
MIRUBRAND.CO

WHAT DOES MIRU MEAN?



mi.ru

[/mi-roo/] **Japanese verb**

English: ‘to see’, ‘to watch’, or ‘to look’.

Seeing your business clearly. Seeing your audience deeply. Beyond demographics and into the human motivations that actually drive decisions and behaviours.

WE HELP BRANDS TO SEE AND BE SEEN.



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The independent Brand and Marketing Agency that positions your brand to raise an eyebrow!

The Zulu greeting ”Sawubona", means ‘I see you.’ Not just hello. A full, deliberate recognition of the person. Their worth. Their story. Their potential. That is the standard we hold ourselves to as a branding agency in South Africa, with every client, and every audience we build communications for. ***‘Sawubona.’ I see you.***



BUILDING BRANDS WITH CLARITY.

OUR APPROACH - 3 guiding principles:

1. **‘DNA Discovery’**
   Find your brand edge. A meaningful difference that only you can own. A unique brand positioning, purpose, values, and personality.

2. **‘Creative Connection’**
   Play the right song, attract the right people.
   We gather human insights and craft communication designed for your specific audience. Your brand is “seen”, understood, and loved by the right people.

3. **‘Closing the loop’**
   We design intelligent, AI-powered lead generation and conversion systems that ensure every enquiry is responded to. Turning leads into paying customers.

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WHAT WE DO

We listen and ask the right questions to better understand your unique business challenges.

We collaborate as partners with you. It's the clearest path to understanding your niche audience, set objectives, and find fresh solutions.

We lead with human insight and creativity, and embrace AI to deliver efficiency. That's where the magic happens!

OUR SERVICES:

1. **Brand Strategy**
   Define your brand purpose, values, personality, and unique positioning. It's the foundation everything else is built on. Then we develop your Corporate Identity and company profile.

2. **Marketing Strategy**
   Audience segmentation, target messaging and communication that touches human emotion. We ensure your brand shows up consistently, across all touchpoints.

3. **Creative Craft**
   Bring your brand story to life through design, copywriting, photography, video, and animation. Combining AI tech, with human creativity.

4. **Digital Connection**
   Digital marketing and social media strategy, content creation, and web design. Placing your brand in front of the right people, in the right places, to drive lead generation.

5. **Conversion**
   AI powered lead response, automated follow-up, and sales process design, ensuring every opportunity is guided toward a decision.

MEET THE CREATIVE LEAD.



Bryan Courtney

Founder / Strategist / Creative

https://www.linkedin.com/in/bryancourtney/

A natural creative with a strategic mind, Bryan is an award-winning Creative Director and strategist with an extensive marketing and advertising background spanning over two decades. His journey includes working at renowned advertising agencies such as Ogilvy, Saatchi & Saatchi, and TBWA.

Equally at ease leading brand positioning workshops, or collaborating on creative sprints, Bryan has brought strategic insight to dynamic tech companies including G3G Global (SAP), Ordev.io (SaaS), and Private Property (aggregator).

His work in destination marketing played a key role in repositioning KwaZulu-Natal Tourism and Film. Bryan has since leveraged his expertise to take on exciting opportunities in nation branding, collaborating with the UNDP to develop and position Brand Zambia.

Bryan's gift for lateral creative thinking and his human-first approach have been the driving force behind his success in the marketing world. Leading bespoke creative teams, he ensures every project resonates with the right audience and delivers meaningful results.

THANK YOU



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