

The **GOOD** Collective

design + marketing

OUR PHILOSOPHY

At The Good Collective, our design and marketing philosophy is centered on delivering high-quality work through collaborative relationships with our clients. We believe in working closely with you to understand your unique needs, ensuring that every project reflects your vision and goals. Our approach emphasizes sustainable growth, taking the time to deliver results at a manageable pace that meets your objectives without unnecessary pressure. By fostering strong partnerships and focusing on quality, we aim to help you succeed while maintaining a balanced and thoughtful process.





CAPABILITY OVERVIEW

01



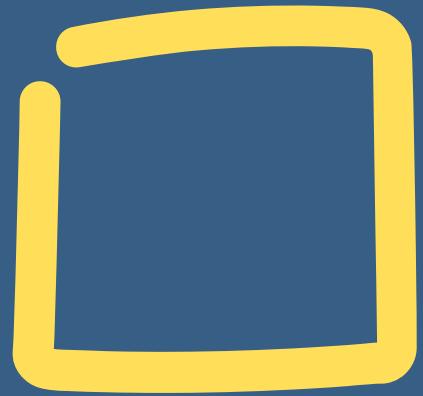
COACHING

02



BRANDING

03



DESIGN

04



MARKETING



01

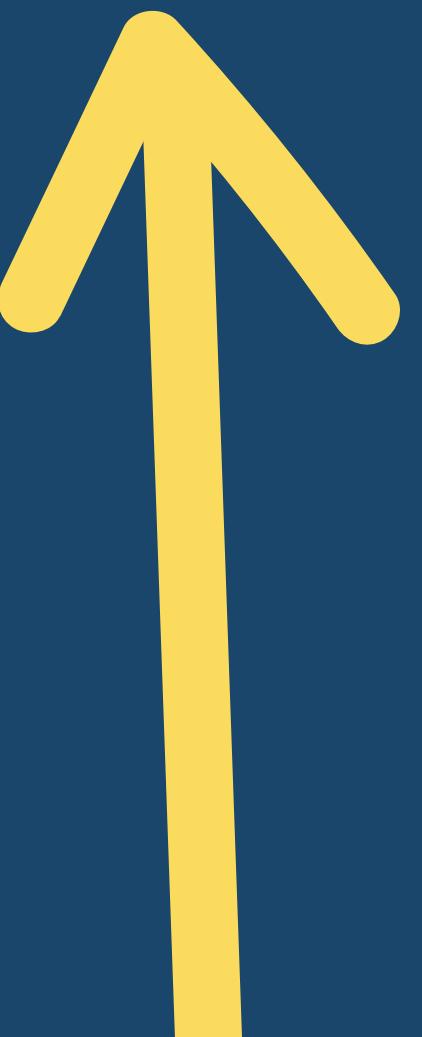
COACHING

We offer expert coaching services to assist you in defining your creative objectives and linking them to your business requirements.

*Discovery &
Assessment*

*Strategy
Development*

*Implementation
Support*



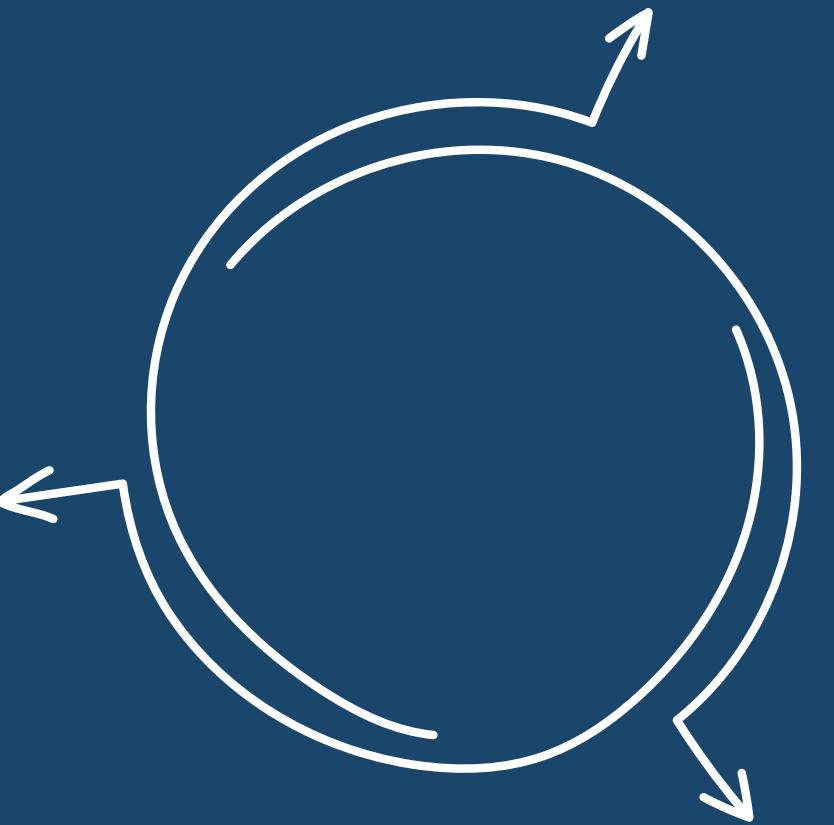
01

COACHING



DISCOVERY & ASSESSMENT

Start by assessing the business's challenges, goals, and creative processes, including strengths, weaknesses, and opportunities. Identify areas for creativity to boost growth and innovation.



STRATEGY DEVELOPMENT

Develop a customized creative strategy aligned with business objectives by setting clear goals, identifying resources, and outlining steps to integrate creative thinking into operations.



IMPLEMENTATION SUPPORT

Provide ongoing support and coaching to implement the creative strategy for the business, including regular check-ins, feedback sessions, and adjustments to ensure the business maintains creativity.



02

BRANDING

We craft compelling brand identities that resonate with your audience and set you apart in the marketplace.

*Brand Identity
Guideline*

Brand Strategy

*Brand
Implementation*



02

BRANDING

BRAND IDENTITY GUIDELINE

Creation of visual elements like logos, color schemes, and typography that define the brand's look and feel.

BRAND STRATEGY

Crafting a comprehensive plan that outlines the brand's positioning, messaging, and overall market approach.

BRAND IMPLEMENTATION

We ensure seamless brand implementation across all touchpoints, from your website to business cards, creating a cohesive and professional presence.

03

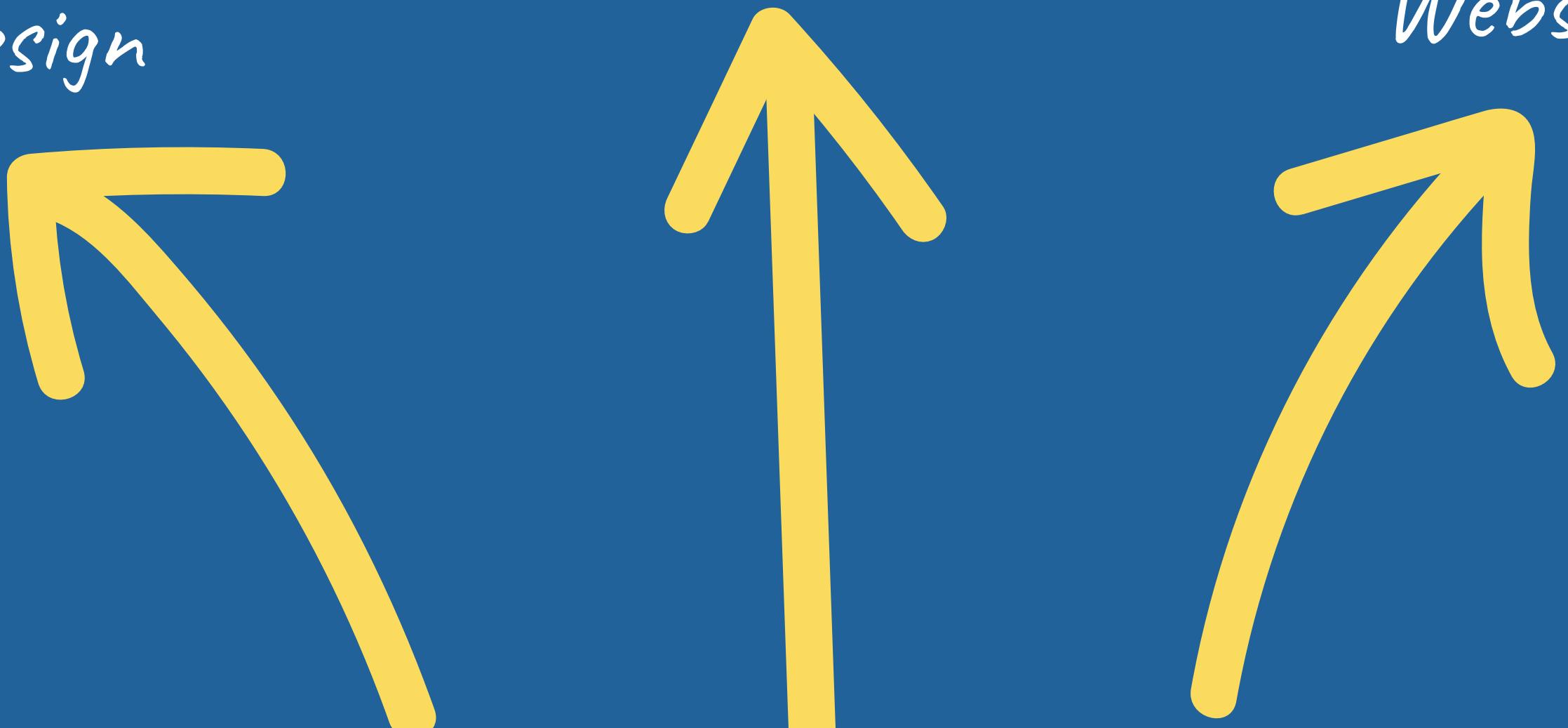
DESIGN

We deliver innovative design services that bring your vision to life with creativity and precision.

Graphic Design

Digital and Print

Website



03

DESIGN



GRAPHIC DESIGN

Includes logo design, brochures, business cards, and other visual materials that define your brand's visual identity.



WEBSITE DESIGN

Encompasses website layout, user interface (UI) design, and responsive design to ensure an engaging online presence.



DIGITAL AND PRINT

Covers everything from social media graphics and online ads to printed materials like posters, banners, and packaging.

03

MARKETING

We provide strategic marketing services that drive engagement and growth for your business.

Strategy
Development

Basic Digital
Campaigns

Digital
Advertising



03

MARKETING

MARKETING STRATEGY

Involves market research, audience analysis, competitive positioning, and the development of a comprehensive marketing plan tailored to your business goals.



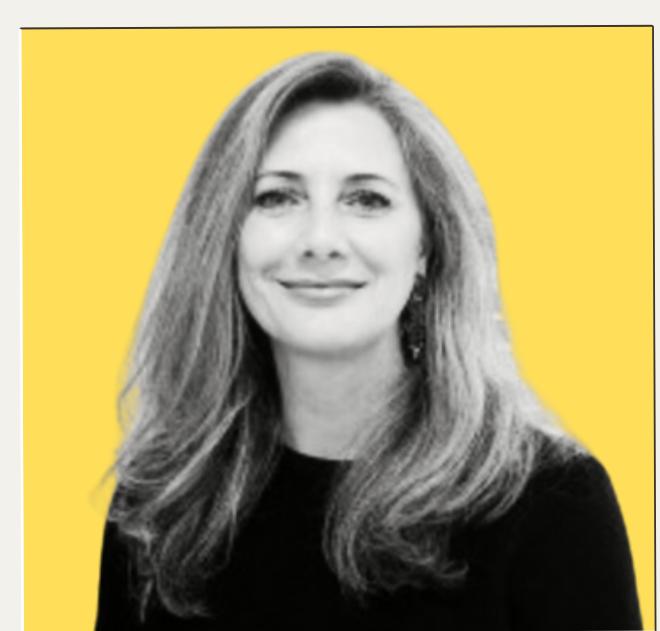
BASIC DIGITAL CAMPAIGNS

We create clear, consistent digital-first campaigns—designing the core visuals and messaging that tie together your website, email, and social feeds for maximum clarity and impact.

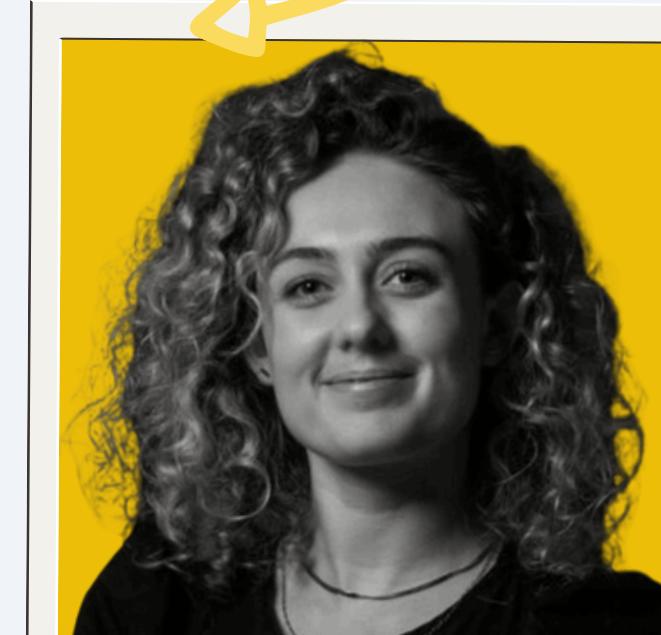
DIGITAL ADVERTISING

We set up and manage straightforward Google or social-media ad buys, handle the creative and targeting, and track the key metrics—so you reach the right audience.

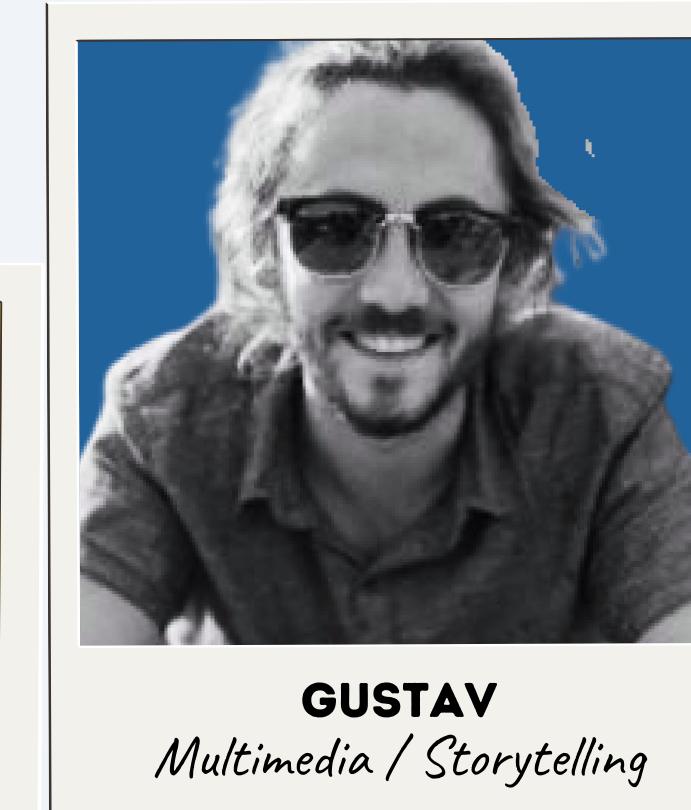
THE TEAM



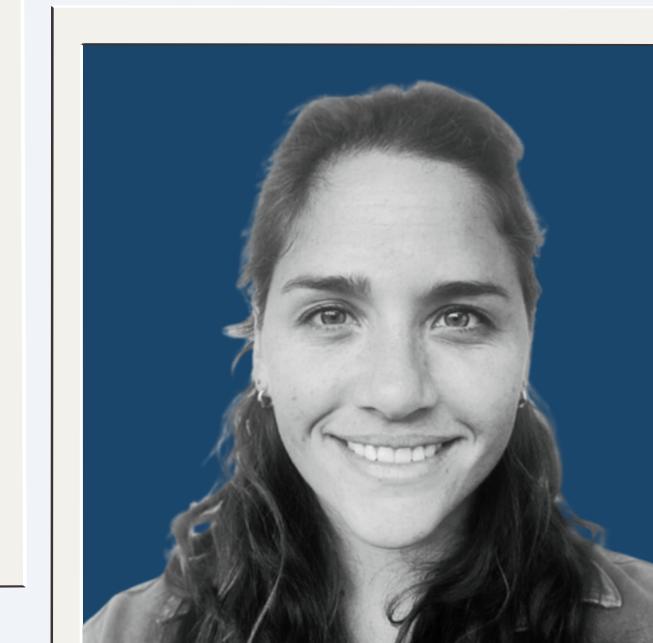
STACEY
Strategy / Marketing



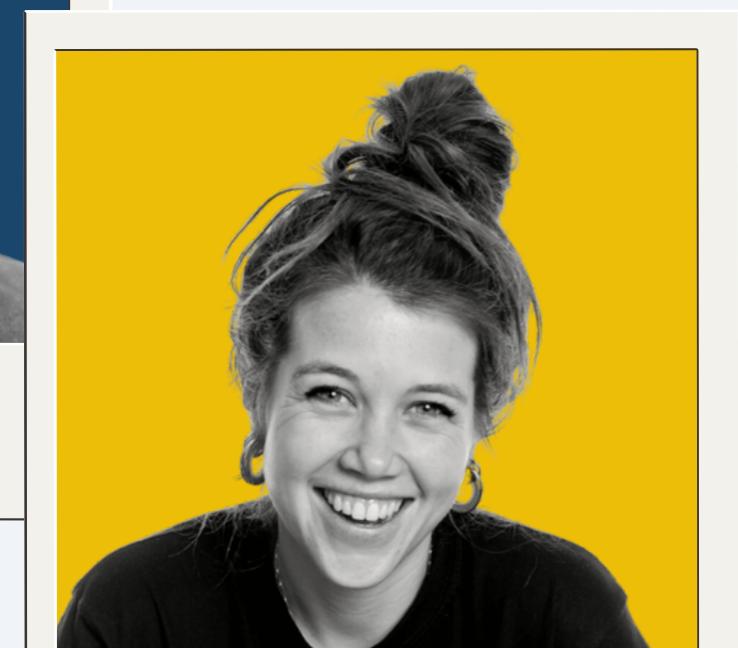
CARA
Campaigns / Strategy



GUSTAV
Multimedia / Storytelling



DANIELA
Coaching / Design



DEMI
Design / Socials

Our dynamic team blends creative skills in design, art and marketing to deliver innovative solutions.



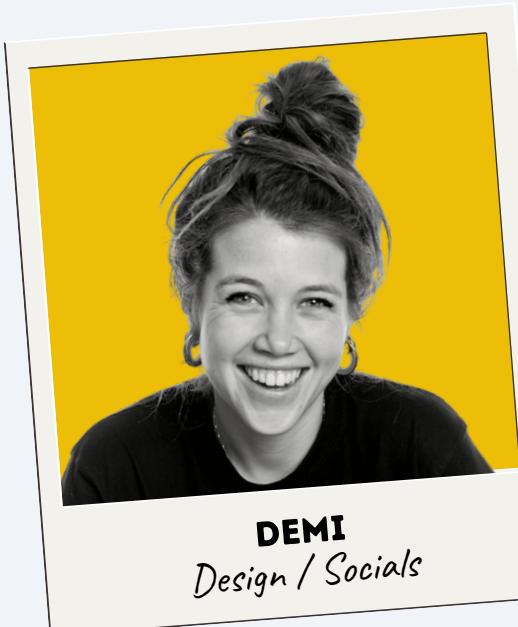
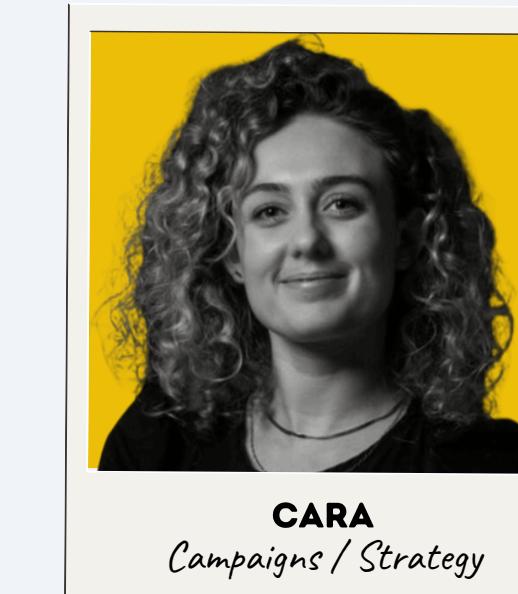
The Team

The **good** people you will be working with!



Daniela van Awegen

- **Expertise:** Creative coaching, branding, multimedia design, facilitation.
- **Experience:** 16+ years in branding, design, and creative coaching.
- **Key Roles:** Founder of The Good Place, creative coaching for individuals and teams.
- **Education:** BTech in Multimedia Design (UX) from the University of Johannesburg, Postgraduate Diploma in Coaching from SACAP.
- **Passion:** Helping creatives and professionals unlock potential, overcome blocks, and foster self-expression.



Gustav Reyneke

- **Expertise:** Graphic design, brand/corporate design, UI/web design, videography, photography.
- **Experience:** 11+ years in multimedia and visual design.
- **Key Roles:** Led creative projects at Reach Creative and Brand Republic.
- **Education:** BIs Multimedia Design degree from the University of Pretoria.

Anastasia Di Nicola

- **Expertise:** Strategic marketing, brand leadership, stakeholder alignment, strategic project execution.
- **Experience:** 13+ years in technology, financial services, and healthcare sectors.
- **Key Roles:** Former Chief Strategy Officer at XLink Payment Technology.
- **Education:** Executive education from GIBS Business School, Customer Experience Management certificate from the University of Pretoria.
- **Passion:** Driving business growth through innovative thinking and transformational execution.

Cara Brauckmann

- **Expertise:** Graphic design, art direction, project management.
- **Experience:** Award-winning design work, conceptually driven campaigns.
- **Key Strengths:** Strong interpersonal skills, collaboration with diverse teams.
- **Passion:** Creating visually compelling, high-quality work.

Demi van Tonder

- **Expertise:** Education, Social Media, creative expression.
- **Experience:** 10+ years in education
- **Key Roles:** Founder of Zamazoë brand, an initiative promoting courageous living.
- **Education:** Drama degree from the University of Stellenbosch.
- **Passion:** Bringing an authentic voice to social platforms

HOW WE WORK

We believe in a slow and steady pace to ensure thoughtful execution and sustainable success.

CLARIFY GOALS

We start with a detailed consultation to understand your objectives, needs, and vision, ensuring alignment and clear expectations.

PROPOSE PROJECT

Based on the initial session, we create a tailored project proposal outlining scope, deliverables, timeline, and costs.

IMPLEMENT

We execute the project as planned, providing regular updates and incorporating your feedback to ensure the final outcome meets your goals and expectations.

PRICING



HOURLY RATES

Coaching	R750
Design and Marketing	R800
Video and Animation	R1000

Offers flexibility and transparency for projects with variable needs.

RETAINERS

4 hours per month	R3000
8 hours per month	R6000
12 hours per month	R9000

Provides consistent access and cost efficiency for ongoing support.

PACKAGES FOR START-UPS



COACHING PACKAGE **R800.00** (2 SESSIONS)

We coach you to optimize your design and marketing strategies for maximum impact.

WEBSITE BASIC **R7000.00***

A simple, streamlined site with essential features to establish your online presence.

SOCIAL MEDIA PLAN **R1600.00**

We craft tailored social media strategies to boost your brand's visibility and engagement.

BRANDING PACKAGE **R6500.00**

Logo Design, Brand Identity Guideline, Letterhead, Business Card, Email Signature

WEBSITE STANDARD **R10 000.00***

A more robust site with additional functionality and customization to enhance user experience and engagement.

BASIC LAUNCH PLAN **R3000.00**

Focused digital advertising campaign for reach and effectiveness.
(Google / Social Media)

*Does not include website hosting fees

PACKAGES FOR EXISTING BRANDS



COACHING PACKAGE **R2750.00** (4 SESSIONS)

We coach you to optimize your design and marketing strategies for maximum impact.

25 PAGE PITCH DECK **R4000.00**

We design compelling pitch decks that capture attention and clearly convey your vision.

DIGITAL MEDIA PLAN **R2400.00**

Marketing initiatives for all online communications by selecting the most relevant channels and effective messages

BRAND AUDIT **R2400.00**

We review your current brand and realign every touchpoint to its core archetype for cohesive impact.

BASIC NEWSLETTER **R1000.00+**

We design eye-catching email newsletters to engage your audience effectively.

GROWTH CAMPAIGN **R20 000.00**

Our integrated campaign for products or services combines multiple channels to drive comprehensive, cohesive results.





READY TO
COLLABORATE?

hello@goodplace.co.za

yes!

