

CHAYNGE.

What if your brand
had **no limits?**

| Brand connections:

Kellogg's



About Chaynge.

Chaynge Co is an **intelligence-driven brand marketing and social impact communication agency** registered in Jamaica and United States of America... masterminds behind Why Whisper? and VerbCommunication. We cook up solutions for brands with an appetite for building good businesses and better communities.

Chaynge Co. leverages more than 15 combined years of solving business challenges between its two brands. Our hallmark? Delivering **bold-yet-practical ideas** using brand strategy, digital marketing, PR, content creation and social impact strategies with knowledge derived from cross-industry experience.



Your Success Team.



Sable-Joy McLaren

Strategic Planning &
Project Management



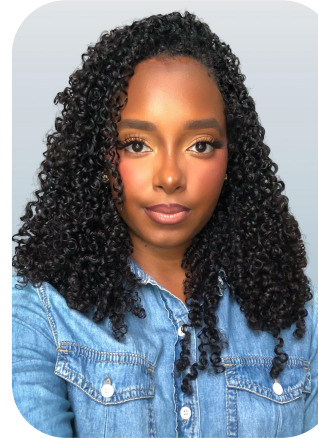
Joy-Ann Johnson

Brand Design Language



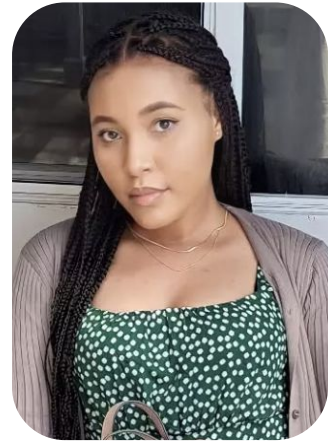
Jhanille Smith

Brand Strategy



Alexi Beaulac

Digital Marketing & Ad Strategy



Jan Hinds

Data, Intel, Copy



Services and Footprint



Our Services.

Brand Marketing Communication

Social Media Management
Digital Advertising
Email Marketing
Video Production
Graphic Design
Public Relations
Event Management

Social Impact Strategy

Corporate Social Responsibility
Promotions
Social Impact Marketing
Cause Marketing
Development Communication
Social Marketing

Intelligence/Data

Market Research
Buyer Persona
Voice of Customer Study
Needs Assessment
Focus Groups

Technology

Website Development
Landing Pages
SEO
Marketing Automation
AI Strategy*

* business line under development



Footprint

Technology
Financial Services
Tourism
Education
Government**
FMCG

Health
Pharmaceuticals
Construction
Manufacturing
Real Estate
Publishing



Brands We've Worked With.

Together, Chaynge Co. and its subsidiaries have **helped over 40 brands!**



About Your Key Client Contacts.





Burchell Gordon is a seasoned Brand Strategist with over a decade of personal and professional experience in marketing and corporate communications. With a degree in Psychology, he merges intricate understanding of human behaviour with the ability to assess and deliver on market needs, through insights.

Burchell's personal professional journey features roles as a Brand Specialist at JN Bank and Brand Manager at the United Nations Headquarters in New York via Nonviolence International NY.

His expertise spans various industries, including health, technology, financial services, manufacturing, FMCG and construction. As your liaison, Burchell will ensure you are updated at every touchpoint, guiding you towards a more refreshing and impactful solution. With his core competencies in global marketing strategy, global brand building, market research, and team leadership.





Kalando Wilmoth is a strategic thinker and specialist at integrated brand communication and social impact marketing with 20 years experience in the field. Clients have praised him for conceptualising highly creative solutions that are executable.

Wilmoth was trained, and graduated with a first class honours bachelor's degree in media and communication (specialising in Social Marketing) and Linguistics as well as a Master's degree with distinction, in Integrated Marketing Communication (IMC) from the Caribbean School of Media and Communications, CARIMAC, UWI, Mona.

His industry experience spans: transportation, telecoms, financial services, energy, health care, culture, sport, technology, manufacturing and distribution.

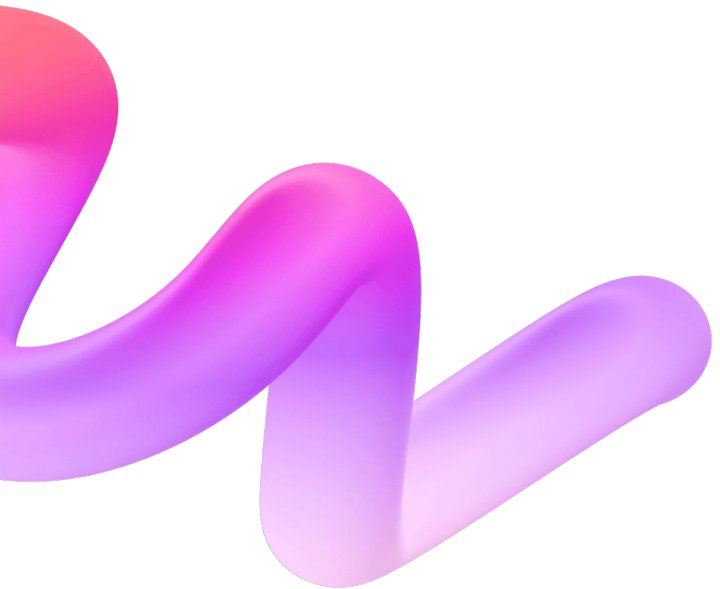
Wilmoth is also an Adjunct Lecturer at CARIMAC, UWI and serves Project STAR – Jamaica's largest ever private sector-led community development initiative – as Partnership Advisor.



Want a **sneak peek?**

We've added some
work samples below!

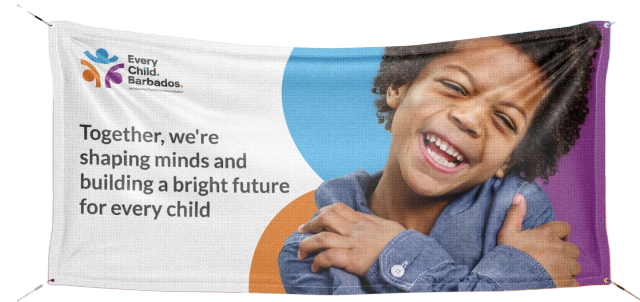
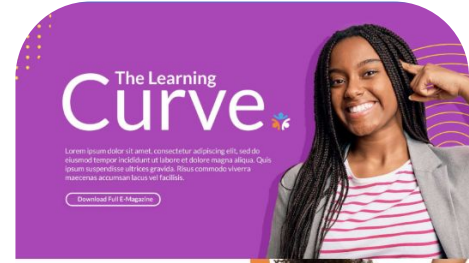
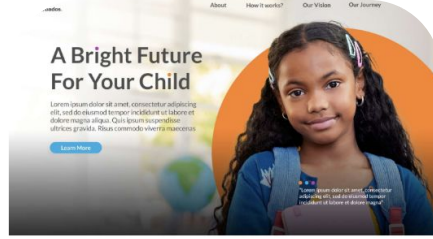




Graphic Design & Branding



Graphic Design & Branding



Ministry of Educational Transformation, Barbados: Spearheaded a comprehensive omni-channel campaign to revitalize their Ministry of Education and provide educational reform islandwide, which included OOH marketing, logo redesign and rebranding, development of new communication strategies, and targeted research initiatives.

Graphic Design & Branding



Gain insights on how you can unlock career opportunities in technology with **Microsoft Leap as a Service.**



CLICK HERE TO REGISTER >



Microsoft: Played a key strategic design role for the launch of the Caribbean's first-ever *Microsoft Leap as a Service* cohort in partnership with MC Systems; elevating the programme's visibility.



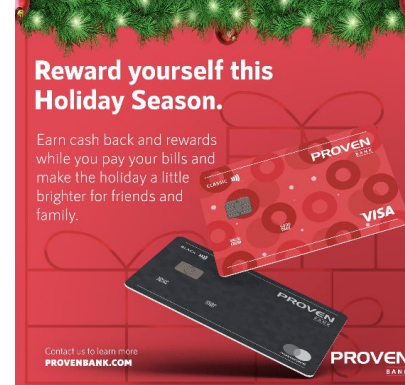
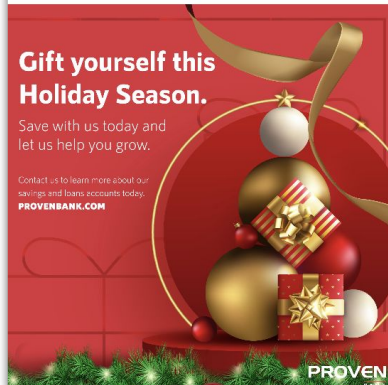
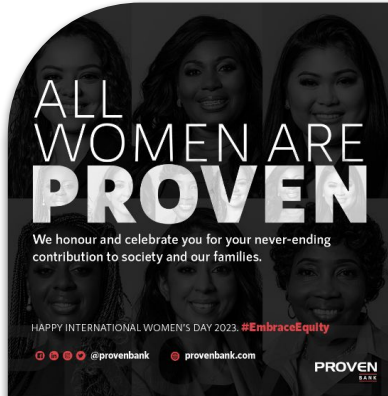
Wihcon: Crafted a commemorative press advertisement celebrating Joseph Matalon's appointment as Chairman of the International Youth Foundation, highlighting this significant professional achievement.



Grace Kennedy: Led the creative development of an in-trade advertisement to successfully launch their new sardine product, driving initial market visibility.



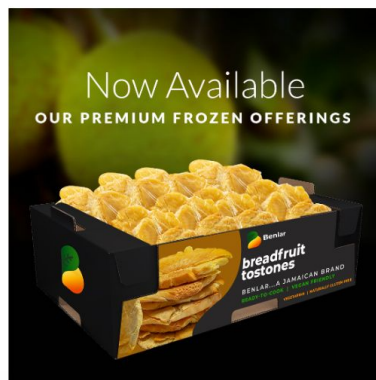
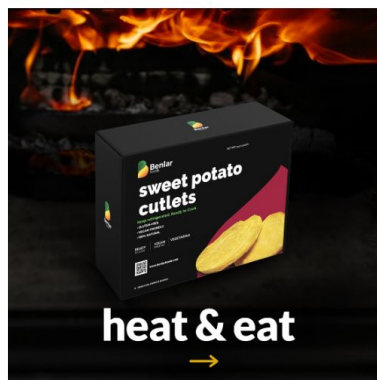
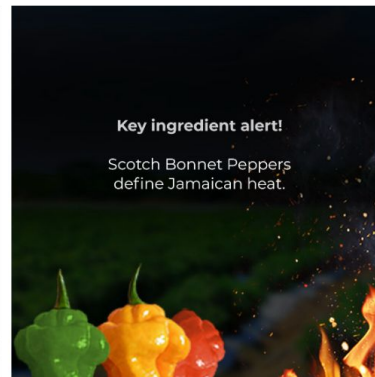
Graphic Design & Branding



Proven Wealth Cayman: Created engaging social media content and supported brand design development to enhance audience engagement and brand consistency.



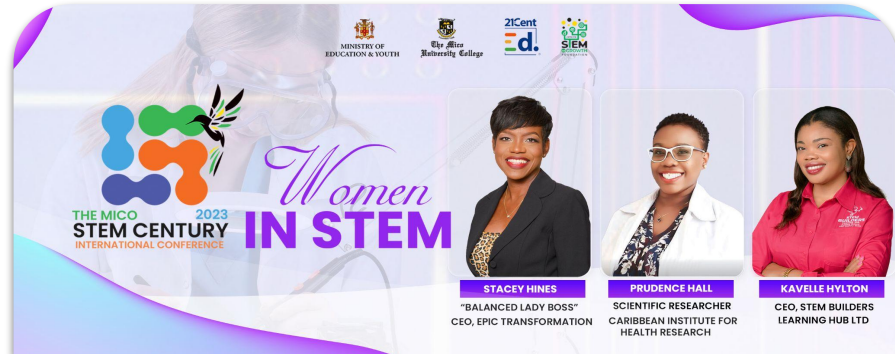
Graphic Design & Branding



Benlar: Orchestrated end-to-end brand development, from market positioning to visual identity, for their UK product launch across sauces and frozen food lines.



Graphic Design & Branding



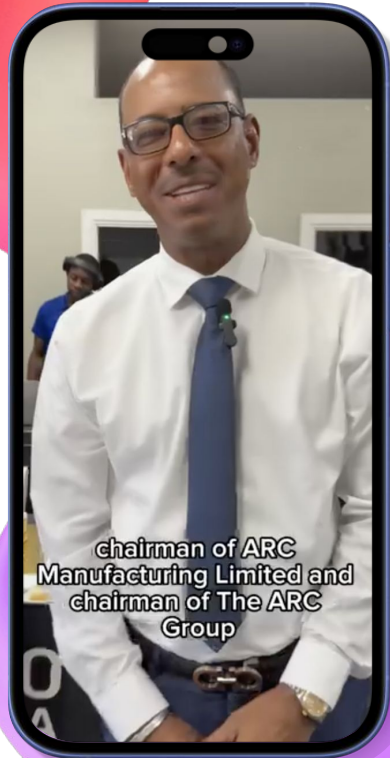
Mico STEM Century: Spearheaded brand identity creation and executed its seamless application across digital campaigns and physical conference branding, to promote the conference and ensure a cohesive audience experience.



Digital Media Management



Digital Media Campaigns



Client: ARC Manufacturing

The Problem:

ARC Manufacturing encountered challenges with brand perception based on publicity around legal cases. We designed a “Made of Jamaica” omni-channel campaign to reconnect with Jamaicans at their core and awaken them to the truth that the ARC story of resilience is their Jamaican Story.

Key Results:

Impressions: 9.7 Million



Digital Media Campaigns



Client: Kellogg's x Wisynco

The Problem:

Kellogg's, distributed by Wisynco had no established online presence and needed to connect with their audience via digital media. We recommended an influencer campaign



Influencers:

Shanice Allen - 1 Million Followers

Debbie Bissoon - 50K Followers

Ashley Miller - 45K Followers

Key Results:

Impressions: 1.5 Million



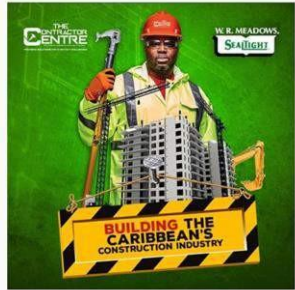
Social Media Strategy



Social Media Strategy



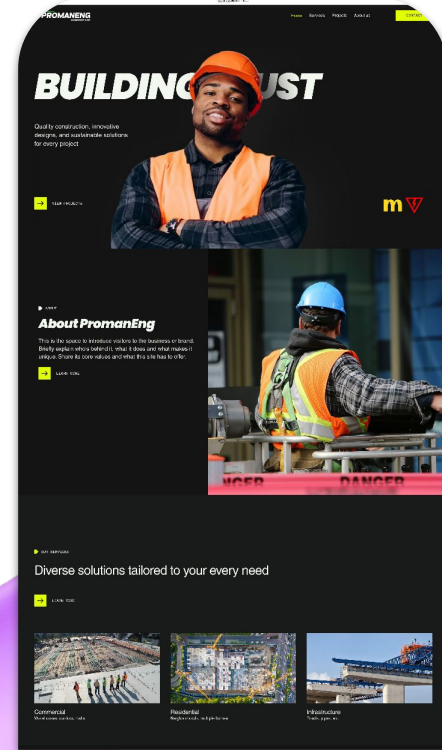
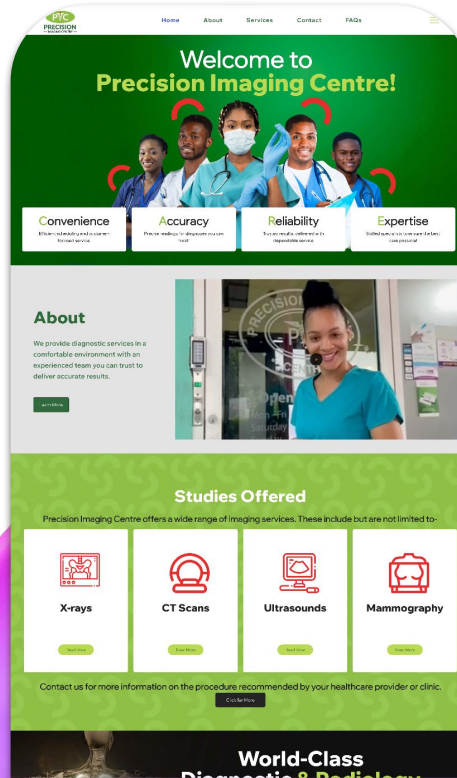
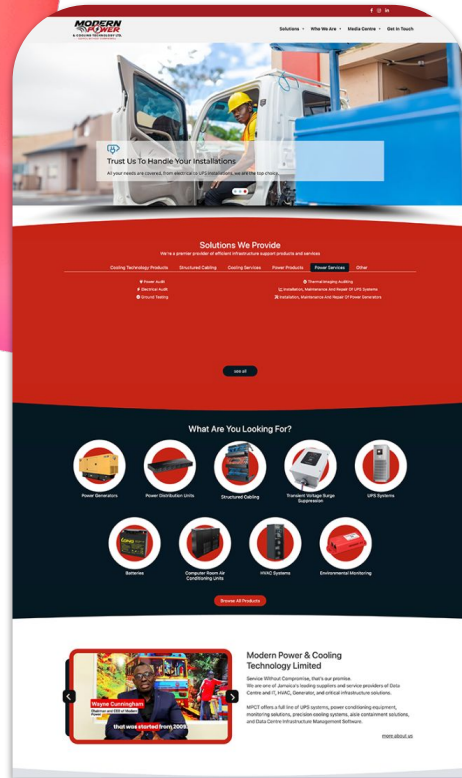
Social Media Management



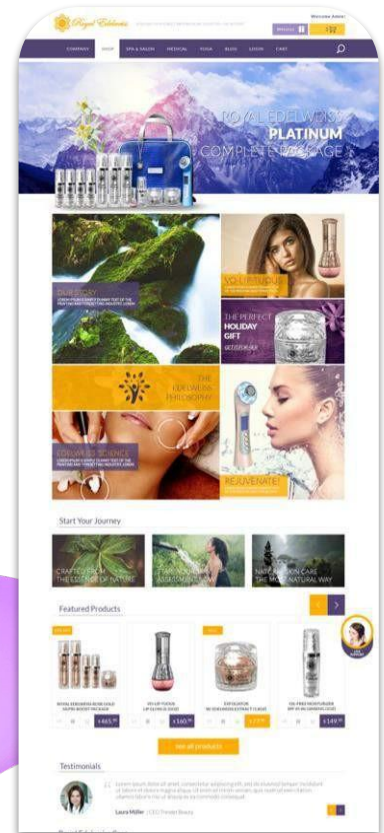
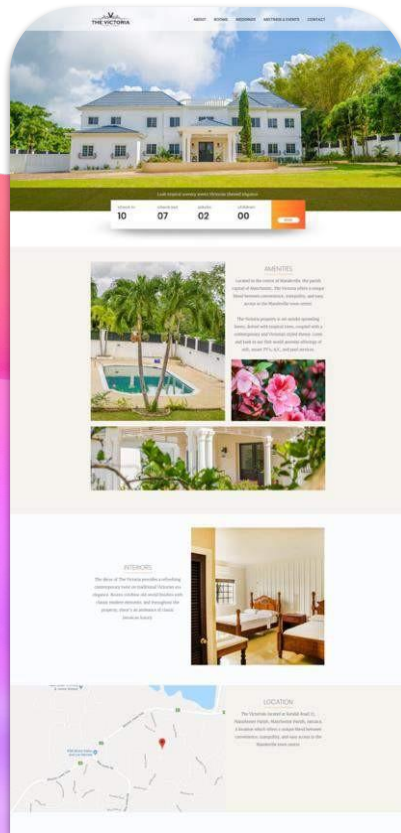
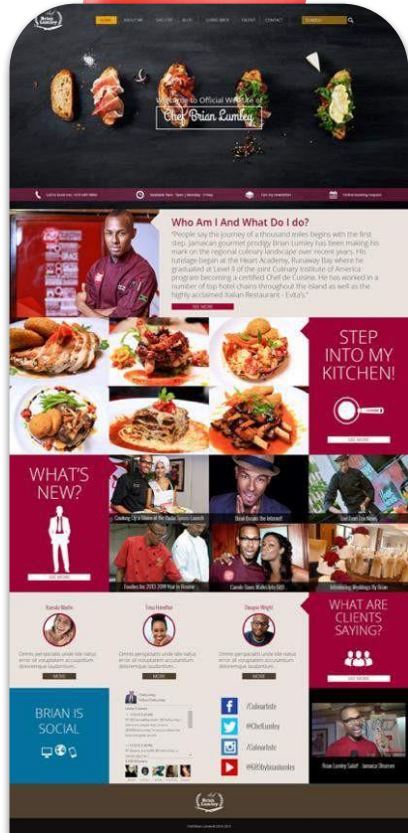
Social Media Management



Website Development



Website Development



Events & Promotions



St. Mary's: Gathered critical pre-launch internal sentiment by documenting the brand refresh rollout at staff events, directly shaping external communication strategies.



Tastee Cheese: Successfully executed a multi-parish Cheese Month roadshow in collaboration with Absolut Ventures, activating consumers directly in key markets.



VMBS: Amplified the reach of the 'Make it Home' campaign by deploying trained brand ambassadors who drove direct consumer interaction and reinforced core messaging.



Events & Promotions



St. Mary's: Led the public launch of Jamaica Producers' rebrand in St. Mary, delivering end-to-end event management and deploying brand ambassadors to personify the new identity and foster community engagement.



Lasco: Transformed the Health and Wellness initiative into an engaging staff experience through complete event theming, decor, and purposeful recreational activities.



Goldie: Co-produced and managed a nationwide school tour with Absolut Ventures, implementing the penetration strategy through fully branded events featuring curated entertainment and promotional activities.



Events & Promotions



JN Fund Mangers: Strategically recruited and managed a team of brand ambassadors for the Air Supply concert, driving meaningful patron engagement and enhancing the overall event experience.



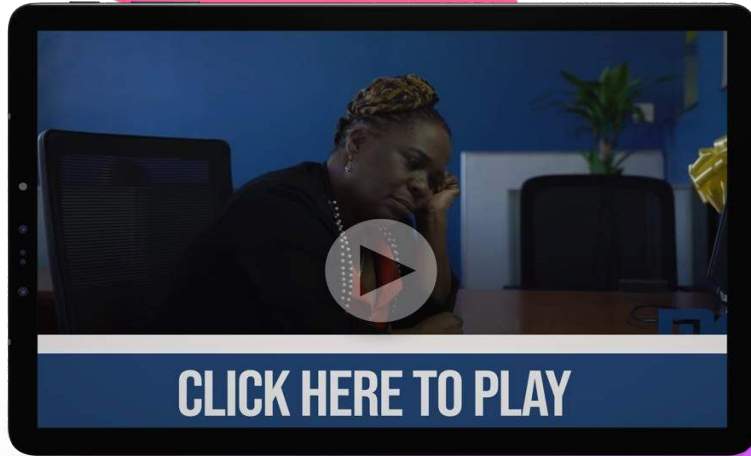
JN Bank: Sourced and managed specialized brand talent to personify the 'Auto Loan Roll Out' promotion, ensuring authentic customer engagement and message delivery.



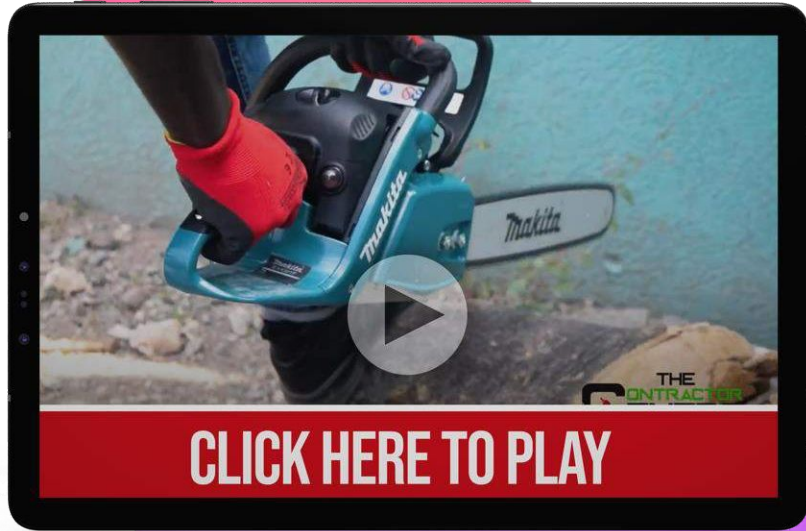
VMBS: Amplified the reach of the Vacation promotion by deploying a curated team of brand ambassadors to generate excitement and direct customer interest.



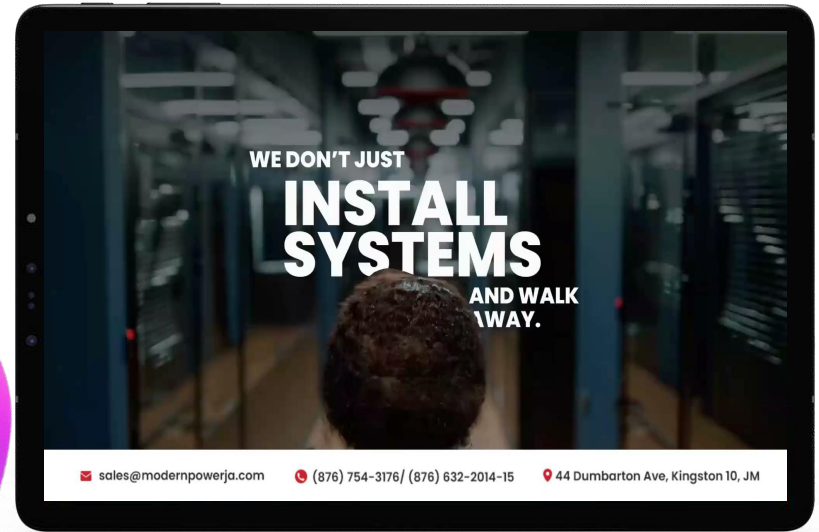
Videos & Animations



Videos & Animations



Videos & Animations



Let's do this.



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