



**Nelson Mandela
Metropolitan
University**

for tomorrow

• PO Box 77000 • Nelson Mandela Metropolitan University
• Port Elizabeth • 6031 • South Africa • www.nmmu.ac.za

*Office for International Education
South Campus*

*Tel . +27 (0)41 504 2161 Fax. +27 (0)504 2771
anine.swanepoel@nmmu.ac.za*

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Contact person: Anine Swanepoel

Design@Bay have been the preferred brand / advertising agency for the Office for International Education at the Nelson Mandela Metropolitan University since 2003. They have been very successful in understanding and thereby assisting in the establishment and growth the Office for International Education brand by means of visual media such as publications, web brochures, posters, banners, advertising and newsletters. A consistent brand message has been carried through in all material thereby assisting with brand development in the International arena. The NMMU brand has become recognizable throughout the world resulting in a growing interest from international students to study at the Nelson Mandela Metropolitan University. Design@Bay have been successful in marketing the NMMU as a preferred destination for international students. This has been creatively achieved by understanding the Nelson Mandela Bay area and its offerings to a prospective student as well as studying at NMMU. The Office for International Education feels that Design@Bay is an agency that understands their goals and the ever-changing market in which they operate.