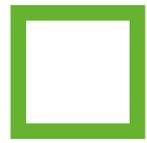
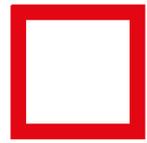


S O H  
GROUP



SUCCESS ON HOLD

AUDIO | VISUAL STUDIOS

SCENT MARKETING

THE EXPERTS IN MULTI-SENSORY BRANDING!



Enhance your brand with the experts in multi-sensory branding;  
Telephone on Hold, Scent Marketing and In-store Music  
and Media Delivery Systems.

## **Your message, your brand, loud and clear.**

With over 25 years industry experience, the SOH Group is South Africa and the UK's leading multi-sensory specialists. Consisting of three unique divisions, we pride ourselves on developing and creating memorable brand experiences that both strengthen your customer loyalty and build your brand presence.

Since 1990, we continue to offer superior levels of customer service and satisfaction by keeping abreast of international trends, innovations and technology – making sure that we use these in a way that is best suited to your unique business needs.

We are committed to amplifying your brand through the power of the senses; sculpting spaces, places, profiles and retailers...



## Maximise your telephone communication. **Bring your brand to life.**

Create an audio telemarketing solution that is specifically designed to transform your telephone message communication into something positive, memorable and meaningful.

Educate, entertain and resonate with a captive audience – your caller – by turning that on-hold silence into invaluable marketing space with an on-hold message that is both personalised and professional.

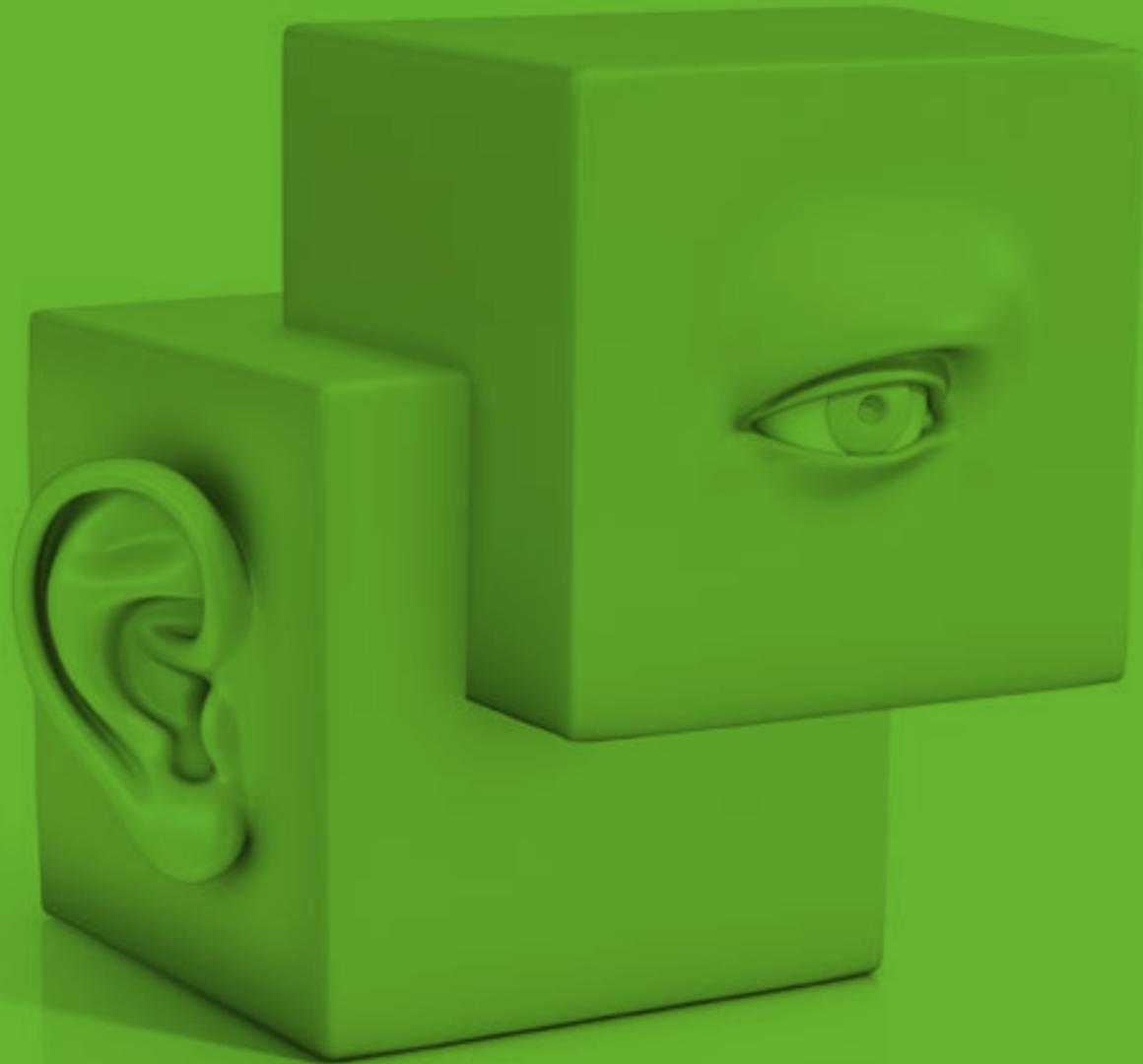
---

### **OUR PRODUCTS:**

With Success on Hold solutions tailor-made to fit your business needs, there's no better way to bring your brand to life.

Telephone on Hold | Quality Assurance | IVR Voice Prompts

After-hours Telephone Answering Service



## Create awesome sights and sounds for your business.

SOH Studios offer the very best, full multi-media solutions, from content creation including music and voice recording, video, film and green screen to content distribution and management across various platforms, as well as digital signage.

---

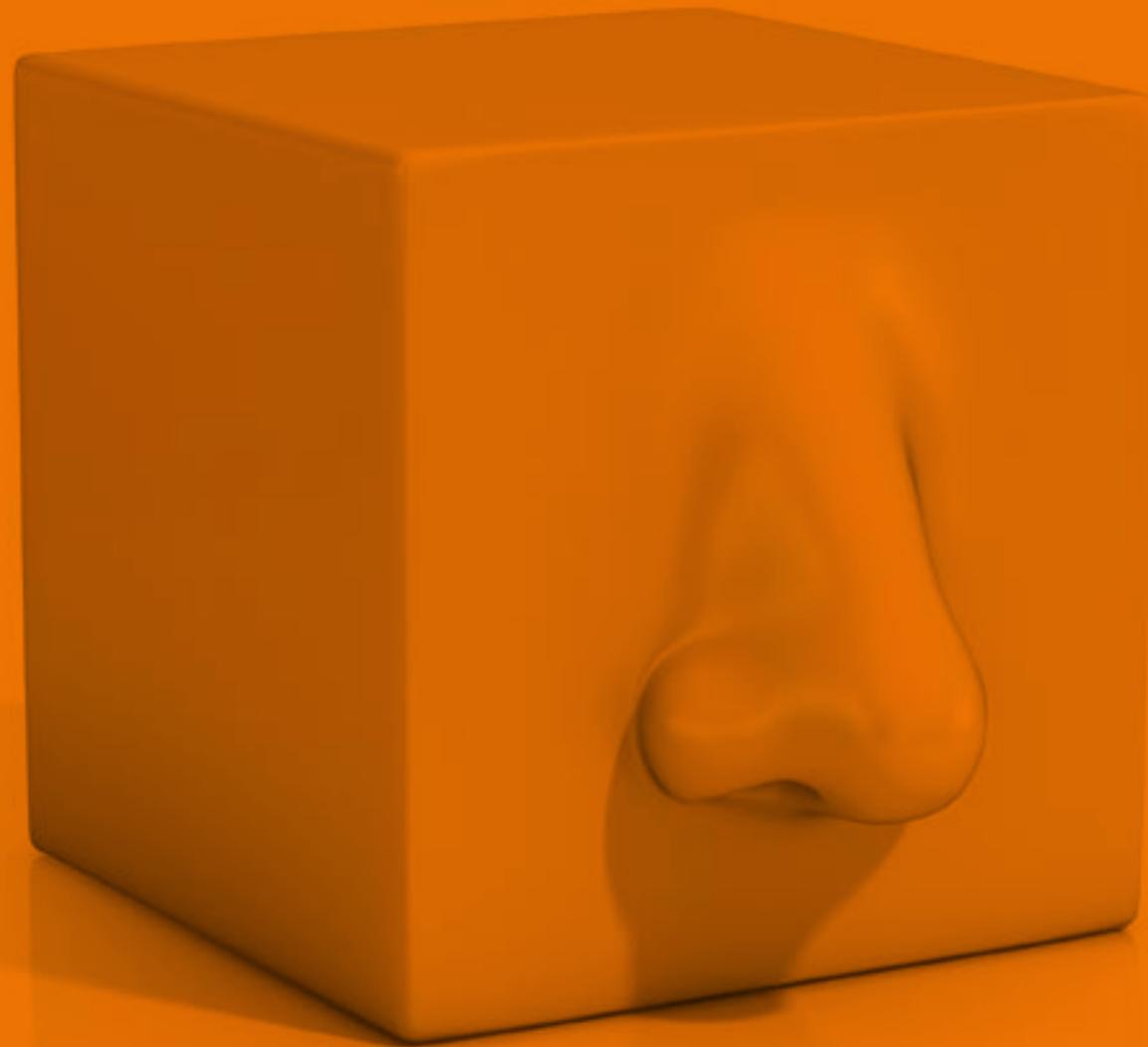
### **PUT THE BEAT BACK INTO YOUR BUSINESS:**

Specialising in a wide selection of audio services, we offer the very best playlists and recordings, mixing and editing services in the industry. From voice overs to radio scripts, multimedia presentations, sound effects, in-store music and messaging and bespoke in-store radio solutions, we have a solution for your needs. Set the mood for your brand with access to one of the largest commercial and directly licensed music collections in the world, offering a contemporary music selection that meets the needs of your business across a wide range of musical genres.

---

### **VISUAL WORKS:**

Our video services include video editing, asset building and creation, multimedia presentations, corporate videos, green screen productions and many more tools to help craft a unique visual solution for your business. Suitable for retail, hospitality, restaurants, showrooms and a variety of business environments.



## Use the power of scent to **create the sweet smell of success for your business!**

From a hotel room to a retail store, a reception area or even a stadium, SOH Scent Marketing uses the power of scent to help you create a brand presence, and then enhance it in the mind of your customers.

---

The human sense of smell is a powerful sensory tool that has been proven to directly influence our mood and our feelings. When used in the right way, it can create both positive and memorable experiences that your customers will come to associate with your brand.

---

Using cutting-edge technology, our scenting solutions are unobtrusive in both aesthetics and diffusion - a selection of modern designs to suit a selection of spaces, and bespoke fragrances released at just the right intensity to achieve just the right result.

---

The result... is an increase in sales and customer loyalty for you, and a desire to linger longer in-store with an enhanced experience for your customer!

## OUR VISION:

To be the BIGGEST and BEST multi-sensory branding service provider in sub-Saharan Africa and the United Kingdom.

## OUR MISSION:

To provide top quality, cutting-edge products and services that are reliable, cost-effective and which continue to develop and grow in line with consumer demands and modern business day requirements; enhancing our clients' brand awareness and increasing their customer experiences.

## OUR CORE VALUES:

Integrity is at the heart of everything we do.

---

We are passionate about providing the best service delivery possible.

---

We put people first: respecting our clients and our fellow employees.

---

As brand ambassadors, we are always accountable for our actions.

## OUR SERVICES:

SOH SUCCESS ON HOLD

Tailor-made audio telephone marketing solutions.

SOH AUDIO AND VISUAL STUDIOS

Full service multi-media solutions.

SOH SCENT MARKETING

Build brand awareness through the power of scent.

At SOH Group, we pride ourselves on our exceptional service offering.

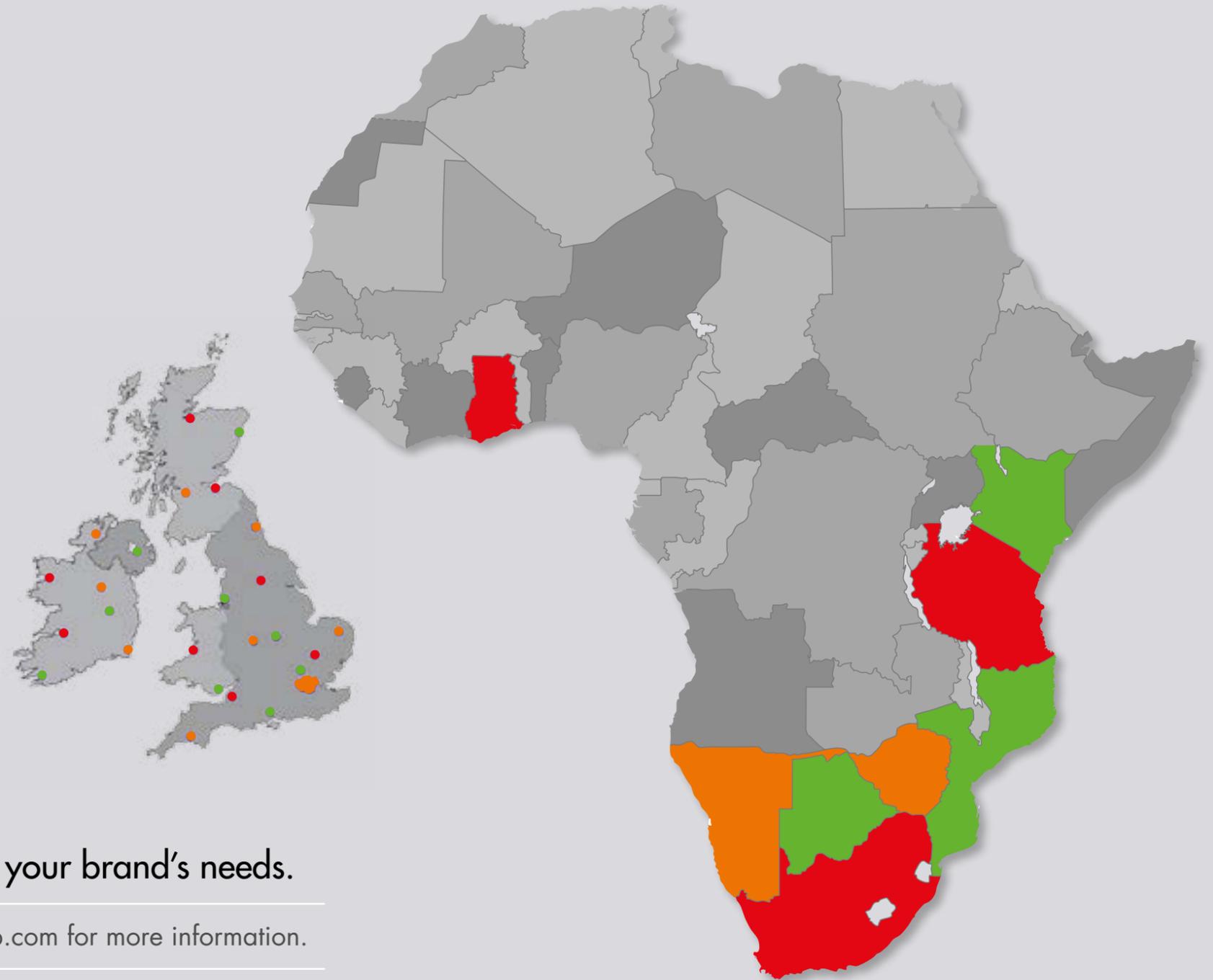
With a national and international footprint we are able to offer services across the African continent as well as the United Kingdom and the USA. The SOH Group has sales and service offices in JHB, CPT, DBN and London as well as representation in the outlying areas and a partner in the USA.

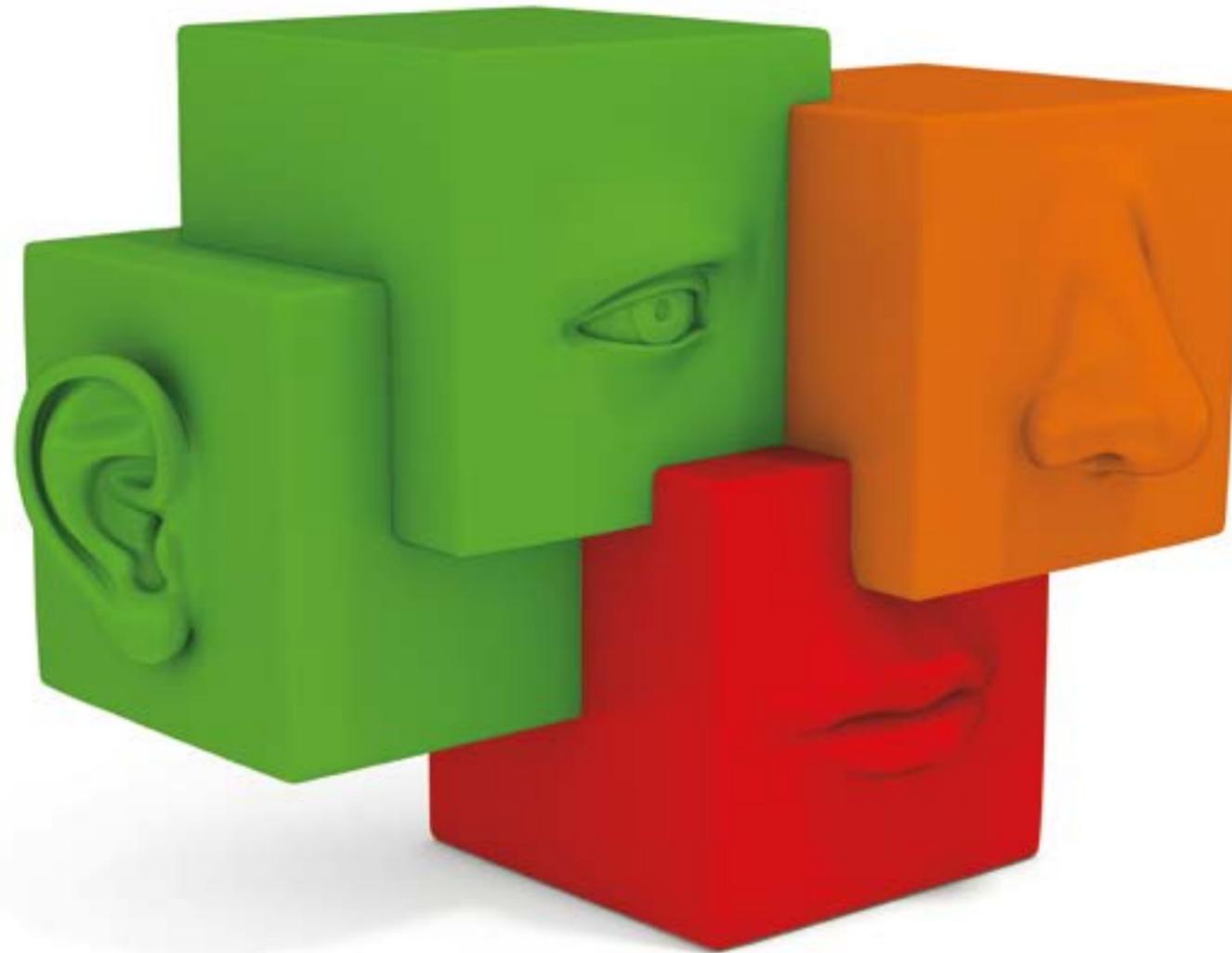
With over 6000 locations across Africa and UK making use of our unique services, our network has grown extensively to ensure that our service and product delivery standards are maintained.

**It's no wonder we are the leaders in multi-sensory branding solutions.**

Let us create a multi-sensory marketing solution to meet your brand's needs.

Contact our expert advisors on 0861 ON HOLD or visit [www.sohgroup.com](http://www.sohgroup.com) for more information.





**THE EXPERTS IN MULTI-SENSORY BRANDING!**

