

# STRATEGY

**frayintermedia**  
Changing Narratives

# COMMUNICATIONS PLANNING FOR COMPANIES WITH STORIES TO TELL

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You can't build a house without a blueprint and you shouldn't be planning any communications activities without a solid strategy in place.

We develop communications strategies for organisations that have detailed media needs, ranging from long-term strategies covering large organisations to specific game plans for individual campaigns.

Drawing on half a century's worth of media expertise, our team will find your audiences and how to reach them, and draw you a roadmap for ensuring that your stakeholders are engaged and hearing every word you say, while keeping all of your materials optimised and relevant within the media landscape.

## Case Study: Starting the Regional Conversation Around Groundwater

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The Southern African Development Community (SADC) has a big problem with water. Much of the region's income is generated by agriculture, but most of the region is already dramatically affected by climate change induced drought.

That's why in 2016 the SADC Secretariat oversaw the formation of the SADC Groundwater Management Institute, a regional centre for excellence, to oversee international harmonisation around groundwater.

The SADC-GMI had hard work in front of it, the least of which was starting the regional conversation around groundwater, so they partnered with **frayintermedia** to develop a communications strategy aimed at ensuring strong communication around the region and the world.

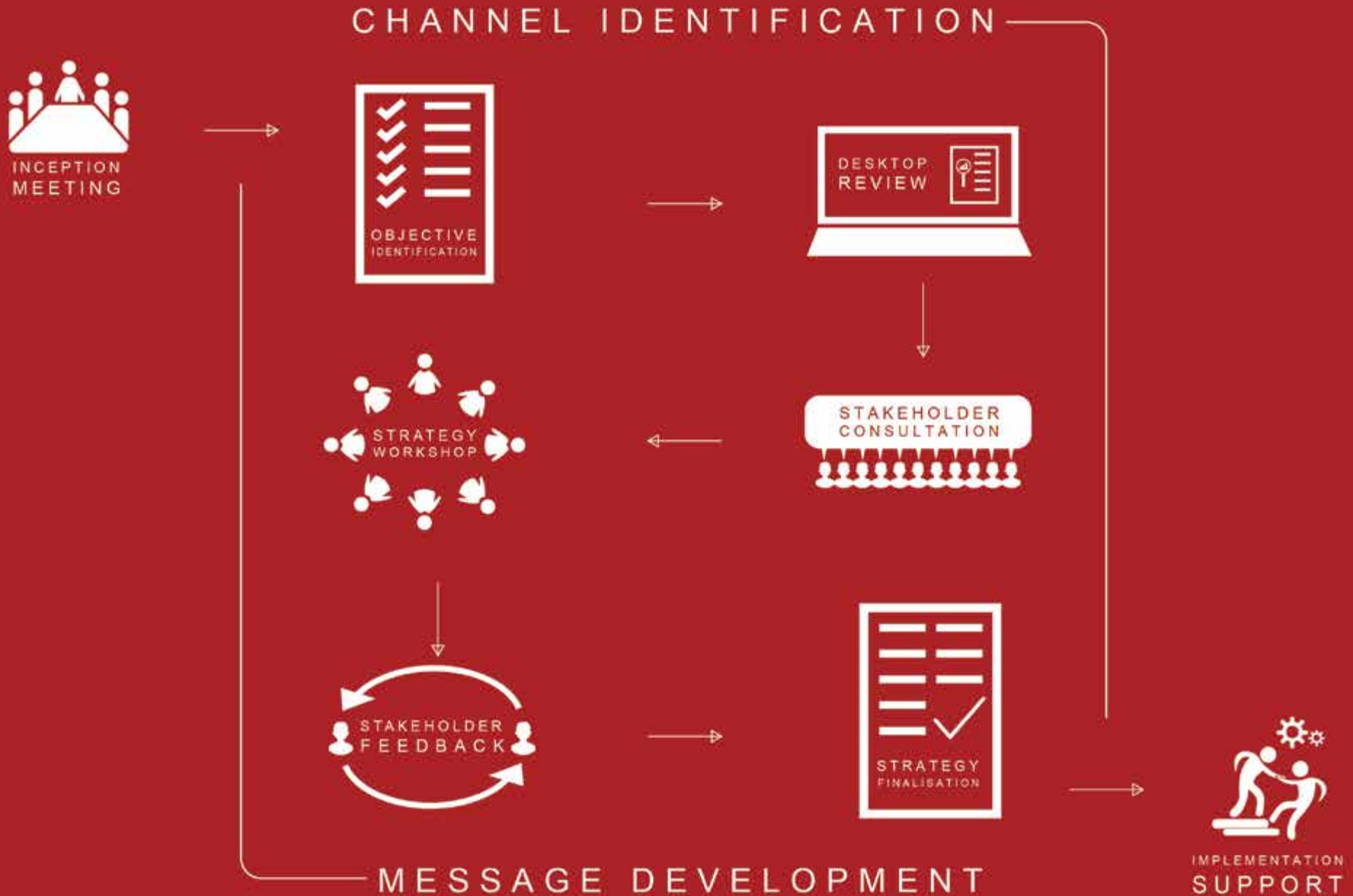
We used a custom methodology to identify their key messages, stakeholders and how they would reach out to engage them.

In 2018, when it came time to hold the region's first groundwater conference, the SADC-GMI chose **frayintermedia** to be their communications partner, leading to us overseeing media coverage and all published materials around the conference.

We also designed and published the first edition of the region's only groundwater newsletter, The Well, with a custom masthead and elegant design, heralding many forthcoming conversations about groundwater in SADC.



# OUR STRATEGY METHODOLOGY





# DESMOND LATHAM

## CHIEF OPERATING OFFICER

Former editor-in-chief at the GCIS, previously head of multimedia at **frayintermedia**.

Before that, news editor at Business Day TV, after moving from the position of online editor at Business Day & Financial Mail.

That's after spending ten years as CEO of my own company called Mobile Active Digital PTY which built mobile apps and served content to people through African telecoms companies. I have also been a senior reporter at Radio 702, Head of Journalism at Allenby Campus, News Editor at Classic FM, head of radio at African Business Channel.

I have studied at Stanford in California in 1993/94 and Rhodes in South Africa in 1983/85.

## OVERSEEING YOUR STRATEGY

Meet the rest of the team

# ADDITIONAL SERVICES

## STRATEGY

Communications strategies to connect with and hold your audiences.

## TRAINING AND RESEARCH

Training and research for leading organisations.

## VIDEO PRODUCTION

Bespoke video production, made to engage.

## PHOTOGRAPHY

Compelling images to build and expand your brand.

## EVENT MANAGEMENT

Professional, media focussed management for your events.

## PUBLIC RELATIONS

Relationship and media management from Africa's most connected journalists.

## SOCIAL MEDIA

Dynamic, connected platform management that cuts through the noise.

## DESKTOP PUBLISHING

Finely crafted publications backed up by world-class journalism.



GET IN TOUCH