



Key Success *Stories*

We Build Relations.



INTRODUCTION

KW Kreatives is a dynamic marketing, media and advertising agency specialising in crafting innovative solutions that help organisations stand out. We believe in building lasting relationships with our clients, understanding their unique needs, and delivering tailored strategies that drive results. From creative concepts to effective campaigns, we're your trusted partner in achieving success.



Building relations. Creating success.

ABOUT US

- Customised Marketing and Media Solutions: We tailor our strategies to your specific goals and audience.
- Creative Excellence: Our team of experts brings fresh ideas and innovative approaches.
- Strong Partnerships: We value collaboration and build long-term relationships with our clients.
- Results-Driven Approach: We measure our success by your achievements.



KEY CLIENT SUCCESS STORIES

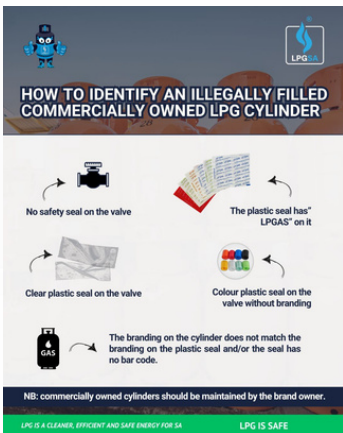
- **LIQUEFIED PETROLEUM GAS ASSOCIATION OF SOUTH AFRICA (LPGSA)**

From 2023 to 2025, KW Kreatives has spearheaded the development and implementation of the LPGSA Safety and Promotions Campaign.

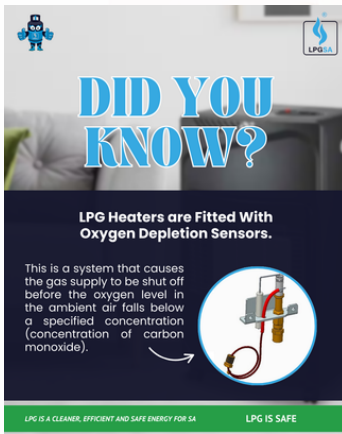
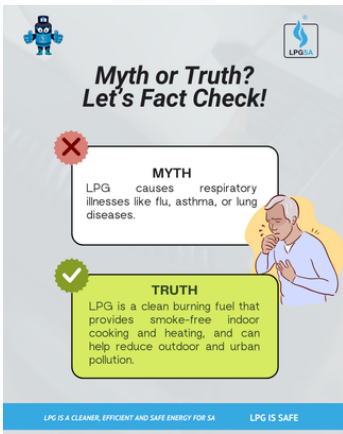
DIGITAL DOMINANCE

Leveraging the power of digital platforms, we designed and implemented targeted social media campaigns that reached over 2 million people. These campaigns were tailored to engage specific demographics, driving awareness and fostering meaningful conversations around LPG safety and its benefits.

Storytelling



Myth Busters, Quizzes, DYKs



DESTINATION VISIBILITY CAMPAIGNS

KW Kreatives organised and executed 18 exhibitions across all nine provinces in South Africa targeting townships and rural and urban areas, ensuring widespread geographic coverage and direct engagement with target audiences. These exhibitions facilitated in-person interactions with more than 2,000 individuals, providing valuable opportunities to educate the public on LPG safety practices and industry advancements.



INFLUENCER MARKETING

Sabelo The Kreator

Prominent South African lifestyle influencer and digital content.



Koshiek Karan

South African financial educator and influencer, and serial entrepreneur.

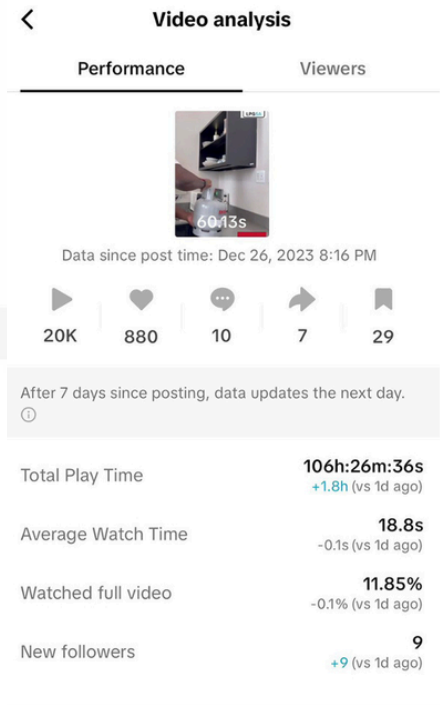
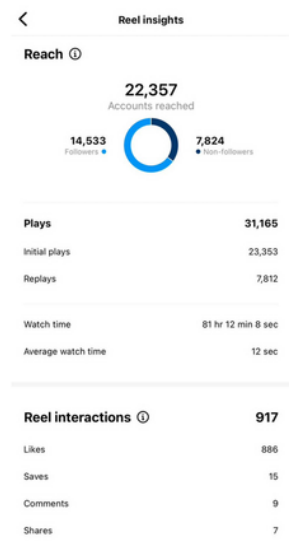
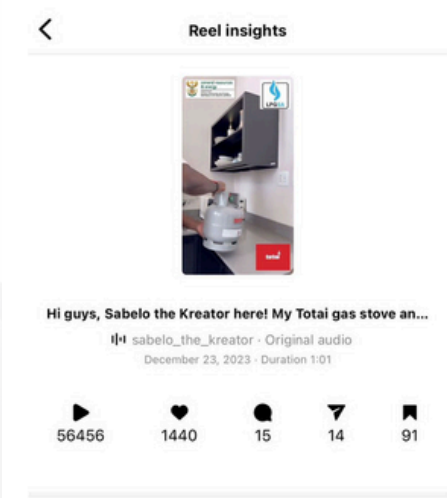
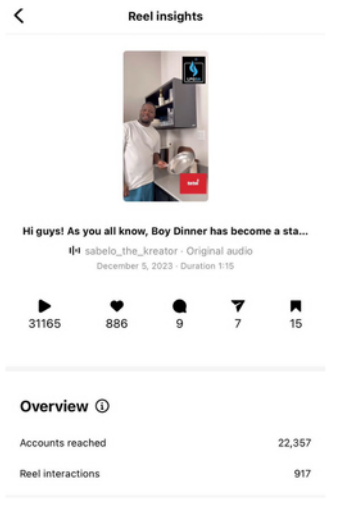


We drove engagement for the LPGSA Gasper Online Campaign by identifying and securing key content creators, overseeing all talent relations and contractual compliance to ensure a seamless rollout.

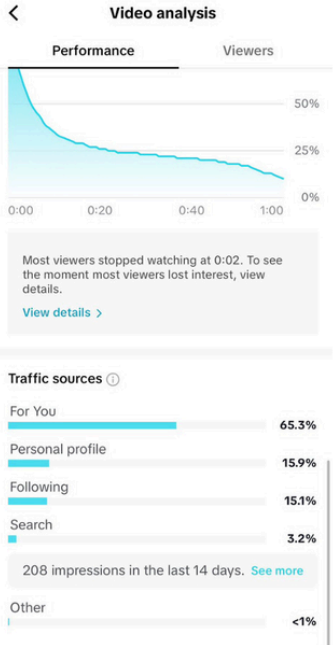
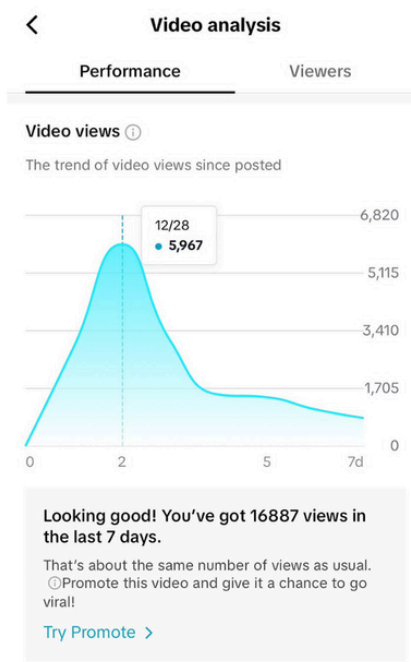
INFLUENCER MARKETING

Sabelo The Kreator

Instagram insights



Tiktok insights



[Click to view video.](#)

INFLUENCER MARKETING

Koshiek Karan

LPGSA x Koshiek Karan Partnership – December 2023

100,000 campaign impressions with strong levels of engagement, reach & consumer safety gas awareness

Koshiek Karan @iamkoshiek

It's braai season! Maybe you're pulling out the skottel or just trying out the new gas braai you received for Christmas.

Here's some tips on how to stay safe & a few great recipes (shout-out @LPGASA for these!) #safelpgappliances #lpgsa

Impressions	Engagements	Detail expands
16,889	491	124

Koshiek Karan @iamkoshiek · Dec 19, 2023

Replying to @iamkoshiek

what's your experience cooking with LPG? (a gas braai counts)

very limited	31.6%
not much, but keen to try	18.8%
I have tons of experience	16.8%
It's my preferred method	32.8%

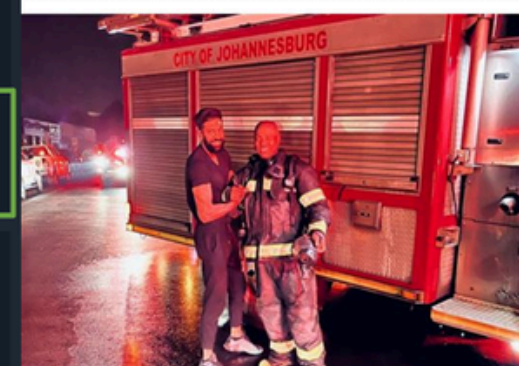
345 votes · Final results

100k impressions on campaign to date

Hero Joburg businessman acts swiftly to save neighbours after warehouse blaze threatens homes

Celestine Mthethwa and Lisalee Solomons

news24



Koshiek Karan @iamkoshiek

a few months ago I had a front row experience with a dangerous neighbourhood warehouse fire involving highly flammable materials

tragically, residential fires continue to be devastating across our city

will be using my platform to share much more important education & public safety content

across the next couple of months I will be partnering with an impactful non-profit @LPGASA who are deeply committed towards the safe & compliant use of Liquefied Petroleum Gas (LPG)

#lpgsa #dmre #safeenergy

Impressions	Engagements	Detail expands
78,396	2,862	610

Koshiek Karan @iamkoshiek · Dec 27, 2023

feel free to post your best braai tips/ hacks on this thread!!

camiran @cameran_ryan · Dec 27, 2023

Crush up some ChilliBeef, black pepper and mixed herbs and add it to a combo of Onion and Garlic Powder and add it to the meat while it's just about to be taken off the grill

When you make potato salad, caramelise diced onions in butter and honey and add that in with bacon bits



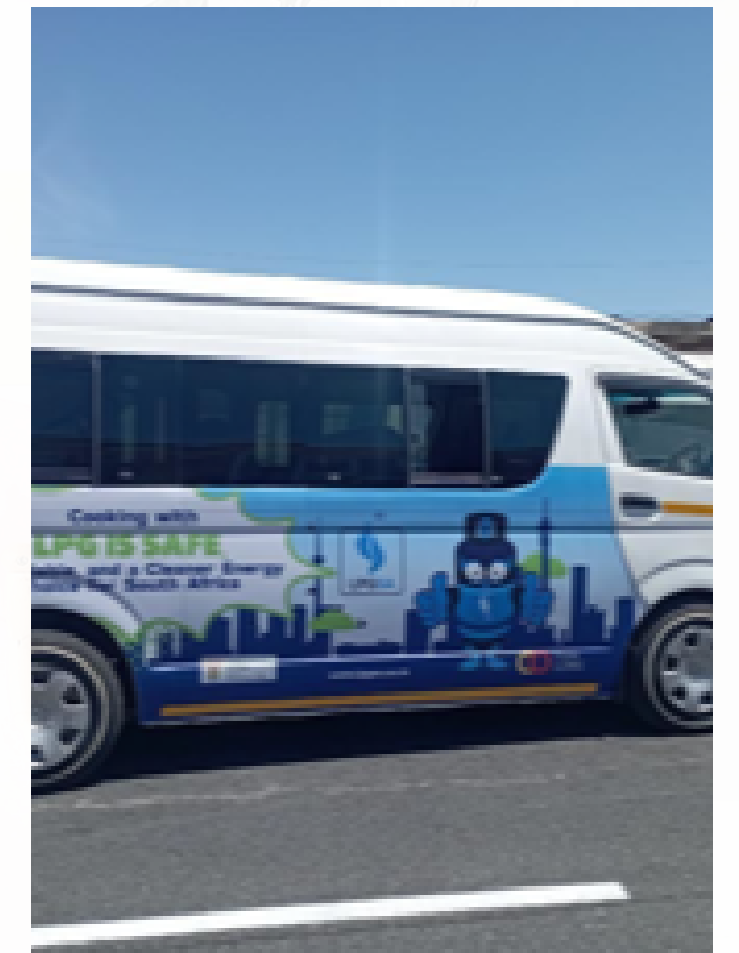
BROADCAST REACH

To amplify the campaign’s message, KW Kreatives secured radio advertisements across 35 stations nationwide. These ads reached an estimated audience of over 10 million listeners, ensuring broad exposure and reinforcing the campaign’s key messages through a trusted medium.



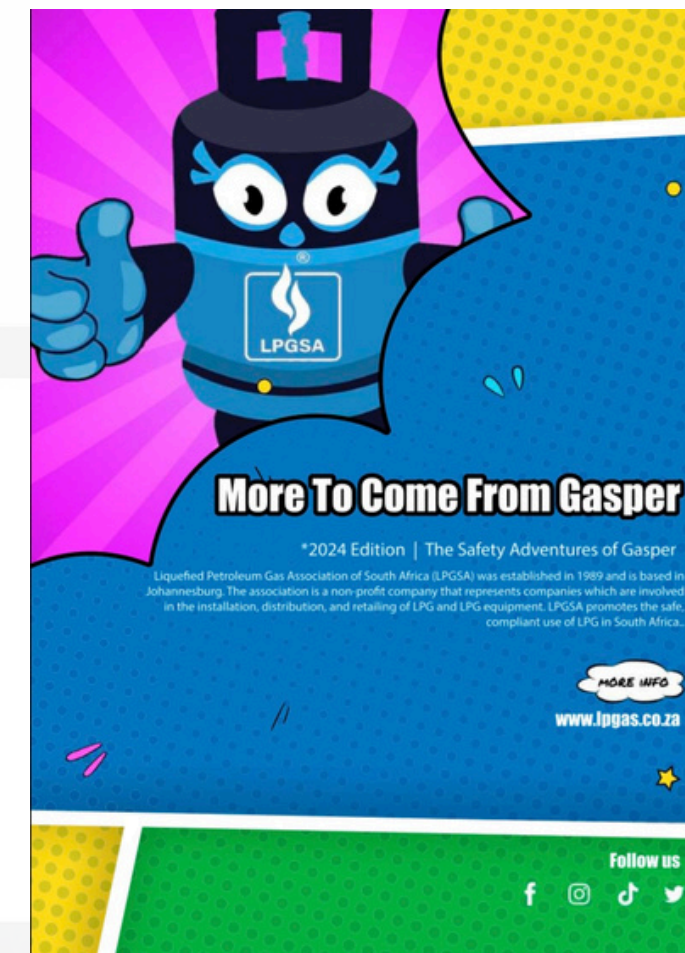
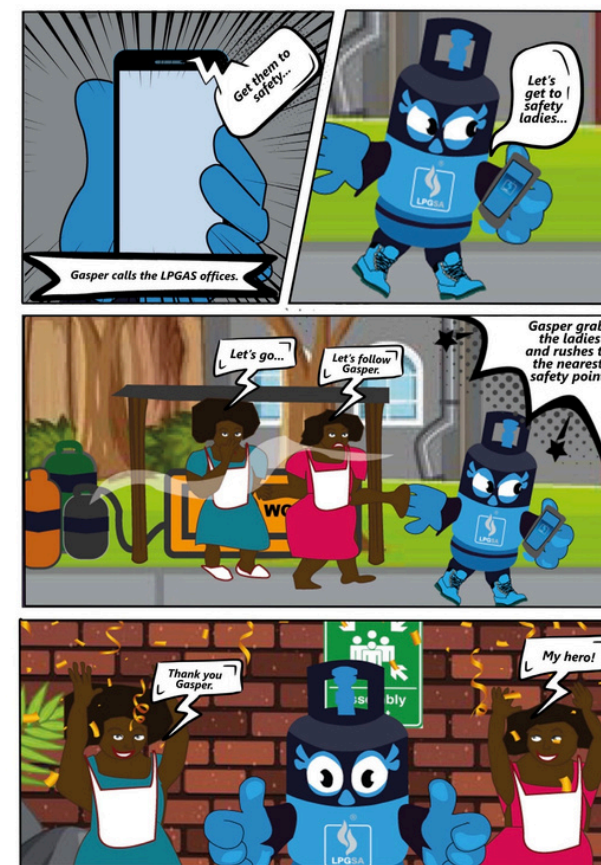
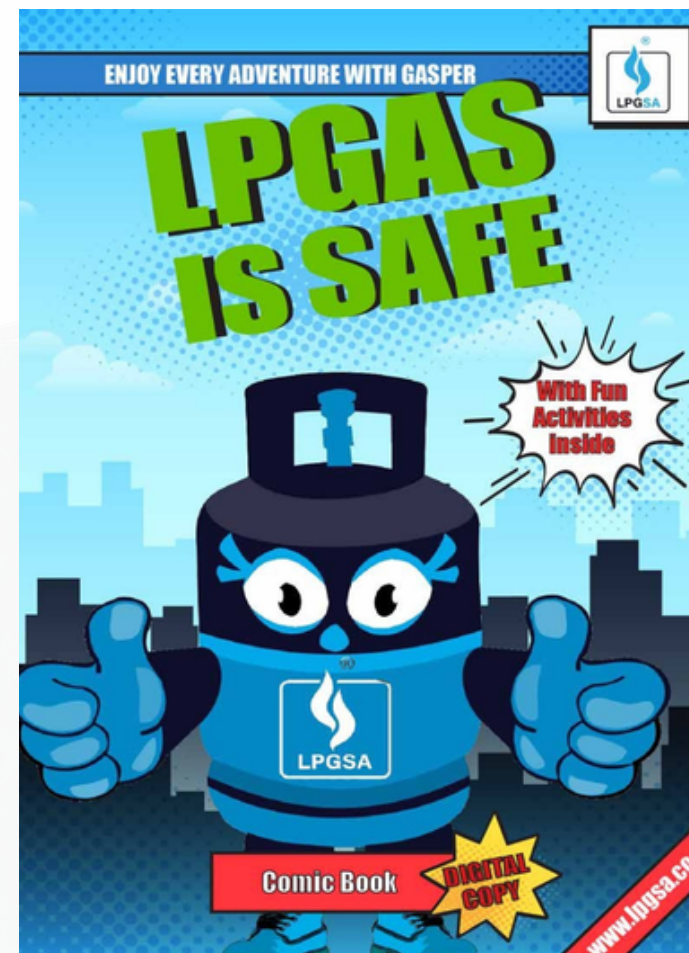
ADVERTISING

To extend reach and visibility, KW Kreatives developed impactful transit advertising campaigns across 30 taxis in Johannesburg, Cape Town, and Durban. These ads were designed to resonate with everyday commuters, promoting the safe use of LPG in relatable contexts. By targeting high-traffic urban areas, the campaign maximised exposure and reinforced key safety messages within daily public life.



PUBLICATIONS

To promote the safe use of LPG in schools and communities across South Africa, KW Kreatives developed educational comic books for LPGSA. These engaging stories use relatable characters and everyday scenarios to make safety messages simple, fun, and memorable. The initiative reinforces LPGSA's commitment to education, safety awareness, and responsible energy use nationwide.





THANK YOU

For Your Attention.

Your brand's
success starts here!

Ready to take your brand to the next level? Let's
connect and bring your vision to life!

Get In Touch



Home

CREATIVE STRATEGIES.
POWERFUL RESULTS.

We Build Relations

We believe that relationships are the foundation of any suc
strive to build strong relationships with our clients and par

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