



pointblack

COMPANY PROFILE

✉ [info@pointblack.africa](mailto:info@pointblack.africa)  
🌐 [www.pointblack.africa](http://www.pointblack.africa)






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Turning clients into passionate advocates  
while changing the narrative surrounding  
Africa and its brands



## OVERVIEW AND CORPORATE VISION

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Incorporated in 2014, Point Black is a full-service digital advertising & content marketing agency focused on maximising value for our clients.

At Point Black, we believe in the following values;

1. Building long-term relationships with our clients by creating powerful brands and marketing strategies that produce profound results.
2. Finding inspired and innovative solutions to uniquely African problems.
3. Helping our clients reach their target audience in the most effective and efficient ways possible.

At Point Black, we have utilised our skills and experience to help our clients exceed their goals at costs far below our competitors. We also operate some of the most popular and highly regarded web content platforms on the African content. These include 2 award-winning content platforms, blogs, podcasts, emails newsletters, social media accounts and many more.

### ***“Inspired. Innovative. African.”***

Point Black’s slogan is “Inspired. Innovative. African.”. We want to use our media assets to drive awareness, leads, and trial of your product. Most importantly we want to play an active role in changing the narrative surrounding Africa.

We would love the opportunity to work with you and we have created this profile which highlights our skills and experience. We have worked with a number of partners, from Fortune 500 international franchises, to local businesses, to influencers and, we look forward to working with you too. Thanks for the opportunity to help you exceed your goals.







## MISSION STATEMENT

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Point Black's mission statement is to build an ecosystem that allows brands and individuals the opportunity to reach their desired audiences in the most effective way possible with a focus on promoting and celebrating Africa's deep cultural history and diversity while using modern forms of communication as the conduit.

Point Black's slogan is "**Inspired. Innovative. African.**". As a company we aim to find inspired and innovative solutions to uniquely African problems.



**pointblack**  
Inspired. Innovative. African



## BUSINESS SPECIALIZATION

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Digital Campaigns



Targeted Advertising



Social Media Management



Web Design



Corporate Communications



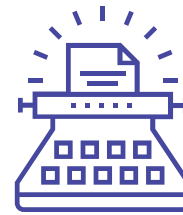
Email Newsletters



Content Creation



Influencer Marketing



Copywriting



Music Production



Video Production



Event Planning



Publishing & Distribution



Public Relations



Management & Consulting



## BUSINESS SPECIALIZATION



### Web Content & Design

Point Black offers end to end web content services that allow clients the opportunity to connect directly with their target markets. Point Black will design a website from the ground up and provide original content creation services for brands and marketers. These include short films, advertisements, radio jingles, viral web content and analytical services. Point Black can also amplify your content or brand via its existing network of websites.



### Brand Management and Marketing

Point Black's team of experienced marketers offer a diverse range of brand management services that include logo design, web content rollout and management, social media, as well as advertising campaign design & implementation. Our services also cover brand activations, amplification, and event coordination.

Our skilled team is accredited with both Google Analytics and Facebook Blueprint certifications and can design targeted marketing and brand campaigns from the ground up as well as script advertisements, marketing materials, and jingles. We can also produce and record radio jingles and TV advertisements in house.

Point Black also extends its services to notable individuals by managing their brands, bookings, and publicity.



### Public Relations & Communication

Whether you need to get your company's message out to the press or to establish a long-term brand communications strategy, Point Black and its skilled team of professionals have a solution for you. We are also able to consult on all Public Relations related services in both Zimbabwe and South Africa.



### Social Media Management

Point Black offers social media management services. Our team of skilled and experienced social media managers offer a wide range of services to ensure companies have a dynamic and engaged social media presence. Our services extend beyond managing accounts on all major social networks but also include campaign designs, promotions, amplifications, and online help desk services.



## BUSINESS SPECIALIZATION

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### Music

Point Black has a vibrant music division that creates and administers original compositions. Point Black operates as a record company and music publisher that focuses on operations in Southern Africa and the United Kingdom. Point Black administers repertoires on behalf of several Zimbabwean artists such as Rymez, Simba Tagz, RayDizz, Nutty O, and more.

If you are a brand or artist looking to reach a wider audience through music, Point Black offers an array of services to help you achieve your goals.

### Design

Point Black's talented design team offer a wide range of services. From brand logo design to urban clothing and graphic design services. Point Black also manages 729 Clothing in partnership with its founder and lead designer **Rayhaan Jassat**.

### Experience

Point Black's team manage a variety of brands, websites, artists, catalogues, and social media pages.

Point Black's various brands and properties have won several awards locally and internationally while working with brands in Zimbabwe, South Africa, and Zambia

In total their properties secure over 1 million web visits annually. Their social media pages total more than 150,000 followers and likes and the advertisements they have been involved in have been played on national radio.

## OUR SOFTWARE STACK

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As an industry leading digital content agency Point Black invests in software and the latest cutting-edge technologies to help achieve impressive results for our clients



Google Search Console



## OUR CERTIFICATIONS

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Google Analytics Certification  
Google AdWords Certification



## AWARDS



Point Black owned and operated the African Hip Hop Blog from 2011 to 2017. In 2018 the operations of the platform and staff were folded into Point Black’s operations. During its operation the website became the biggest African Music website that registered over 1,000,000 unique visitors a month. In 2015 it won the Best Blog in Africa Award at the African Blogger Awards. In 2016 The African Hip Hop Blog was awarded the Runner Up prize at the same African Blogger Awards

In 2016 Point Black’s podcast was awarded Best Digital Media at the Zimbabwe Music Awards

## OUR PLATFORMS





## CLIENTS

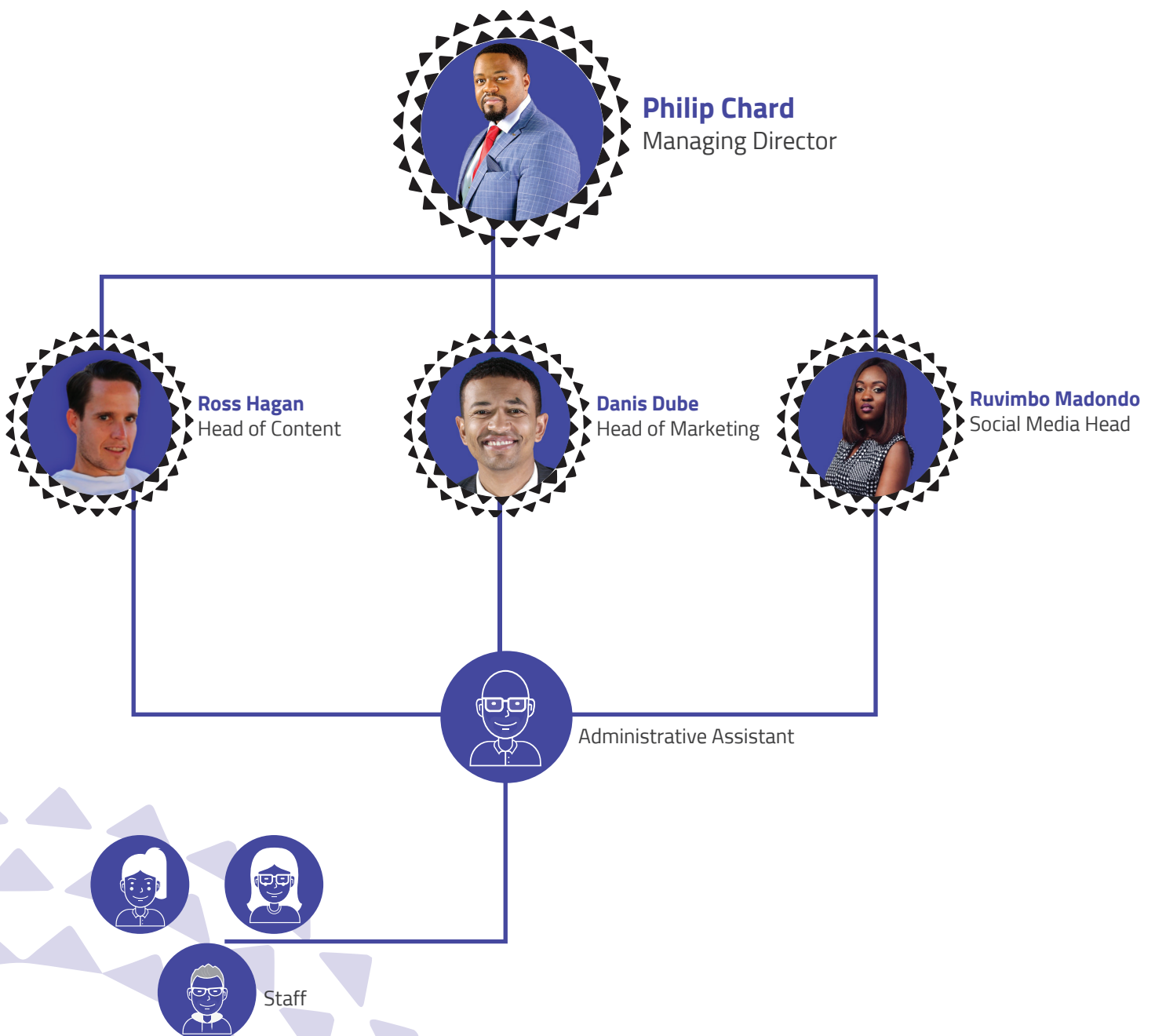
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## ORGANIZATION STRUCTURE & EXPERIENCE

Point Black is a wholly owned Zimbabwean company.  
The Major Shareholders are Mr. Philip Chard and Mr. Ross Hagan.







## ORGANIZATION STRUCTURE & EXPERIENCE

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### Philip Chard

Mr. Chard an award-winning digital marketer who is passionate about using digital channels to tell African Stories

Mr. Chard is a 2017 Mandela Washington Fellow (Dartmouth College) USA, who has a degree in Marketing and a Music Business Management degree from ASE, South Africa (2019). He is also a certified Google Analytics and AdWords partner.



### Ross Hagan

Mr. Hagan currently holds the position of Distribution and Development Manager at Kobalt Neighbouring Rights Ltd, one of the world's leading neighbouring rights administrators.

He has attained a Bachelor of Sciences (BSc) from Rhodes University (Dec 2005), and a Music Publishing Certification from Berklee College of Music (Dec 2010).

He has vast experience in marketing and web design as well music management

### Danis Dube

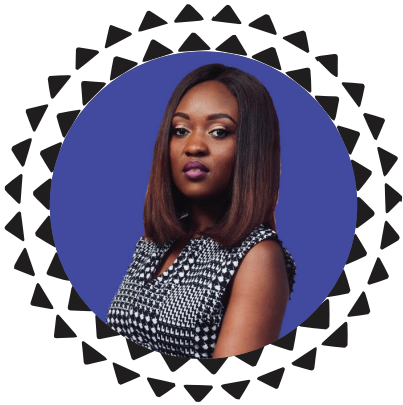
Mr. Dube has a vast experience in both marketing and computer technology. He is a certified Microsoft Engineer that has worked for Hot Recharge, TelOne and was a manager Zimbabwe Computer Trouble Shooters.

He is currently a program manager at ZiFM with almost a decade worth of experience as a content creator, voice over artist, show producer and digital marketer.



## ORGANIZATION STRUCTURE & EXPERIENCE

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### Ruvimbo Madondo

Ms. Madondo is a proven marketing professional who offers expertise in developing and enhancing campaigns & efforts that span a wide range of marketing channels. She is experienced in media, public relations, research, digital marketing and client services.

She currently holds a BCom in Marketing Management Degree and an Honors Degree in Marketing Management both from the University of Pretoria



### Tatenda Jinya

Tatenda is a graphic designer with over 12 years of experience, who has worked as a freelancer and as part of several agencies. Tatenda has had a hand in everything from brand identity creation, traditional and digital media advertising for large corporations and individuals alike.

Apart from designing for clients Tatenda also enjoys applying his skills to his automotive passion; designing automotive apparel that has been featured by Carthrottle, the internet's largest community for car enthusiasts.



## COMPANY DOCUMENTS

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### Zimbabwe Revenue Authority

#### **Tax Clearance Certificate (ITF263)** Tax Year Ending 31 December 2021

Point Black Entertainment (Pv)  
Business Partner Number : 0200148843

Your Tax position is Satisfactory. No 10% tax should be withheld

Clearance issued on 19-03-2021 at 10:28:53 AM valid until 18-06-2021

**Authentication Code : aCfri3Z0kfdPzPzH**

The authentication and validity of this certificate must be validated at:  
<https://efiling.zimra.co.zw:333>





National Social Security Authority  
**Compliance Certificate**

*This is to certify that*

**CHARD PHILIP**

Trading as: **POINT BLACK ENTERTAINMENT PVT LTD**

Social Security Registration Number: **0211410Z**

*is in full compliance with Statutory Instruments 393 of 1993 (Pension & Other Benefits Scheme) and 68 of 1990 (Accident Prevention & Workers' Compensation Scheme) as read with National Social Security Authority Act Chapter 17:04.*

**Number of Insured Employees: 1**

Validity Period: **01 January 2021 To 31 March 2021**

Verification code: **KNZOF2CX**

The authenticity and validity of this certificate must be verified on NSSA page.  
Scan QR code or visit <https://selfservice.nssa.org.zw/verifycertificate/>





No. 4253/2014

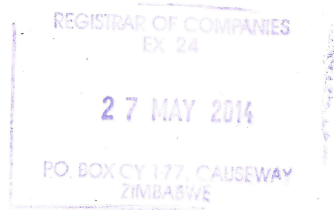
Receipt NO. DCD3/6634 ORIGINAL COPY

USD20

Nº 152811 B



ZIMBABWE



### Certificate of Incorporation

I hereby certify that POINT BLACK ENTERTAINMENT (PRIVATE) LIMITED

is this day incorporated under the Companies Act [Chapter 24:03] and that the Company is Limited.

Given under my Hand and Seal at HARARE

this 27TH day of MAY 2014

*[Handwritten Signature]*

Registrar of Companies





ZIMBABWE

Form No. C.R 14

Sections 187 and 330 of Act  
Section 274 of Regulations

No. Of Company:

4253/2014

27 MAY 2014

P.O. BOX CY 177, CAUSEWAY  
ZIMBABWE

**THE COMPANIES ACT**  
(CHAPTER 24:03)

Particulars (a) Of Register of Directors and Secretaries  
And of any changes therein

Or

A list (a) of Directors and Principal Officer of a Foreign Company

Name of Company: POINT BLACK ENTERTAINMENT (PRIVATE)  
LIMITED

To the Registrar of Companies  
HARARE

Presented For Filing By: P CHARD  
25 COBLAM DRIVE  
WESTLEA  
MUTARE

23 MAY 2014

DCD3/6634



Form No. C.R. 6 ZIMBABWE

Section 112/330 of Act  
REGISTRATION OF COMPANIES  
EX 24

**THE COMPANIES ACT**  
(CHAPTER 24:03)

No. Of Company: 4253/2014 27 MAY 2014

Notice of situation and Postal Address of Company's Registered Office or a Foreign Company's Principal Place of Business

Name of Company: **POINT BLACK ENTERTAINMENT (PRIVATE) LIMITED**

*To the Registrar of Companies*  
**HARARE**

The above-mentioned company hereby gives notice that the registered office/ principal place of business of the company

(i) Was/Is situated at: **25 COBLAM DRIVE  
WESTLEA  
MUTARE**

(ii) The postal address was/is: **AS ABOVE**

- a) Has been changed from the above address to:
  - (i) Situated at:
  - (ii) Postal Address at:

With effect from: **DATE OF INCORPORATION**

  
.....  
(Signed)DIRECTOR/ SECRETARY

This.....21<sup>ST</sup>.....day of.....MAY.....2014

Presented for filing by: **P CHARD  
25 COBLAM DRIVE  
WESTLEA  
MUTARE**

To be completed only in the event of change of address

NOTES: a) In the event of change of address, this form must be submitted to the Registrar BEFORE proposed change takes place.  
b) If the Registered address of a company has been altered by a public authority, so that the address designates the same premises as before, no fee will be charged if the Registrar is satisfied as to facts and the name of authority which ordered the change as stated on the form.

023 MAY 2014



## REFERENCE LETTERS

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**Pizza Hut Zimbabwe**  
📍 10<sup>th</sup> Floor  
Joina City Mall  
Cnr J. Moyo & J. Nyerere  
Harare  
☎️ +263 242 749961

25 February 2020

TO WHOM IT MAY CONCERN

Re: Reference for Point Black

This letter serves to act as a confirmation that Point Black has acted as a digital agency for Pizza Hut Zimbabwe since its launch in 2016.

Since that time Point Black has acted as the digital and design agency for Pizza Hut's digital content, social media and content marketing. During this time the company has proven to be reliable, professional and competent.

Should you have any queries please contact me with the details below.

Signed

Grace Samanyai  
Managing Director: Pizza Hut Zimbabwe  
Email: [grace@pizzahutzw.com](mailto:grace@pizzahutzw.com)  
Phone: +263 77 296 1419







ZimRights House, Alverston Court  
 90 S. V. Muzenda Street  
 P.O. Box 3951, Harare, Zimbabwe  
 ☎ +263 242 707278/ 705898  
 📠 +263 242 707277  
 ✉ info@zimrights.org.zw  
 🌐 www.zimrights.org.zw

25 February 2020

TO WHOM IT MAY CONCERN

**Re: Reference for Point Black**

This letter serves to act as a confirmation that Point Black has acted as a design agency for The Zimbabwe Human Rights NGO Forum.

During their time under contract we have maintained an excellent working relationship and they have proven to be a capable agency that can meet requirements and deadlines, even under pressing conditions.

Should you have any further queries, please do not hesitate to contact me on the details below.

Mr. Dzikamai Bere  
National Director: ZimRights

email: dzikamai@zimrights.org.zw  
phone: +263 773 777 622

Registered as a Welfare Organization in Zimbabwe, WFO 3/93

**BULAWAYO OFFICE**  
 4 ESAT House, Flat Street  
 Between 12th & 13th Avenues,  
 Bulawayo  
 Tel: +263 29 2639 36/43724

**MASVINGO OFFICE**  
 ZIMRI Centre  
 Cor. Hughes S. Masvindo  
 2nd Floor, East Wing, Masvingo  
 Tel: +263 292 26323/277234/027



3 Allan Wilson Avenue, Belgravia, Harare | t: +263 864 4076265  
www.magambanetwork.com | info@magambanetwork.com

27 February 2020

TO WHOM IT MAY CONCERN

**Re: Reference for Point Black**

This letter server to act as a conformation that Point Black has acted as a marketing agency for Magamba Network since 2018

During this time Point Black has been contracted to run Digital Marketing Campaigns for Magamba Network properties such as Shoko Festival 2018 and Shoko Festival 2019. Point Black has also been contracted to consult on Content Marketing, Social Media Management and Design Work.

Point Black has also been recruited to present at our internal workshops on Marketing Best Practices and Annual Reviews.

During this time Point Black has shown themselves to be an extremely reputable and reliable company with in depth knowledge on digital marketing trends.

Should you have any further queries, please do not hesitate to contact me on the details below.

Samn Farai Monro  
Creative Director

Email: [farai@magambanetwork.com](mailto:farai@magambanetwork.com)

Cell: +263 772 929 231



Zimbabwe Head Office  
10<sup>th</sup> Floor  
Joina City Mall  
C Jason Moyo and Julius Nyerere  
Tel: +263 242 749961

25 February 2020

TO WHOM IT MAY CONCERN

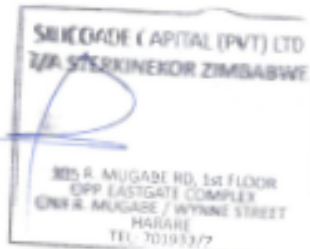
Re: Reference Letter for Point Black

This letter server to act as a conformation that Point Black has acted as a print and digital agency for Ster Kinekor Zimbabwe since April 2016 until present.

In that time Point Black has been responsible for handling marketing asset design, banners and design of billboards at our Joina Offices. They have also been responsible for handling social media and content marketing for the brand. During this time the company has proven to be reliable, professional and component.

Should you have any queries please contact me with the details below.

Signed



Amos Mathonsi  
Marketing Manager: Ster Kinekor Zimbabwe  
Email: amos@sterkine.co.zw  
Phone: +263 78 593 3777



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