



## TCHM shoots for the stars

### Description

It's been a busy year for TCHM, the AfroCentric Group's in-house advertising and marketing agency. TCHM has been involved in several high-profile campaigns for both our internal and external clients, with excellent results.

Demand for video production is surging as more marketing departments realise the power of adding video to their marketing mix. With new technology constantly being developed, video production is becoming more affordable and quicker. Gone are the days when sleek video productions required mega-budgets.

As a case in point, TCHM helped Group Forensics produce this informative video for International Fraud Awareness Week in November.

Earlier in the year, TCHM produced several television adverts for Fedhealth's midyear campaign and for the start of renewal season in October.

Having great video content is one thing, but knowing where and how to use it makes it truly effective. Combining the power of video with digital and social media marketing has led to a great return on investment for many of our clients.

Our digital team is always in touch with the latest social trends and opportunities, and knows exactly how to reach every audience on their platform of choice. Video, digital and social media marketing can make a decisive difference for every department and subsidiary in the AfroCentric Group.

So, whether it's an event that needs to be filmed, an explainer video for consumers or any other type of campaign, reach out in the new year to add flair and exceptional results to your marketing efforts in 2023.

As a through-the-line agency, TCHM's multi-award-winning team are well versed in delivering the result you're looking for on all platforms and channels, including:



**Take your marketing to the next level in 2023** – click [here](#) to get in touch with the TCHM team.

## Category

1. Our Subsidiaries

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