result out against the published rate card or production model, and they receive a priced working or a written specification they can send in, copy or keep.



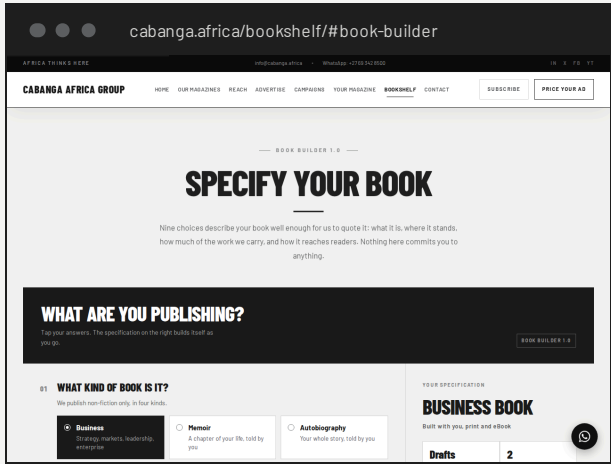
AD QUOTE BUILDER 1.0

Prices any mix of units, positions, editions and issues, with position loadings and series or network discounts applied.



PUBLICATION BUILDER 1.0

Turns nine choices into a quotable specification for a title of the client's own.



BOOK BUILDER 1.0

Specifies a book, from trim size and print run to how much of the work Cabanga carries.

THIRTY DAYS, SUPPLY BEFORE DEMAND.

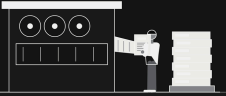
A thirty-day run that recruits before it sells. It opens with sales agents, because every agent brings advertisers with them, then asks contributors, creators and collaborators to fill the editions, then invites readers to subscribe, and only then turns to advertisers, campaign clients, publishers and authors. Every post speaks to one of them, asks one thing, and sends them to the one page on cabanga.africa where they can do it today.

C CABANGA AFRICA GROUP AFRICA THINKS HERE

FOR SALES AGENTS

CABANGA AFRICA GROUP IS TAKING ON SALES AGENTS.

We publish business magazines read across Africa.
We need people in every market who can sell space in them to the businesses around them.



APPLY AT
cabanga.africa/sales-agents
Follow Cabanga Africa Group on Facebook: facebook.com/cabangafrica

C CABANGA AFRICA GROUP AFRICA THINKS HERE

FOR SALES AGENTS

SELLING A PROMISE, OR SELLING A PAGE.

Most things you are asked to sell are a promise nobody can check.
Our space sits in a magazine the buyer can open, read and show their customers.
You are selling something that exists.



APPLY AT
cabanga.africa/sales-agents
Follow Cabanga Africa Group on Facebook: facebook.com/cabangafrica

C CABANGA AFRICA GROUP AFRICA THINKS HERE

FOR CONTRIBUTORS

C AFRICA THINKS HERE.

Every edition is written from inside its own market.
We are looking for the people who can do that writing.

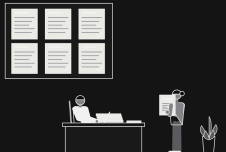


WRITE FOR US AT
cabanga.africa/contributors
Follow Cabanga Africa Group on Facebook: facebook.com/cabangafrica

C CABANGA AFRICA GROUP AFRICA THINKS HERE

FOR CONTRIBUTORS

COLLABORATE.



Contributors, creators and people with a skill to lend all work with our editors.
Each edition has its own editor, who reads what you send.

WRITE FOR US AT
cabanga.africa/contributors
Follow Cabanga Africa Group on Facebook: facebook.com/cabangafrica

C CABANGA AFRICA GROUP AFRICA THINKS HERE

FOR COLLABORATORS

HOW COLLABORATION WORKS.

01 INTRODUCE
Tell us what you do and link to your work.

02 READ
An editor reads it and looks for where it fits.

03 BUILD
Then you build it together.



GET IN TOUCH AT
cabanga.africa/collaborate
Follow Cabanga Africa Group on Facebook: facebook.com/cabangafrica

C CABANGA AFRICA GROUP AFRICA THINKS HERE

FOR READERS

READ.



A new issue comes out on the last working day of every month.
Subscribe and it comes to you.

SUBSCRIBE AT
cabanga.africa/subscribe
Follow Cabanga Africa Group on Facebook: facebook.com/cabangafrica

C CABANGA AFRICA GROUP AFRICA THINKS HERE

FOR CAMPAIGNS

TELL US THE RESULT YOU NEED. WE BUILD THE CAMPAIGN.

A launch, a new market, a message that has to land in several countries at once.
Send us the brief and our team plans it with you.



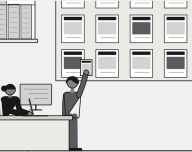
SEND A BRIEF AT
cabanga.africa/campaigns
Follow Cabanga Africa Group on Facebook: facebook.com/cabangafrica

C CABANGA AFRICA GROUP AFRICA THINKS HERE

FOR YOUR OWN PUBLICATION

YOUR ORGANISATION HAS A STORY NOBODY IS TELLING PROPERLY.

A magazine, newspaper or newsletter of your own tells it on your terms.
We produce it to the same standard as our own titles.

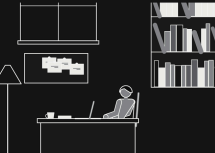


SPECIFY YOUR TITLE AT
cabanga.africa/publish
Follow Cabanga Africa Group on Facebook: facebook.com/cabangafrica

C CABANGA AFRICA GROUP AFRICA THINKS HERE

FOR AUTHORS

PUBLISH.



We publish non-fiction books about business and about lives.
You bring what you know, and we carry as much of the work as you need.

SPECIFY YOUR BOOK AT
cabanga.africa/bookshelf
Follow Cabanga Africa Group on Facebook: facebook.com/cabangafrica

C CABANGA AFRICA GROUP AFRICA THINKS HERE

FOR ADVERTISERS

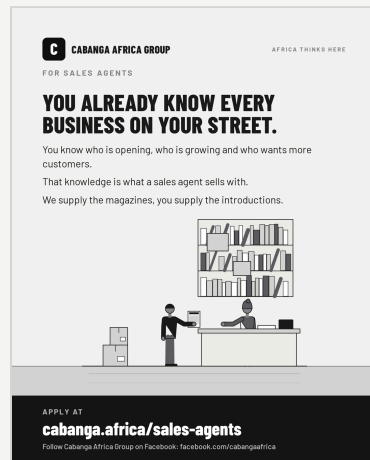
WHERE DOES YOUR BUSINESS NEED TO BE HEARD NEXT?

Name the market.
We will show you the edition that reaches it and what it takes to be in it.



PRICE YOUR AD AT
cabanga.africa/advertising
Follow Cabanga Africa Group on Facebook: facebook.com/cabangafrica

AS IT WILL BE PUBLISHED.



DAY 02 - SALES AGENTS

You already know every business on your street.

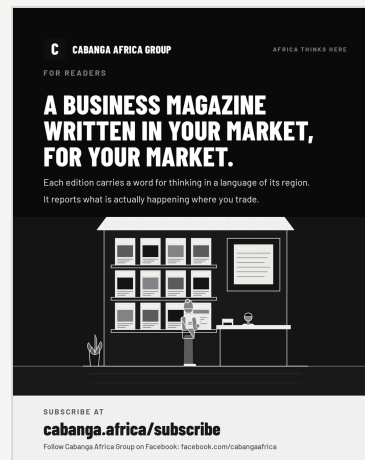
You know who is opening, who is growing and who wants more customers.

That knowledge is what a sales agent sells with.

We supply the magazines, you supply the introductions.

Apply at cabanga.africa/sales-agents

Follow Cabanga Africa Group on Facebook:
facebook.com/cabangafrica



DAY 15 - READERS

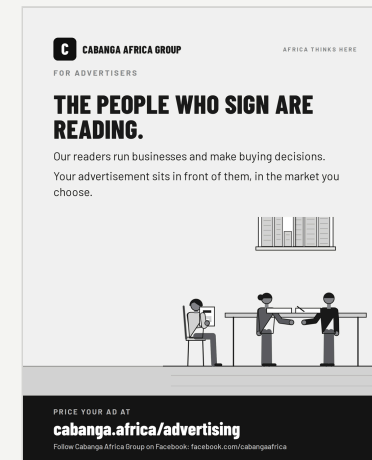
A business magazine written in your market, for your market.

Each edition carries a word for thinking in a language of its region.

It reports what is actually happening where you trade.

Subscribe at cabanga.africa/subscribe

Follow Cabanga Africa Group on Facebook:
facebook.com/cabangafrica



DAY 22 - ADVERTISERS

The people who sign are reading.

Our readers run businesses and make buying decisions.

Your advertisement sits in front of them, in the market you choose.

Price your ad at cabanga.africa/advertising

Follow Cabanga Africa Group on Facebook:
facebook.com/cabangafrica

CABANGA.AFRICA

AFRICA THINKS HERE.

Brand system, copywriting, user experience design, web applications
and social media strategy, built for Cabanga Africa Group.

cabanga.africa

