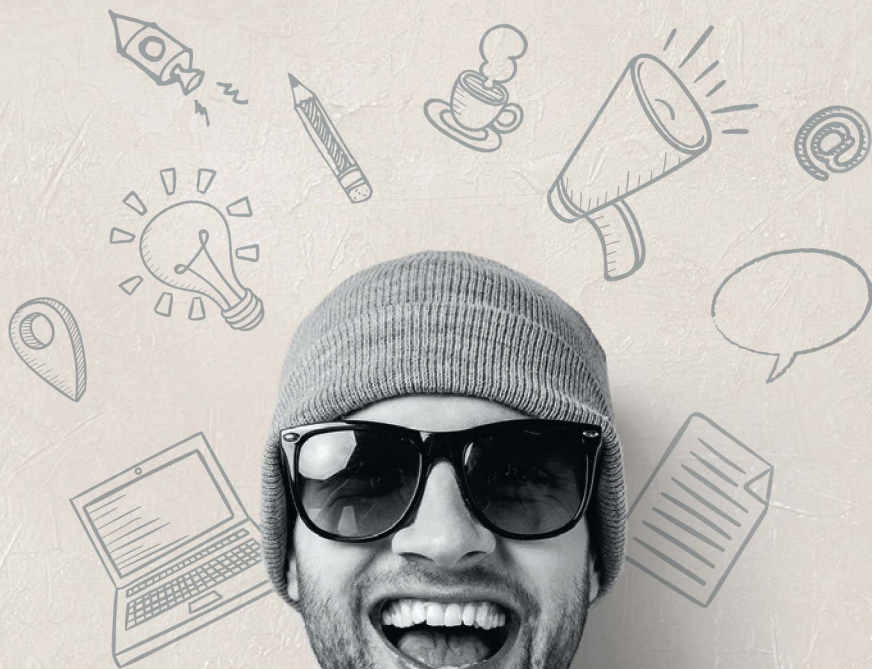


GEN-XT  
solutions

# WE BUILD BRANDS ONLINE







Our years of pioneering experience in the region - 15 and counting - coupled with our performance-driven approach that is both creative and strategic, makes us an authority on all things digital. The Gen - XT portfolio features a plethora of projects covering the entire length and breadth of digital with myriads of iconic national and global brands. From high-profile Government campaigns to complex ecommerce websites, we've done it all.

As people we are continuously scanning the cyber world. We gather information and are able to place things in context.

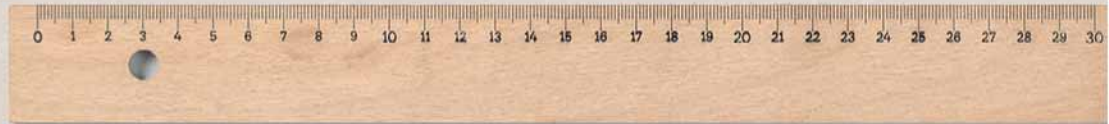
By combining data, strategy, design and technology, we create tools that enable us to explore, understand and change the world to shape our future. Together with our clients, we embrace this changing world by developing disruptive, innovative products and services. We tell new stories, enrich experiences and measure impact. This results in a valuable and fundamental contribution for our clients and their audience. We aspire to change the world, one click at a time.

THIS IS US





**There are no gimmicks at gen-xt, no missions or visions – just one clear purpose (formed by our common values) that drives our behaviour, decisions and actions;**



*What makes the difference?*

**DIVERSITY IS OUR GREATEST STRENGTH.**

It enables us to challenge and fast track ideas – getting to the best solution faster. We leverage our differences (culture, race, education, gender, religion, talent) and collaborate as a team to produce positive and innovative outcomes for our clients.

**WE'RE NOT A DESIGN OR DIGITAL FIRM,  
WE'RE AN IDEATION AGENCY.**

Together with our clients, we embrace this changing world by developing disruptive, innovative products and services. We tell new stories, enrich experiences and measure impact. This results in a valuable and fundamental contribution for our clients and their audience.

We aspire to change the world, one click at a time. ping disruptive, innovative products and services. We tell new stories, enrich experiences and measure impact. This results in a valuable and fundamental contribution for our clients and their audience.

We aspire to change the world, one click at a time.





# BRANDING

## BRAND PACKAGES

Whether you are starting a business, or you need to refresh or reinvent your existing one - we have off the shelf brand packages designed specifically to suit the needs of small to medium sized businesses. Choose from just a logo right through to our complete corporate identity kit which enables you to hit the ground running with an instant and consistent brand message.

If it's not all there and your business needs a custom fit, we can tailor our packages to suit.



LARGE FORMAT PRINTING    PERSONALIZED PRINTING    DIGITAL & OFFSET PRINTING    PRINT FINISHING    CORPORATE IDENTITY    CORPORATE IDENTITY



### our services

Digital Printing | Graphic Design | Large Format Printing | CD & DVD Printing | Letterhead | Business Cards | Note-pads | Flyers | Envelope Printing | Brochure Printing | Manuals Printing | News Letters | Booklet Printing | Perfect Binding | Hard Binding | Comb Binding | Wire Binding | Tape Binding | Spiral Binding | Scrip Binding | Saddle Binding | Lamination | Canvas Printing | Large Format Presentations | Calendars | Greeting Cards | Thank Cards | Gift Items | Invitation Cards | ID Cards | Tent Cards | Indoor & Outdoor Banners | Window Displays | Rollups & Popups Display Stand | Metal Signs | Vinyl Banners | Lightbox Display | Badges With Lanyard | Customized Binders | Acrylic Signs | X Banners | Flag Printing | Customized Diaries





# WEB

**We build a functional digital experience for your customers through every medium, transforming your online presence with creative website design, development and technology that perform – all driven by user experience.**

With a digital-first approach to web design, our aim is to deliver online solutions that are functional, sustainable and have a purpose. We think about your long-term needs, creating an extension of your business online.

gen-xt has a team of experienced digital professionals with full in-house development capability – front and back end, content management, website design, and integrated marketing campaigns.

In the end we give you a website that is:

- ➔ unique to your business
- ➔ user-friendly
- ➔ responsive
- ➔ found
- ➔ has a purpose
- ➔ works.

With gen-xt hosting your website, we minimise downtime, keep security patches up to date, and have an enterprise backup process to protect your data.

With gen-xt hosting your website, we minimise downtime, keep security patches up to date, and have an enterprise backup process to protect your data.





Get the most out of  
your website



### ANALYTICS & REPORTING

We know how to read analytics and can help you discover valuable insights from huge volumes of data. Every month we give you easy-to-read reports that show you how well your website is performing.

### MOBILE

Everything we do online is responsive, meaning it will work across all devices, from desktop to smartphone. Mobile internet usage now exceeds desktop almost everywhere, so your website needs to be able to adapt and function on any device to provide the optimal viewing experience.

### ECOMMERCE

Our eCommerce systems are moulded into your business processes, making selling online easy. We know payment gateways, POS integrations, and everything in between to make eCommerce work.

### BOOKING SYSTEMS

We have coding professionals who make your booking system fit with your business, not the other way around. We understand all the fancy integrations and how to make software talk to software.

### APPS

Web applications are an ideal way to automate your business processes, saving you time and money. We can customise functionalities to do exactly what you want and integrate it seamlessly with your workflow.

**Our websites are completely customised and tailored to your brand to deliver an intuitive customer experience. If you can imagine it, we can create it.**

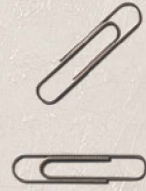
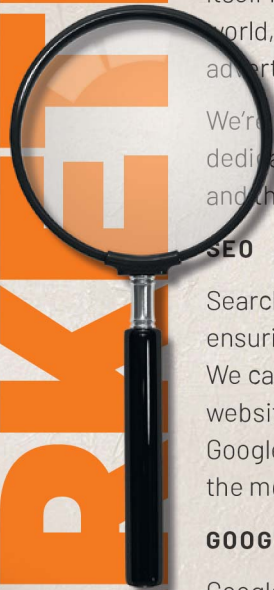


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*"gen-xt are the true champions of Rezdy custom website integration. We choose gen-xt as our trusted partner because we know they always deliver the perfect solution, tailored to suit the demands of growing tour and activity businesses"*



# DIGITAL MARKETING



**More than 80% of consumers do research online before making a purchase decision.**

So why invest thousands in a website if no one can find you? Make sure you are part of the purchase decision by supporting your website and being proactive in its development and marketing. Your website is a living, breathing channel, and to keep itself running and adapting to the changing online world, you need ongoing updates, marketing and advertising.

We're passionate about all things digital and are dedicated to helping you make the most of online and the opportunities available.

## SEO

Search Engine Optimisation (or SEO) is critical to ensuring your website/business is 'found' online. We can make a range of enhancements to your website, optimising content to help you rank in a Google Search – as the 'higher' your business ranks, the more visibility your website will receive.

## GOOGLE ADS

Google Ads help you achieve greater exposure to your target market and a competitive edge in online search with relevant, targeted and cost-effective marketing. From display ads on popular websites, to text ads in Google Search, we create campaigns that reach your potential customers, at the exact moment they are looking for a service/product that your business provides. Ask us about our Google Ads packages.





## SOCIAL MEDIA

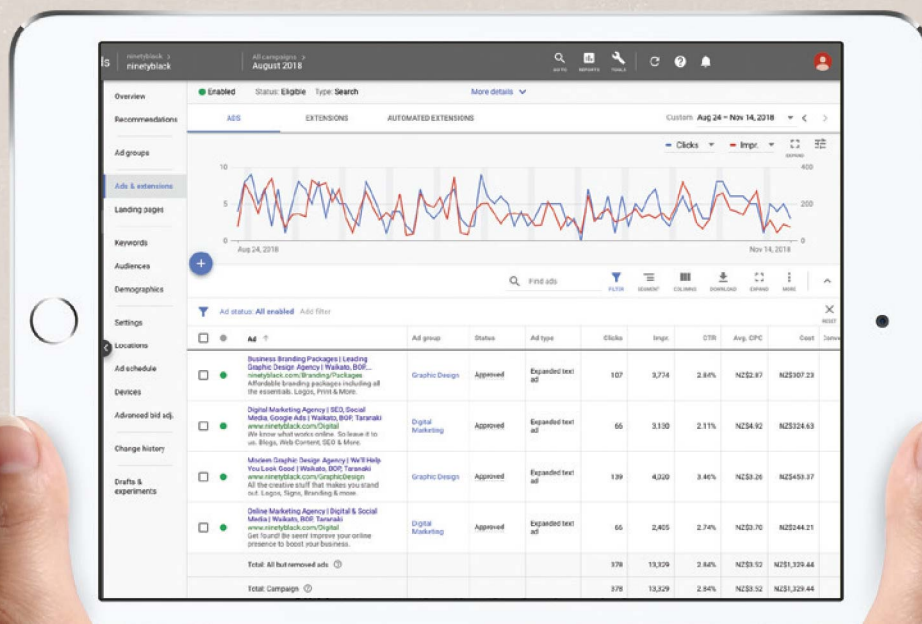
Social media, specifically Facebook, is an extremely important tool for businesses to use. It's one of the best channels to build brand awareness, community and profile your brand personality. Our creative team can help you make your social media channels work as seamlessly as possible for you by establishing, maintaining and optimising your social media to enhance your brand and grow your customer base through curated content.

## NEWSLETTERS

Email newsletters (EDMs) are about maintaining connection - a tool for businesses to stay in touch with their customers. We have inhouse content writers and designers that are able to create engaging newsletters that will inform, delight and foster loyalty for your brand.

## BLOGS

Regular blogging adds valuable content to your website that can help customers better understand the expertise, services and/or products offered by your business. It gives you more visibility online, positions you as an expert in your industry and is an effective way of connecting with your customers. We are experienced at writing compelling blogs for a wide range of industries and organisations.





**GEN-XT**  
solutions



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