

# TQMPS announces rebrand to 'TQ Group'

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***New brand strengthens in-house service line by introducing scientifically based business and trend analyses capacity.***

Tech-driven full-service communications agency, TQMPS, has announced the firm's rebrand to TQ Group. This rebrand reflects the company's in-house evolution in its ability to deliver ROI for clients using modern technologies and creative content to provide strategic business communication solutions



TQ MD, Elbé Smith, believes that the additional in-house capacity coupled with the firm's existing ability to deliver content through new technologies across different platforms and different formats perfectly positions TQ to become Africa's leader in content creation and scheduling for digital networks.

"Our vision has been to build in-house capacity to provide the technology, content and research necessary to drive growth for our clients. With the introduction of research and trend analysis capacity to the organisation, we now have a team of experienced professional specialists who can provide a

complete solution to both internal and external communication strategies," says Smith.

The company's six-step methodology to identifying and implementing the correct solution for its clients ensures that strategic organisational objectives are met, and that ROI is analysed and measured. This approach underpins TQ's unique full-service product offering which combines analytical problem-solving capabilities and the delivery of ingenious creative solutions, including:

## ***Corporate Communication Networks, including:***

- Channel Management
- Informing and executing channel strategy
- Channels:
  - **Staff** Communication & Training
  - **Customer** Edutainment

## ***Creative Content Development & Production, including:***

- Motion graphic design
- Videography
- Live studio production & broadcasting
- Long form
- Corporate videos
- Training material

## ***Content Scheduling, including:***

- Informing & executing network scheduling strategy
- Localised content scheduling
- Language differentiation

***Measurement/Strategic Input, using:***

- Anonymous Video Analytics (AVA)
- Customer insights
- Research
- Data analytics
- Opportunity analysis
- Trend analysis

Smith believes that having an end-to-end solution in-house has been critical to the group's success in providing digital systems and content for some of Africa's major financial institutions and retailers.

"This rebrand celebrates the realisation of our vision to systematically build in-house capacity to the point where we can now boast state-of-the-art technology, expertise and creative capacity that underpins our ethos of 'Quality above all'," concludes Smith.

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