The Sauce is strong with this one...

PAUL RAPHAELY
FIRST, AN INTRODUCTION.
At the core of everything

IF YOU AREN’T BREAKING THROUGH THE CLUTTER, YOU ARE JUST ADDING TO IT

AND...
‘NEVER MIND MANOEUVRES, BOYS. GO RIGHT AT THEM!’
~ ADMIRAL NELSON
WHILE WE ARE QUOTING MILITARY THINGS,
LET’S EXAMINE THE PHRASE

“Tactical Advertising”
EVERYONE CALM DOWN!
NOMU SKINNY
HOT CHOCOLATE IS NOT BEING DISCONTINUED!
NOTHING FISHY GOING ON HERE.

DECADENT?
ABSOLUTELY

SINFUL?
NOT AT ALL
ACCORDING TO THE 2022 NATIONAL BUDGET ANYWAY...

DEAR ELON,
IF YOU WANT CHOCOLATE MILK
THAT IS BASICALLY ROCKET SCIENCE.
WITH LOVE,
FROM CAPE TOWN.
STEAK CAPTURE
FOR THOSE OF US WHO LIKE OUR EXTRADITION WELL DONE!
NOW, LET’S TALK ABOUT WHY I AM ACTUALLY HERE...
SOMETHING HAD TO BE DONE.
SO, THIS IS
WHAT WE DID...

DON'T PANIC SOUTH AFRICA! WE'VE GOT THIS...

Just kidding.
We'll miss you Hellmann's.
DON'T PANIC SOUTH AFRICA! WE'VE GOT THIS...

Just kidding.
We'll miss you Hellmann's.
Watch this space!
THE LEADING EVENT IN AFRICA FOR SUPPLY CHAIN PROFESSIONALS
PENINSULA SCHOOL FEEDING ASSOCIATION

You can’t teach a hungry child

www.psfa.org.za
SO, OBVIOUSLY, WE HAD TO DO THIS... TOO.
OFFICIALLY IN PRODUCTION!

*LABEL STILL NEEDS SOME WORK, THOUGH!
DAILY MAVERICK
THE LEADING EVENT IN AFRICA FOR SUPPLY CHAIN PROFESSIONALS
South Africa, we need to know:

NOMU MAYU
GO / NO GO?
SA'S 1ST EVER
crowdsauced
MAYONNAISE
NOW AVAILABLE FROM NOMU.CO.ZA
THE PERFECT opensauce softshare EVEN WHEN THE LIGHTS ARE OFF!

SOUTH AFRICA'S sauciest NEW EXCUSE TO EAT THEIR FEELINGS!
ESSENTIALLY, ALL OF THIS MALARKEY AND MAYU-FLAVOURED MADNESS HAS LED TO:
ESSENTIALLY, ALL OF THIS MALARKEY AND MAYU-FLAVOURED MADNESS HAS LED TO:

- 1000 JARS SOLD IN LESS THAN 4 DAYS
ESSENTIALLY, ALL OF THIS MALARKEY AND MAYU-FLAVOURED MADNESS HAS LED TO:

- 1000 JARS SOLD IN LESS THAN 4 DAYS
- NEXT 2800 SOLD IN LESS THAN 7 DAYS
ESSENTIALLY, ALL OF THIS MALARKEY AND MAYU-FLAVOURED MADNESS HAS LED TO:

- 1000 JARS SOLD IN LESS THAN 4 DAYS
- NEXT 2800 SOLD IN LESS THAN 7 DAYS
- WITHIN 6 WEEKS, MAYU IS IN THE TOP FIVE BEST SELLERS IN THE NOMU RANGE!
ESSENTIALLY, ALL OF THIS MALARKEY AND MAYU-FLAVOURED MADNESS HAS LED TO:

- **1000 JARS SOLD IN LESS THAN 4 DAYS**
- **NEXT 2800 SOLD IN LESS THAN 7 DAYS**
- **WITHIN 6 WEEKS, MAYU IS IN THE TOP FIVE BEST SELLERS IN THE NOMU RANGE!**
- **A % PF ALL JARS SOLD GOES TO PSFA!**
WE EVEN FOUND TIME IN MAY(U) TO HAVE SOME EXTRA FUN
VISIT NOMU.CO.ZA TODAY TO LEARN MORE ABOUT SA’S 1st *crowdsauced* MAYONNAISE!
MAY THE SAUCE BE WITH YOU

VISIT NOMU.CO.ZA TODAY TO LEARN MORE ABOUT SA’S 1st crowdsauced MAYONNAISE!
VISIT NOMU.CO.ZA TODAY TO LEARN MORE ABOUT SA'S 1st crowdsauced MAYONNAISE!
In conclusion

SOUTH AFRICA IS STILL AN AMAZING AND SURPRISING PLACE TO DO GREAT THINGS.
In conclusion

THE CONSUMER IS THE BEST INSPIRATION IF YOU ARE LISTENING.
In conclusion

TAKE INSPIRATION FROM WHATEVER KEEPS YOU IN THE FIGHT.
In conclusion

IMAGINATION IS THE REAL SECRET-SAUCE
THANK you