

CHAYNGE.



What if your brand
had no limits?

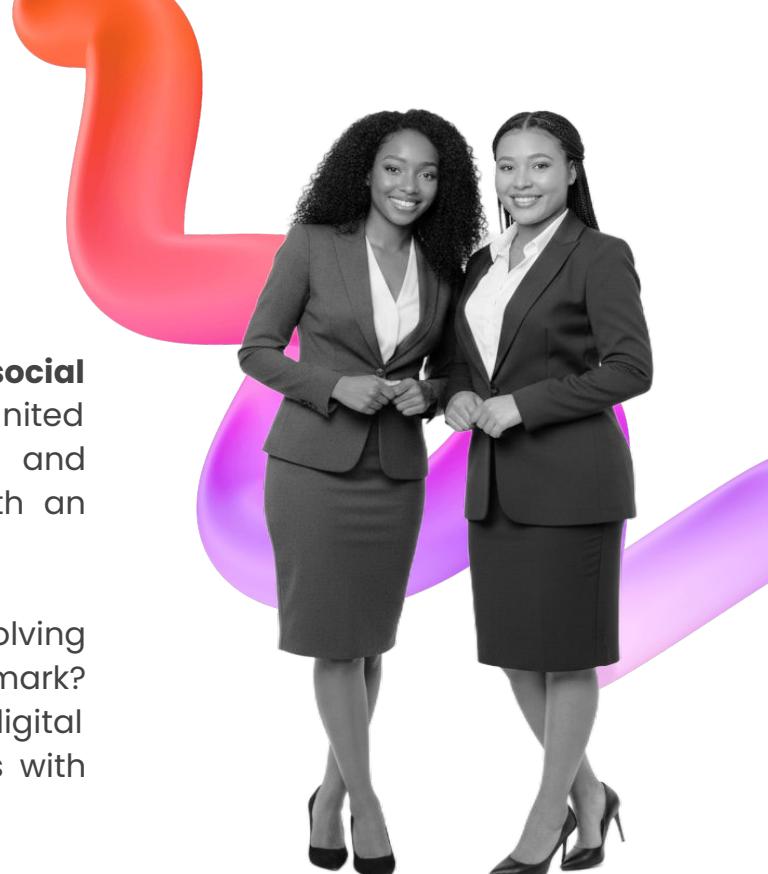
| Brand connections:



About Chayne.

Chayne 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.

Chayne 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.



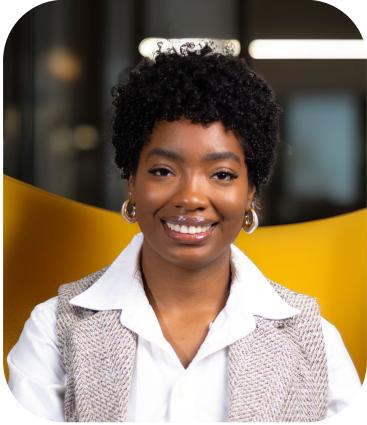
Sable-Joy McLaren

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, Chayne 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.

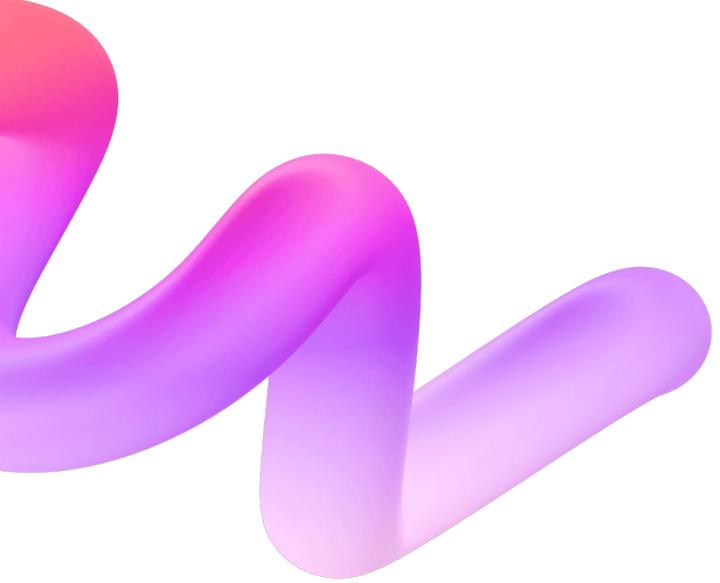
Wilmoth is also an Adjunct Lecturer at CARIMAC, UWI and serves Project STAR - Jamaica's largest ever private sector-led community development initiative - as Partnership Advisor.



Want a **sneak peek?**

We've added some
work samples below!



A large, abstract, 3D-rendered shape is positioned on the left side of the image. It is a thick, twisted cylinder with a gradient color transition from red at the top to purple at the bottom. The shape is oriented diagonally, with its top left corner pointing towards the top right of the frame and its bottom right corner pointing towards the bottom left.

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

DO YOU HAVE THE NEXT **BIG** idea?

JOIN US!

JUNE 22 2023 @6:30 PM ON ZOOM

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

[CLICK HERE TO REGISTER >](#)

Microsoft



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 CELEBRATES AN **ICON**

We applaud our Group Chairman, Joseph Matalon for his appointment as Chairman of the International Youth Foundation.

We remain extremely proud of his continuous contribution to youth development and his passion for future-proofing global advancement.

Our team wishes him tremendous success in this endeavour as he continues to commit to improving lives and shaping tomorrow.

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

Grace Sardines with Peppers in vegetable oil

A Now Yuh Pot Nice!

[www.gracefoods.com](#)

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



MINISTRY OF EDUCATION & YOUTH The Mico University College 21Cent ed. SIEM FOUNDATION

THE MICO STEM CENTURY 2023

AC Marriott Hotel Kingston, Jamaica

July 5-6, 2023

FIRESIDE CHAT

GARY 'BUTCH' HENDRICKSON
CHAIRMAN & CHIEF EXECUTIVE OFFICER
OF CONTINENTAL BAKING COMPANY LTD.

THE CHANGING LANDSCAPE: AN OVERVIEW OF THE DYNAMIC CHALLENGES AND OPPORTUNITIES THAT BUSINESSES FACE IN THE 21ST CENTURY

themico.edu.jm/stem2023



MINISTRY OF EDUCATION & YOUTH The Mico University College 21Cent ed. SIEM FOUNDATION

THE MICO STEM CENTURY 2023

AC Marriott Hotel Kingston, Jamaica

July 5-6, 2023

KEYNOTE SPEAKER: PETER MORRIS
PRESIDENT, JAMAICA CHAMBER OF COMMERCE

themico.edu.jm/stem2023

MICO STEM CENTURY INTERNATIONAL CONFERENCE



MINISTRY OF EDUCATION & YOUTH The Mico University College 21Cent ed. SIEM FOUNDATION

THE MICO STEM CENTURY 2023

Women IN STEM

STACEY HINES
"BALANCED LADY BOSS"
CEO, EPIC TRANSFORMATION

PRUDENCE HALL
SCIENTIFIC RESEARCHER
CARIBBEAN INSTITUTE FOR HEALTH RESEARCH

KAVELLE HYLTON
CEO, STEM BUILDERS LEARNING HUB LTD

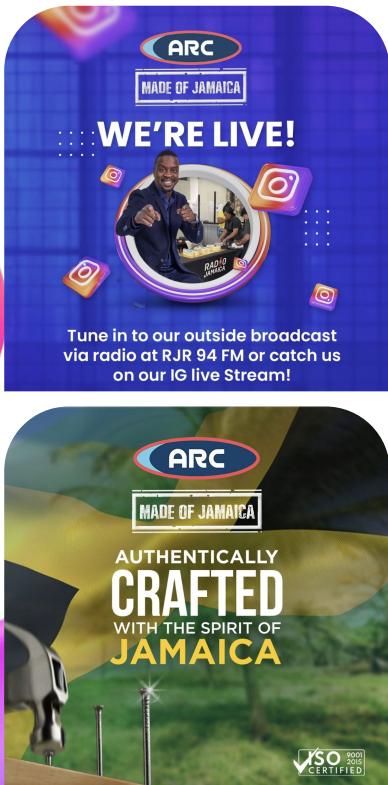
Mico STEM Century: Spearheaded brand identity creation and executed its seamless application across digital campaigns and physical conference branding, to promote the conference and ensure a cohesive audience experience.



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 Wisyncro

The Problem:

Kellogg's, distributed by Wisyncro 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:

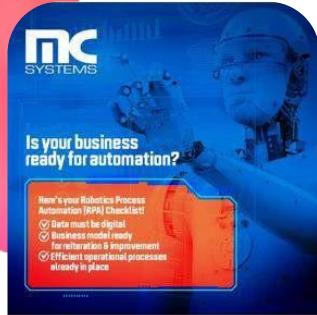
Impressions: 1.5 Million



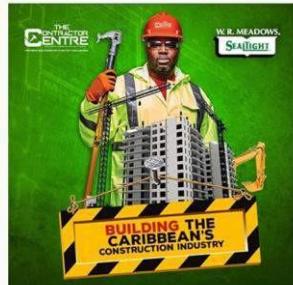
Social Media Strategy



Social Media Strategy



Social Media Management



Social Media Management

Because Your Health Matters!

Contact us at (876) 908-8511 | (876) 880-1973 (WhatsApp)

We are located at 15 Caledonia Ave, Cross Roads, Kingston

You can visit us Monday through Friday and on Sundays

Sorry, WE'RE CLOSED

Easter CLOSURE NOTICE

Kindly be advised that we will be closed on:

- Friday, April 18th, 2025 - Good Friday
- Sunday, April 20th, 2025 - Easter Sunday
- Monday, April 21st, 2025 - Easter Monday

We will resume normal business hours on Tuesday, April 22, 2025.

Wishing you a hope filled Easter. He is risen!

Why Precision Imaging Is the Right Choice

- Pristine Environment
- Comprehensive Range of Services
- Convenient Booking
- Exceptional Customer Service
- Compassionate and Expert Team

Still Got Those New Year Goals in Sight?

Every healthy choice counts, and a little progress daily can go a long way.

! NEW YEAR'S RESOLUTIONS

You've got this!

Closure Notice

Please be advised that Precision Imaging Centre will be closed on Wednesday, March 8, 2025, in observance of Ash Wednesday.

We will resume normal operations on Thursday, March 9, 2025.

2025

Myth vs Fact

Myth

Medical scans can negatively impact fertility

Happy INTERNATIONAL WOMEN'S DAY

Celebrating the strength, resilience, and achievements of women everywhere.

Get A Quick Check for Peace of Mind

It's Not Just a Scan, It's a Lifesaver

Reminder

It's Time To Schedule Your Mammogram

Schedule Now

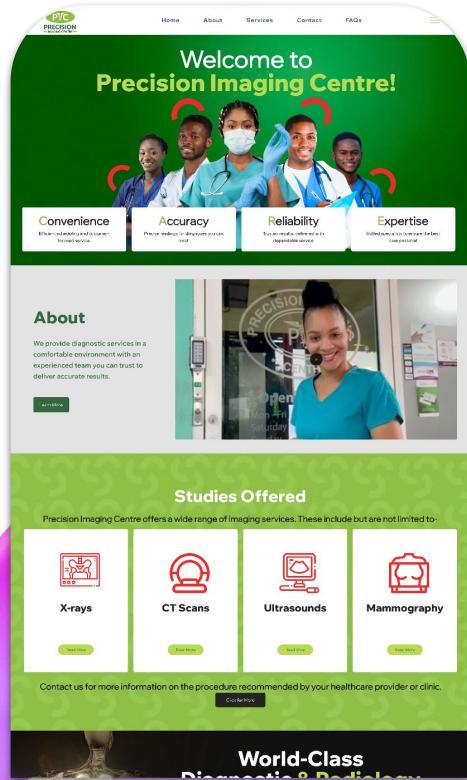
Schedule RIGHT Now



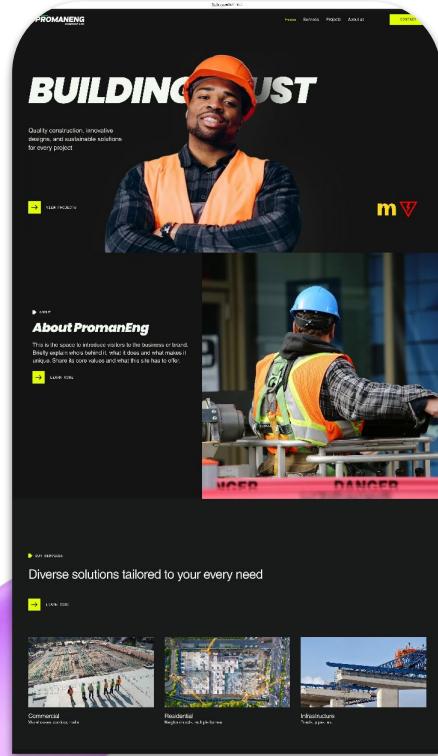
Website Development



The website for Modern Power & Cooling Technology Limited features a red header with the company logo and navigation links. The main content area includes a large image of a white van with a blue trailer, a section titled 'Solutions We Provide' with icons for various services, and a 'What Are You Looking For?' section with icons for power generators, power distribution units, structured cabling, transient surge suppression, UPS systems, batteries, computer room air conditioning units, HVAC systems, and environmental monitoring. A video testimonial from Wayne Gurnham is embedded in the footer.

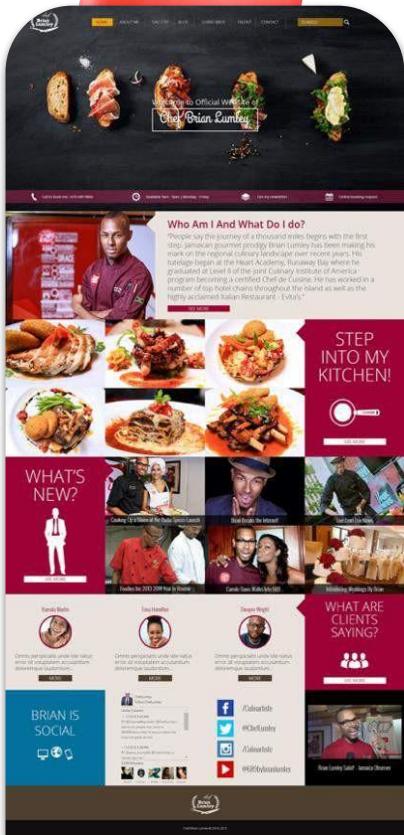


The website for Precision Imaging Centre has a green header with the company logo and navigation links. The main content area features a 'Welcome to Precision Imaging Centre!' banner with a group of healthcare professionals, followed by sections for 'Convenience', 'Accuracy', 'Reliability', and 'Expertise'. Below this is an 'About' section with a video of a smiling staff member, and a 'Studies Offered' section with icons for X-rays, CT Scans, Ultrasounds, and Mammography. A contact form is located at the bottom.



The website for PromanEng has a black header with the company logo and navigation links. The main content area features a large image of a smiling construction worker in an orange vest and hard hat, followed by an 'About PromanEng' section with a video of a worker on a construction site. Below this is a 'Diverse solutions tailored to your every need' section with images of a construction site, a residential building, and an infrastructure project.

Website Development



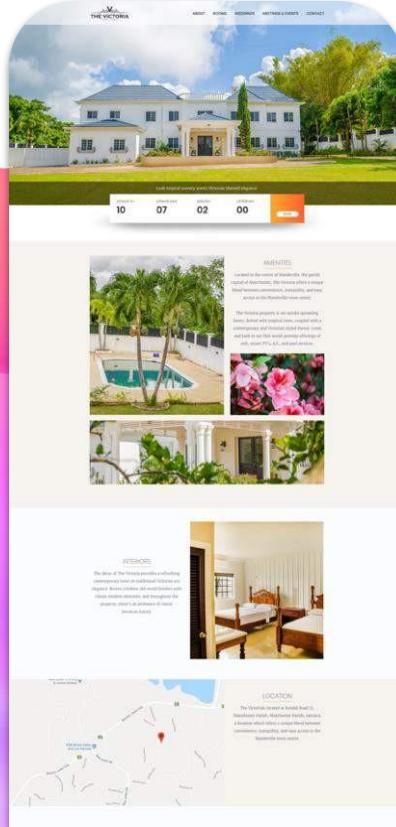
Who Am I And What Do I do?
People say the journey of a thousand miles begins with the first step. For Brian, his journey began with the first step he took to make his mark on the regional culinary landscape over recent years. His tutelage began at the Heart Academy, Runaway Bay where he graduated with honors in 2008. Brian then went on to complete a program becoming a certified Chef de Cuisine. He has worked in a number of top rated chains throughout the island as well as the management of a Restaurant, EATON.

STEP INTO MY KITCHEN!

WHAT'S NEW?

BRIAN IS SOCIAL

Brian is the Official Website of Chef Brian Lumley



Look around luxury even though travel changes

10 07 02 00

AMENITIES

INTERIORS

LOCATION



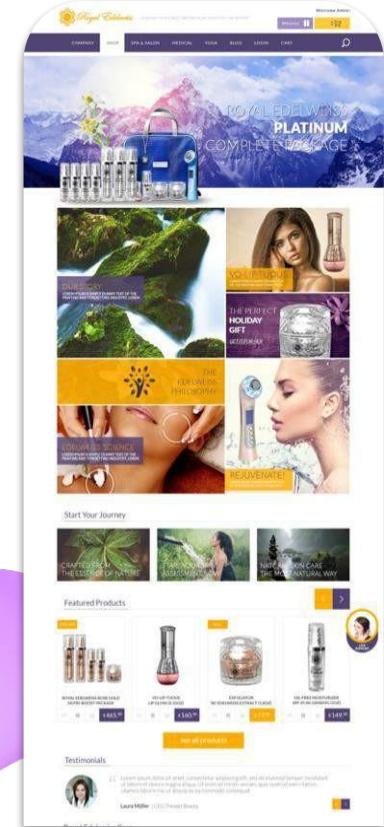
EXPERIENCE THE JOY

OUR PRODUCTS

ABOUT US

Media Gallery

CONTACT US



ROYAL CARIBBEAN PLATINUM COMPLETE ESCAPE

Start Your Journey

Featured Products

Testimonials

Laura Miller CEO, Foster Beauty

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



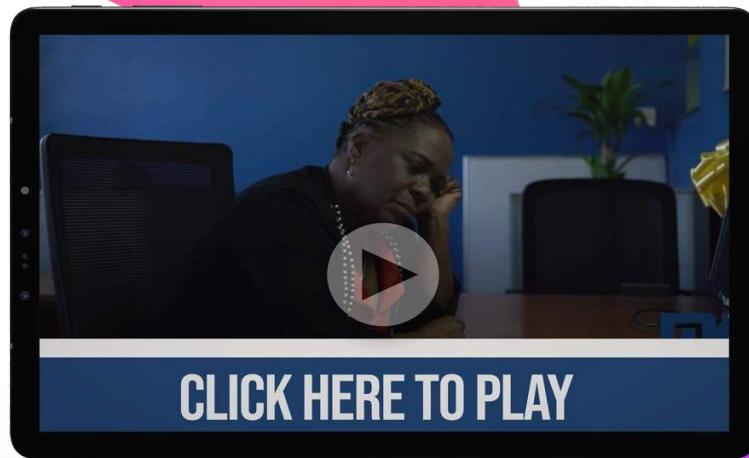
JN Bank: Sourced and managed specialized brand talent to personify the 'Auto Loan Roll Out' promotion, ensuring authentic customer engagement and message delivery.



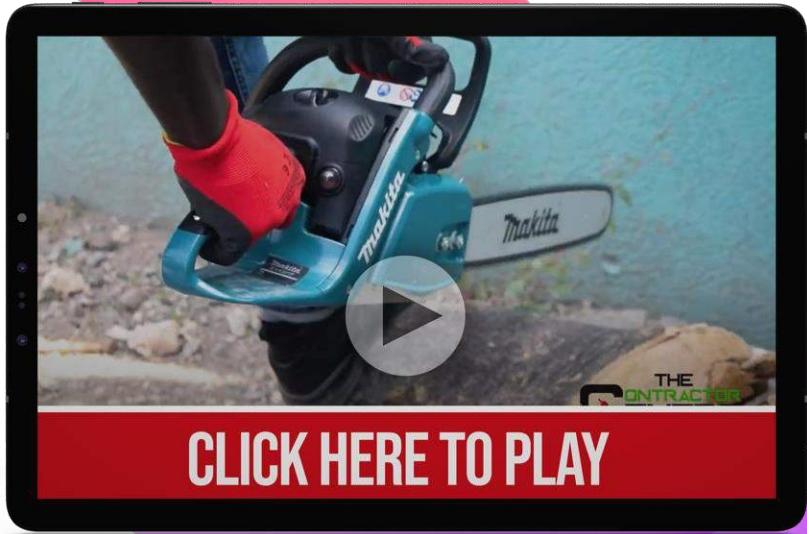
VMBS: Amplified the reach of the Vacation promotion by deploying a curated team of brand ambassadors to generate excitement and direct customer interest.



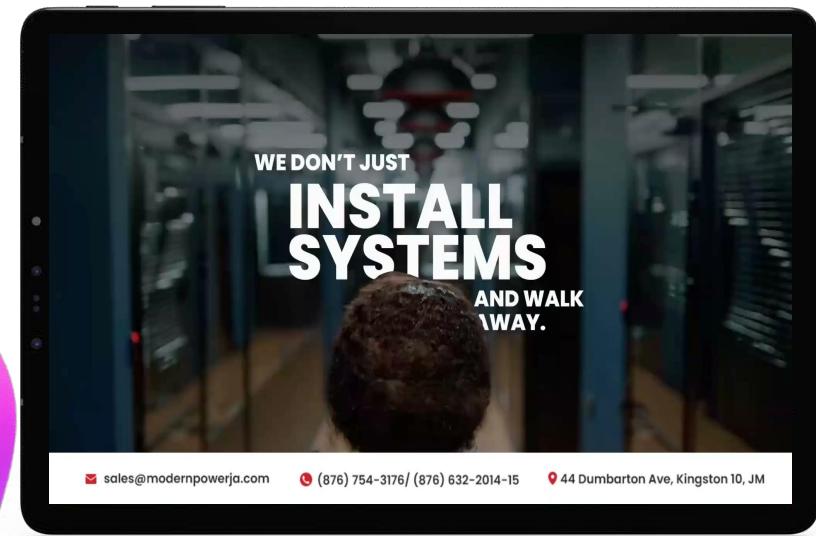
Videos & Animations



Videos & Animations



Videos & Animations



Let's do this.



(305) 962 7643 | (876) 329-8286



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Florida, USA | Kingston, JA

