

hotwire MARKETING

PROFILE



DEBORAH BAILEY
CHIEF MARKETING OFFICER



SHANNON PETERSEN
THE CLIENT WHISPERER



KERRY OGLE
COMMUNITY CONDUCTOR



SIHLETHE SOCIAL MEDIA ROCKSTAR



MARINUS AD WHISPERER



ZACKTHE MARKETING MAVERICK



SHELBEA ANN
THE DESIGN DIVA

BIOGRAPHY

DEBORAH BAILEY FOUNDER & MD

Deborah Bailey is a marketing and brand strategist that translates the trends of tomorrow to inspire change today. Deborah has more than two decades of experience in the Property, Retail, Hospitality sectors. She has opened regional shopping centres in large cosmopolitan cities and in the rural towns of Mthatha. A passionate foodie and self-published author of her very own cook book, she has a natural understanding of food in a local and international gourmet context.

Deborah has diverse exposure in marketing and communications, from fine dining to fast food, to travel and health care. She has launched restaurant hospitality brands like Signature Restaurant, Epicure Restaurant and more recently the launch of L'atelier Bakery. She has been consulting to the Medicross Group for more than a year and has breathed some new life into the Medicross Group with a brand refresh. Deborah also manages and rolls out the Ribs and Burgers stores and marketing campaigns for Australian brand, Seagrass Boutique Hospitality in South Africa.

Deborah is the managing director of Hotwire Strategic Marketing which specializes is creating game-changing brand partnerships. Bringing brands together, working collaboratively with like-minded businesses and individuals. Her strong network of alliances allows her to introduce experts and organisations to each other to bring insights and create chemistry. Deborah's ability in the digital and social media marketing space is all about the look, the content and the brand message you want to convey to your target market. It's all about panache & style. She elevates the digital footprint of compelling brands.

Give your brand a voice.



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KEY FOCUS AREAS

- Hotel Digital Marketing
- Restaurant Marketing Strategy
- Shopping Centre Marketing
- Marketing Brand Strategy
- Public Relations
- Graphic Design
- Digital Magazines
- Website Design
- SEO / Google Advertising

- Events
- Social Media Marketing
- Property Development
- Retail Specialists
- Mystery Shopping
- In Mall Research
- Digital Marketing

BRAND DEVELOPMENT BRAND MAINTENANCE MARKETING STRATEGY

SIGNATURE RESTAURANT, MORNINGSIDE . UMHLANGA

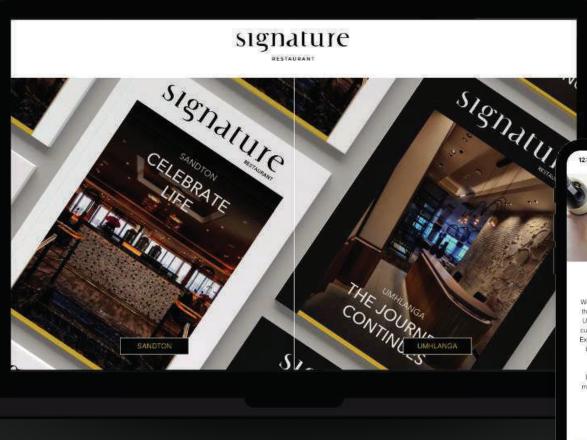
















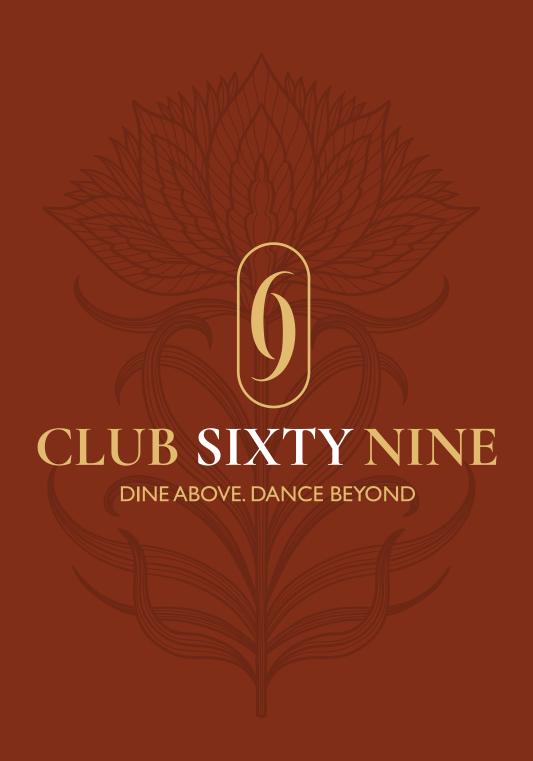
BRAND DEVELOPMENT





BRAND DEVELOPMENT

CLUB SIXTY NINE MAURITIUS





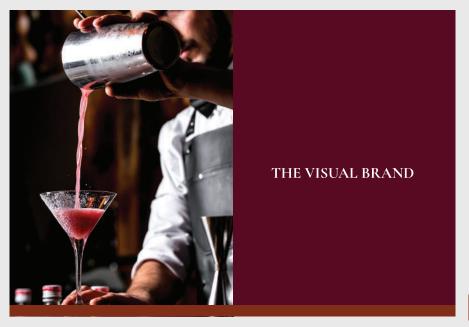








BRAND DEVELOPMENT





BRAND ICONS





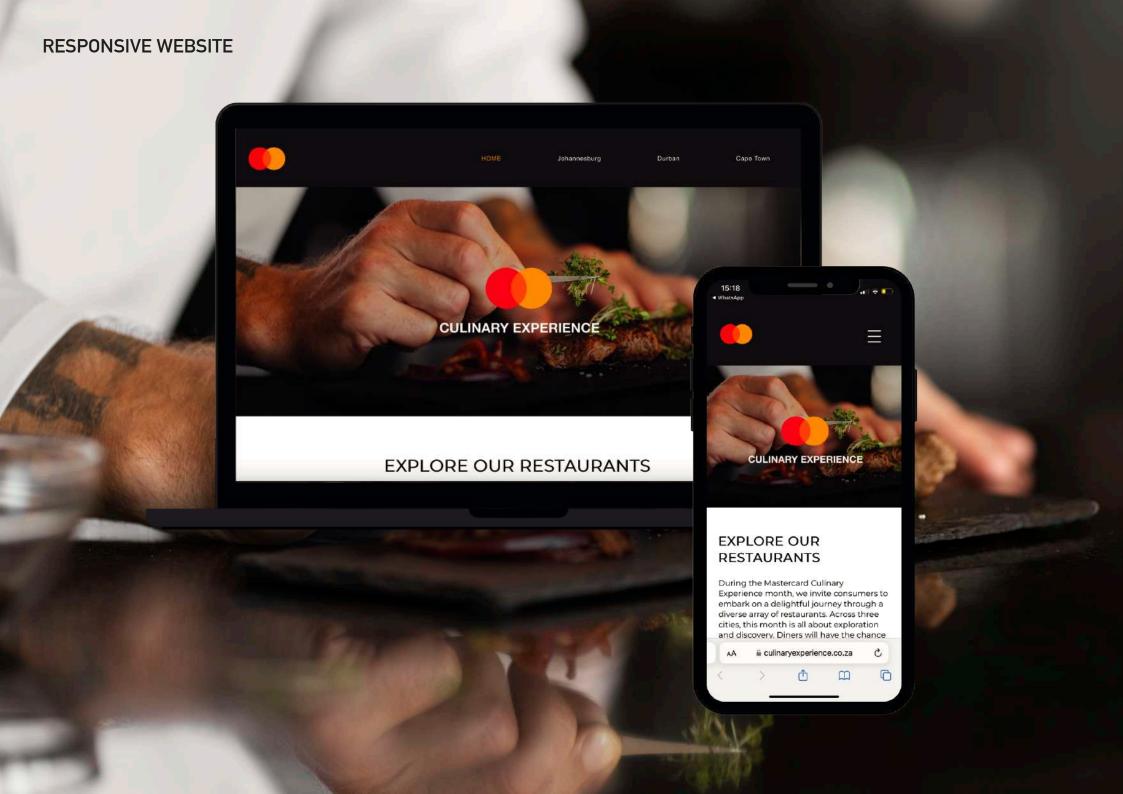
IMAGERY STYLE: FOOD & DRINKS





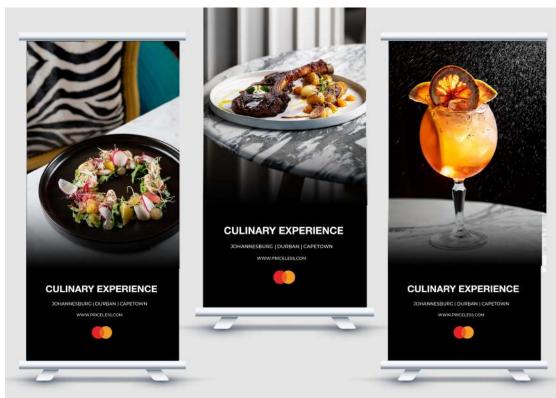
BRAND DEVELOPMENT MARKETING STRATEGY WEBSITE DEVELOPMENT

MASTERCARD JOHANNESBURG





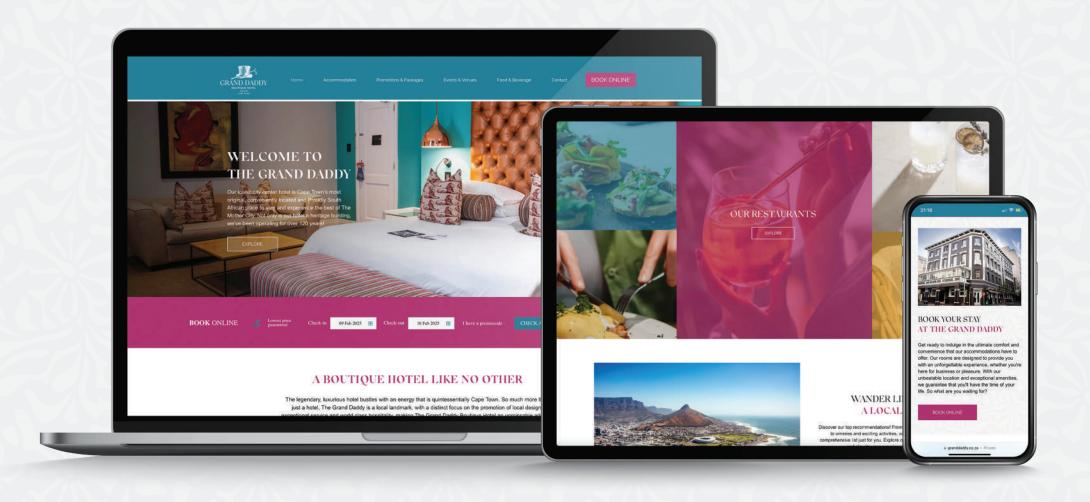




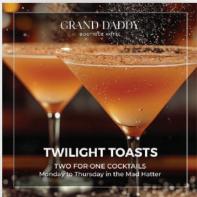
BRAND DEVELOPMENT BRAND MAINTENANCE MARKETING STRATEGY

THE GRAND DADDY BOUTIQUE HOTEL CAPE TOWN

RESPONSIVE WEBSITE DESIGN



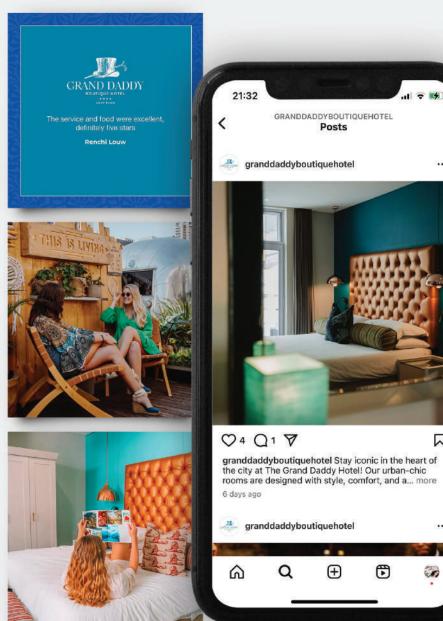
SOCIAL MEDIA LOOK AND FEEL





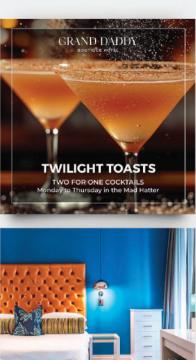






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BRAND DEVELOPMENT



BRANDING: COLOUR APPLICATIONS



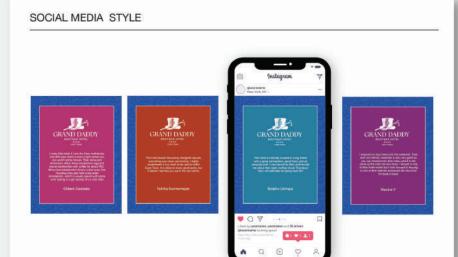














BRAND DEVELOPMENT BRAND MAINTENANCE WEBSITE DESIGN

ASARA WINE ESTATE CAPE TOWN

BRAND DEVELOPMENT









RESPONSIVE WEBSITE DESIGN







ASARA EVENTS

Whether you've planning a wedding, private event or corporate function, ASARA offers attuning venues, export planning, and signature hospitally. Let us help you create something truly extraordinary in the Cape Winelands.



WINE TASTING AT ASARA

Taste & discover what our wines are about.
Our tasting room with high vaulted ceiling next
to the Wice Bar is the ideal place
for wiretasting.

Get acquainted with the depth and variety of our wines and take in those fabulous views from the veranda.



Be our guest! Join us at our testing venue where one of our Testing Room embessedors will take you through a journey of what our pristine Estate has to offer!

Sunday to Friday: 11h00 to 16h00. Saturday & Public Holidays: 11h00 to 17h00.

Last seating 45 minutes before close

BOOK NOW VIEW TASTING EXPERIENCES



At Asira, we proudly offer a carefully curated selection of varies designed to delight every view to lever—whether so, reput beginning your journey income the world of wine or you've a easoned connelssour with a discerning patient. We do our best to pease all assistance by applying minimal caller handling and seeding only the best gapes and barries Asira Estate has to offer?

At Asara Estate, our goal is to create wines that speak Act want a state, our goal is to create whites that speak to a vider sing of traites while upholiciting the highest standards of craftsmanship. Whether you're seeking something elegant and refirmed or bold and expressive, we insite you to explare our collection and expensive, the passion that goes into every pour.

BOOK NOW





Allow us to take you on a special journey through Asser's wine cellar. Here, we will show you the process and hard work it takes to produce our award winning, where Our tour includes a tasting of our Sawignen Blanc in the Cellar are walk you through our facility at only PB60.00 per persen.





BRAND DEVELOPMENT

AUTOGRAPH RESTAURANT

BRAND LOOK & FEEL

PRIMARY LOGO

autograph

BY SIGNATURE



autograph

BY SIGNATURE



autograph

BY SIGNATURE



BRAND MAINTENANCE MARKETING STRATEGY

CANOPY BY HILTON CAPE TOWN

FACT SHEET DESIGN



Say hello to Cape Town



A Prized Location In A Creative Nelahbourhood

Kloof Street in Cape Town is a lively area known for its trendy cafes, excellent restaurants, and boutique shops.

With Table Hountain as backdrop, it offers a vibrant atmosphere where locals and visitors can mijoy the city's rich culture and diverse food scene,



Locally Inspired Rooms

Our 154 rooms are spacious and beautifully decorated, blending modern amenities with vibrant splashes of colour.

Designed for comfort and style. Each room Designed for conflort and style, Each room and our beds are farmed by signaturu canopies adorned with South African designs calebrating fynbos botanicals, indigenous brillife, pristine Cape beaches and undersea kelp forests

Celebrity Chef Dining

Ongetem Restaurant & Bar blends traditional South African cuisine with modern influences, using locally sourced ingredients and offering expertly crafted cocktails.

Set in a warm and inviting atmosphere, the restaurant colobrates the richness of local flavors while embracing global culinary trends.





Just-right-room

154 Just-Right guestrooms thoughtfully designed for easy comfort and a place for everything.

19 Canopy Suites offer extra space. Slip on a cory bathrobe and a new pair of Caropy socks and lick back.

Each room is designed for a restorative sleep experience, featuring plush beds, quality linens and a temperature-controlled environment for optimal comfort



Local know-how

Canopy Enthusiasts are your local guides, curating experiences to connect you to the very best of the neighborhood.

Canopy Cape Town, Longisloof sits in the heart of dynamic dining and nightlife,

Take a piece of the neighborhood with you from our retail wall, curated with the best Longkloof has to offer from local shops

Get to know our neighborhood

Canopy by Hilton Cape Town Longkloof is the perfect place in the neighborhood to relax and recharge. Here you'll find simple pleasures, thoughtful extras, and neighborhood surprises that go beyond a boutique hotel experience.

Hotel Facilities

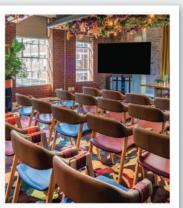


Fully equipped gym

Culinary experience by celebrity chef Bertus Basson at **Ongetem**

The Retreat space

Versatile event space







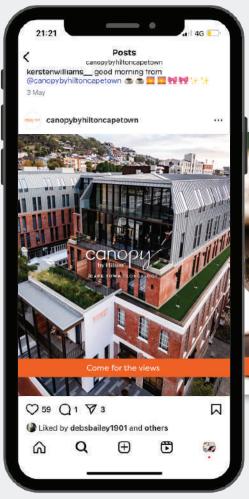


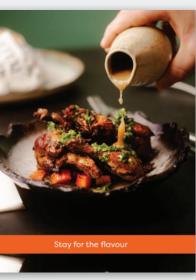






CAMPAIGN DESIGN











CAMPAIGN DESIGN



Tickets Are Almost Sold Out



Join us on **Saturday, 9 August at 12PM** for an unforgettable afternoon celebrating phenomenal women in the heart of Cape Town. Network with some of the city's most inspiring ladies while indulging in a world-class experience

Enjoy a delectable menu curated by celebrity chef Bertus Basson, sip on a wide selection of premium alcoholic and non-alcoholic beverages, vibe to great music, and get pampered with luxury treatments by Bio Sculpture, including a gift bag featuring their 24K Gold Serum and an interactive jewellery experience with Shimansky.

As a guest, you'll also receive automatic entry into our exclusive Diamond Giveaway, where one lucky lady will walk away with a Shimansky diamond valued at R25 000 ♥





R850 per person | Your ticket includes:

- · Lunch by celebrity chef Bertus Basson
- Alcoholic & Non Alcoholic Beverages
- Bio Sculpture treatments + luxury gift bag
 Opportunity to WIN a R25 000 diamond
- from Shimansky

As this is an exclusive event we are only selling 50 tickets!

Book now - don't miss out!



SHIMANSKY

BIO SCULPTURE

Celebrate Women's Day

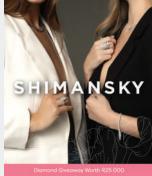
9 AUGUST 2025 | FROM 12H00 R850 PER PERSON

















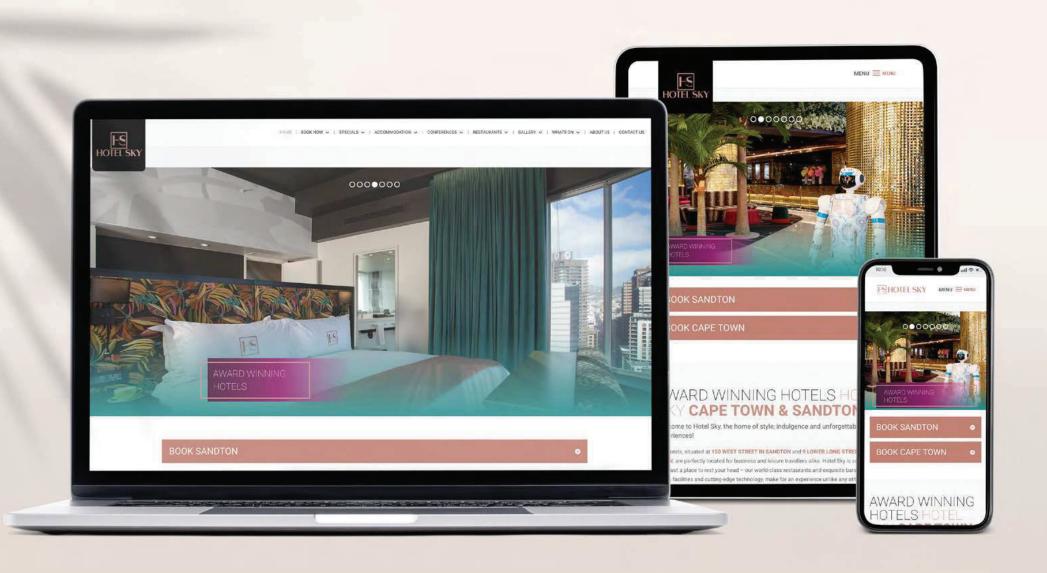
BRAND DEVELOPMENT BRAND MAINTENANCE MARKETING STRATEGY

HOTEL SKY GROUP SANDTON, JOHANNESBURG & CAPE TOWN

HS HOTEL SKY





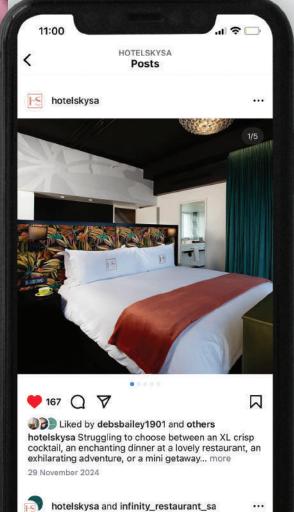


SOCIAL MEDIA LOOK AND FEEL







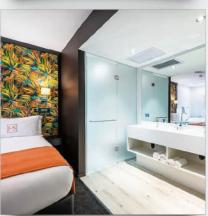


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STAY IN STYLE AT HOTEL SKY

Our vision is to offer a hotel experience like no other, Hotel Sky is not just a destination—it's a multi-dimensional adventure that defies expectations.

With its fusion of exhilarating activities, stylish accommodation, and innovative dining. Hotel Sky is the ultimate playground for the curious and the bold









INFINITY RESTAURANT

A high-rise restaurant fit for an artful city. The 165-seater Infinity Restaurant is everything a glamorous escape atop Cape Town shoul be, complete with panoramic views and an interior playfully theme with tropical wallpaper, mixed textures, animal print dining chairs, chic and shimmering chandeliers as well as splashes of cream, lilac and emerated treen.

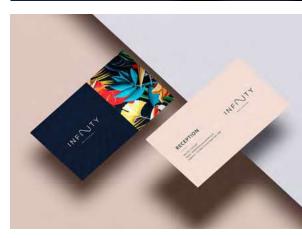
BRAND DEVELOPMENT

INFINITY RESTAURANT



RESTAURANT





RECEPTION

Infinity Restaurant

Tel | 021 123 4567 Email | info@infinityrestaurant.co.za

Address | 150 West Street, Cape Town CBD

www.infinityrestaurant.co.za



RECEPTION

Infinity Restaurant

Tel | 021 123 4567
Email | info@infinityrestaurant.co.za
Address | 150 West Street, Cape Town CBD

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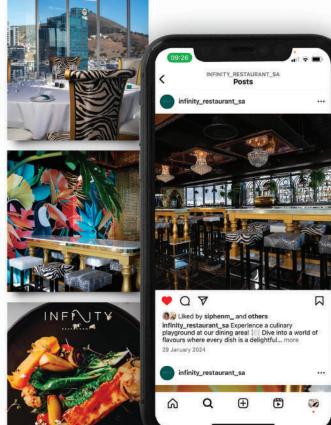




SOCIAL MEDIA LOOK AND FEEL & MENU DESIGN









GIN

Amarula African Gin	R3
Tanqueray	R3
Bombay Sapphire	R4
Blind Tiger	R4
Bulldog	R4
Cruxland	R4
Malfy	R5
Bloedlemoen	R4
A Mari Atlantic Ocean	R4
Musgrave	R5
Inverroche Amber	R5
Inverroche Classic	R5
Autograph	R5
Clemengold	R5
Triple 3 Raspberry Blus	h R4
Six Dogs Honey & Lime	R6
Six Dogs Blue	R6
Hendrick's	R6
Monkey 47	R11

VODKA

Cruz Vintage Black	R3
Skyy	R3
Absolut	R3
Ciroc	R6
Belvedere	R6

BRANDY / COGNAC

Klipdrift Premium	R30
Richelieu	R30
Hennessy V.S	R70
Van Ryan's Potstill 10 Year	R40
Hennessy V.S.O.P	R10
Remy Martin V.S.O.P	R11
Hennessy X.O	R33
Remy Martin X.O	R29

SINGLE MALT WHISKY

Glenmorangie 10 Year	R70
Laphroaig 10 Year	R85
Talisker 10 Year	R10
Ardberg 10 Year	R95
Macallan 12 Year	R13
Bunnahabhain 18 Year	R17
Dalmore Cigar Malt	R22

SCOTISH BLEND

J&B	R30
Scottish Leader 12 Year	R40
Johnnie Walker Black	R50
Monkey Shoulder	R55
Chivas Regal 12 Year	R50
Dimple Haig 15 Year	R90
Chivas Regal 18 Year	R13
Johnnie Walker Blue	R32

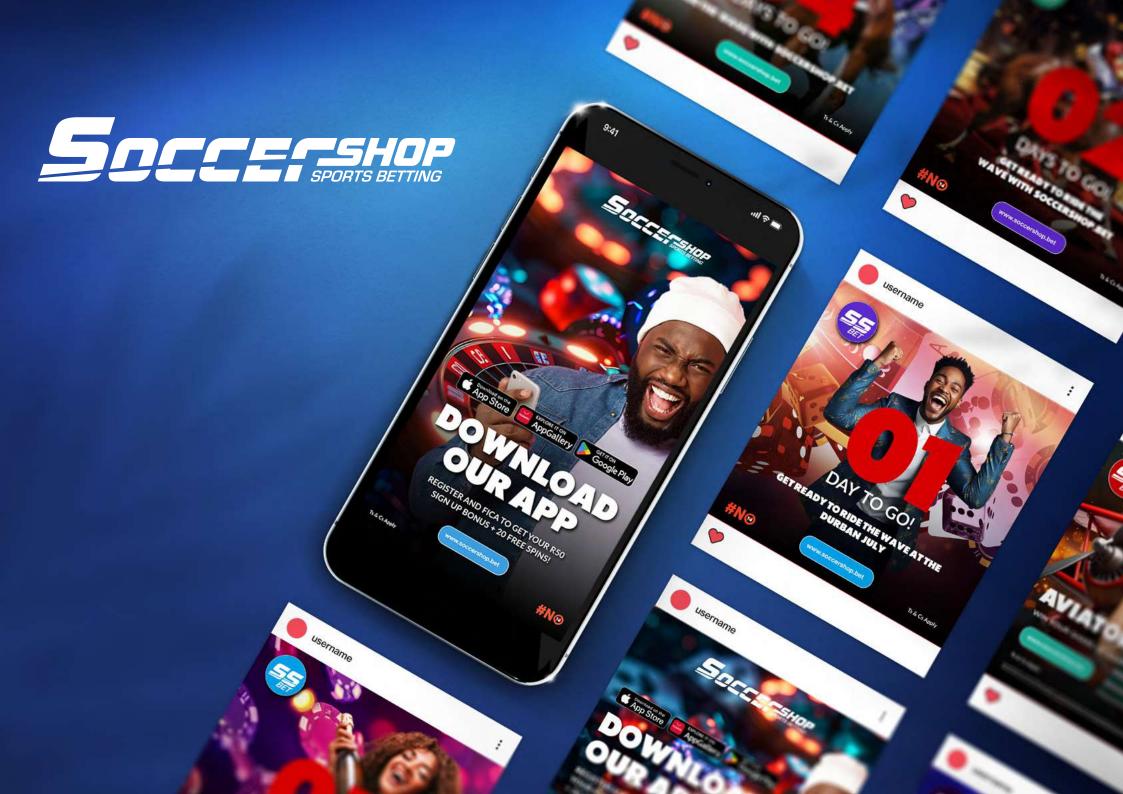
INTERNATIONAL WHISKEY

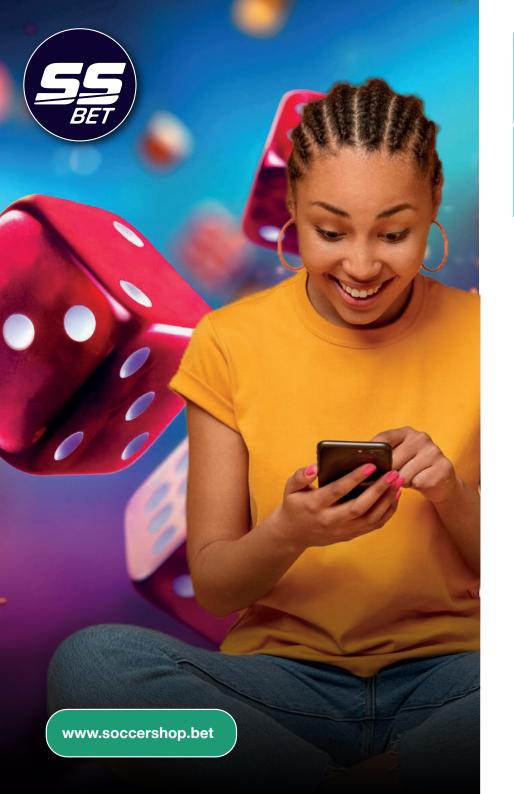
Bain's	R35
Jack Daniels	R40
Tullamore Dew	R40
Buffalo Trace	R45
Jamesons	R45
Jamesons Reserve	R60
Woodford Reserve	R55
Suntory Hibiki	R160
lameson 18 Year	R195

RUM

Bacardi Superior	R30
Captain Morgan	R30
Captain Morgan Spiced	R30
Malibu	R30

SOCCER SHOP JOHANNESBURG





Soccession Sports of the Sport

Societ SHOP

Societ Shop Societies

Social Sports Petrilic

Societa

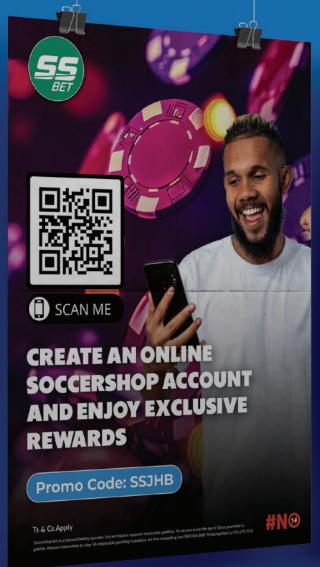
Soccession Sport Petring















BRAND DEVELOPMENT

ECLIPSE RESTAURANT











SOCIAL MEDIA & MAILERS





















LIMITED TIME OFFERS – CALENDAR
COMMUNICATIONS
PUBLIC RELATIONS
ENGAGEMENT ON ALL SOCIAL PLATFORMS
ALL ASSETS FROM A DIGITAL POINT OF VIEW
LAUNCHING & MANAGING THE LOYALTY PROGRAMME

RIBS & BURGERS SOUTH AFRICA.

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Deborah has been working with us since October 2017, we are a global brand house based out of Sydney Australia with 60 restaurants in South Africa, UK, Middle East and Australia. Deborah works specifically on the south African business and engages with her colleagues abroad. She is accountable for the following with regards to the business unit.

Limited Time Offers - Calendar
Communications
Public relations
Engagement on all of our social platforms
All of our assets from a digital point of view
Launching and managing our Loyalty programme

Deborah's core competency is her networks and her ability to drive the right level of public relations interest in Gauteng. She has done a fantastic job with regards to the driving of engagement on our social platforms, something that can only be achieved if the balance of her key areas are been managed to a high level.

On a personal level, Deborah is a great sounding board, a joy as a colleague and has an appetite to learn quickly when required. I would be remiss if I did not say upfront that Deb's efforts have played a key part in the successful Ribs & Burgers brand entry strategy into South Africa.

We are fully committed to growing our association with Deborah and hope that our collective efforts will continue long into the future.

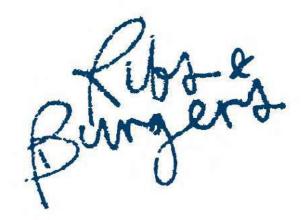
Kind regards, Ernesto Ferreira International Business Development



RIBSES BURGERS GRILLHOUSE



ALTERNATIVE BRAND LOGOS







MENU DESIGN

SNACKS A STARTERS

ير مندود ام فالشفاذ اد اد

SALADS & SIDES

KINIFE & FORK

GRELLHOUSE BURGERS

LITTLE BUTCHER







CAFE DEL SOL JOHANNESBURG

Café Del Sol









Café Del Sol

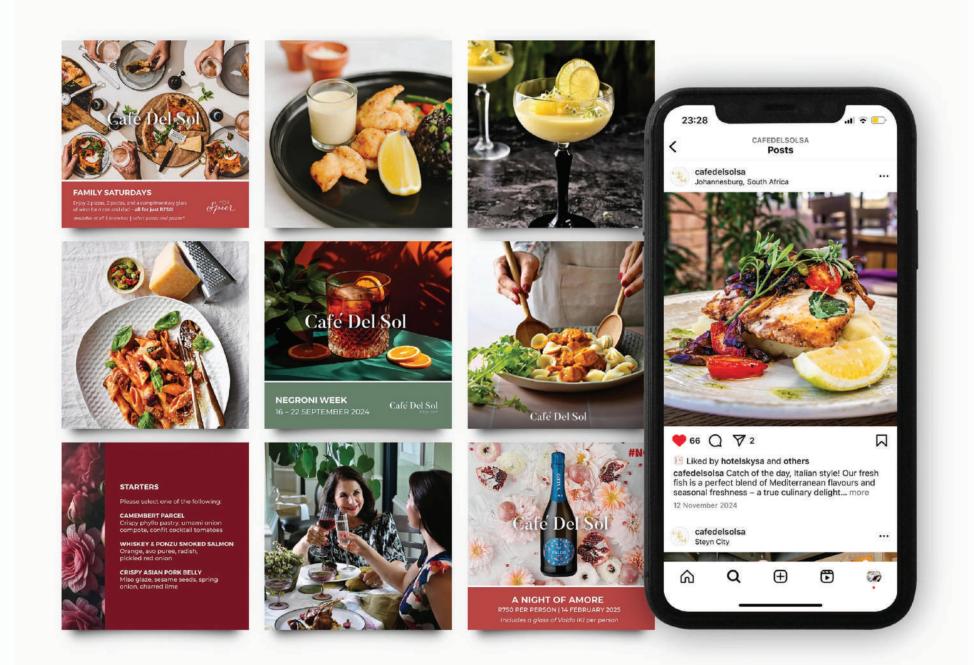
Café Del Sol







SOCIAL MEDIA LOOK AND FEEL



BLUEBERRY SQUARE JOHANNESBURG











NEWSLETTER DESIGN



Hussar Grill

Enjoy a 2-course meal for R450 or indulge in a 3-course experience for R550, paired with a complimentary bottle of wine.

Reserve your table today: 011 568 1686 Ta & Ca Apply I Alcohol not for persons under 18





Café del Sol

Savor a 2-course meal – choose between starter & main or main & dessert – perfectly paired with a bottle of Spier Signature Wine.



Kuzina





Seafood & More

Don't miss out on Buy One Get One Free cooktails, Monday to Friday from 6om to 8om.

Book now: 010 447 9787

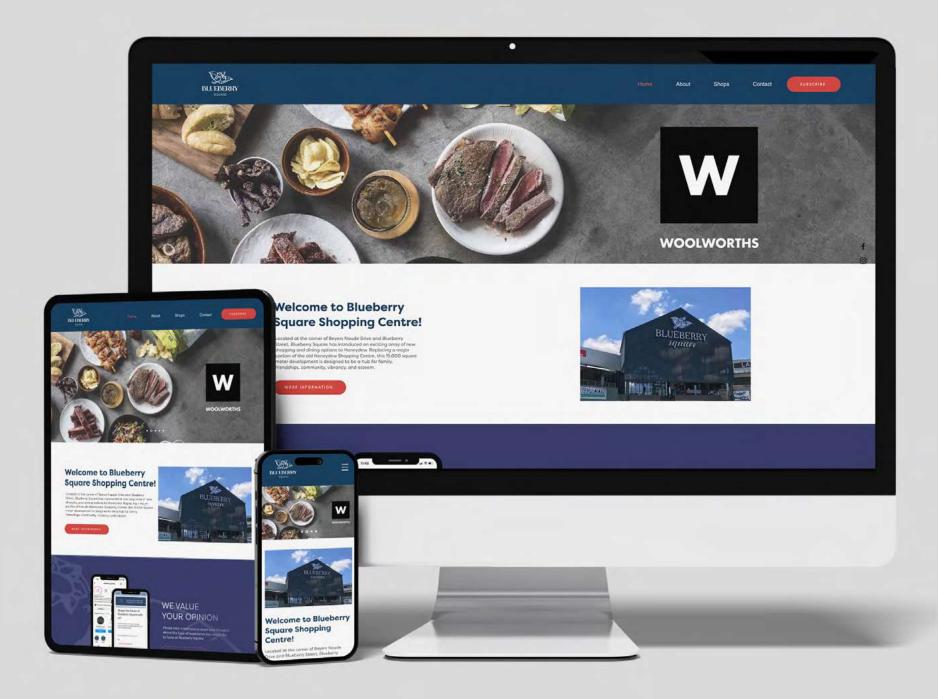








WEBSITE DEVELOPMENT



THE ROCK
JOHANNESBURG

WEBSITE DEVELOPMENT



ABOUT US

THANK YOU

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EMAIL: DEBORAH@HOTWIREMARKETING.CO.ZA

CELL: 082 333 2018