

PHAKATHI

ACTIVATIONS

WE DRIVE FOOT TRAFFIC & SALES

More Than Events.

Phakathi Activations is a South African experiential marketing and brand activation company. We take brands closer to their customers through targeted, on-the-ground experiences in the places were people live, socialize, and make purchasing decisions.

PART OF HAUS OF SOUND (PTY) LTD



OUR STRATEGIC APPROACH

We don't wait for consumers to come to the brand. We take the brand to where consumers already are.

Real People. Real Places. Real Impact.

End-to-End Solutions

ACTIVATE

Turn your brand into an experience that drives awareness.

ENGAGE

Build real, lasting connections with your target audience.

SAMPLE

Let consumers try, taste, and experience the product value.

EDUCATE

Inform, demonstrate, and build consumer trust in the brand.

CONVERT

Drive immediate foot traffic, trials, and sustainable sales.

REPORT

Measure results accurately to improve future performance.

Where We Activate

The right environments. The right people. The right results.



TOWNSHIPS



LIFESTYLE VENUES



CAR WASHES

Also activating in Taverns, Buy & Braais, and vibrant Nightlife venues.

Why Phakathi Activations?

> Local Knowledge & Access: Real connections in township and lifestyle environments.

> Flexible & Scalable: From small focused activations to large national campaigns.

> Local Brand Ambassadors: Authentic voices with real community influence.

> Experienced Execution Team: Professional on-site management from start to finish.

> Focus on Results: More engagement, more foot traffic, more sales.

Let’s Bring Your Brand to Life

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