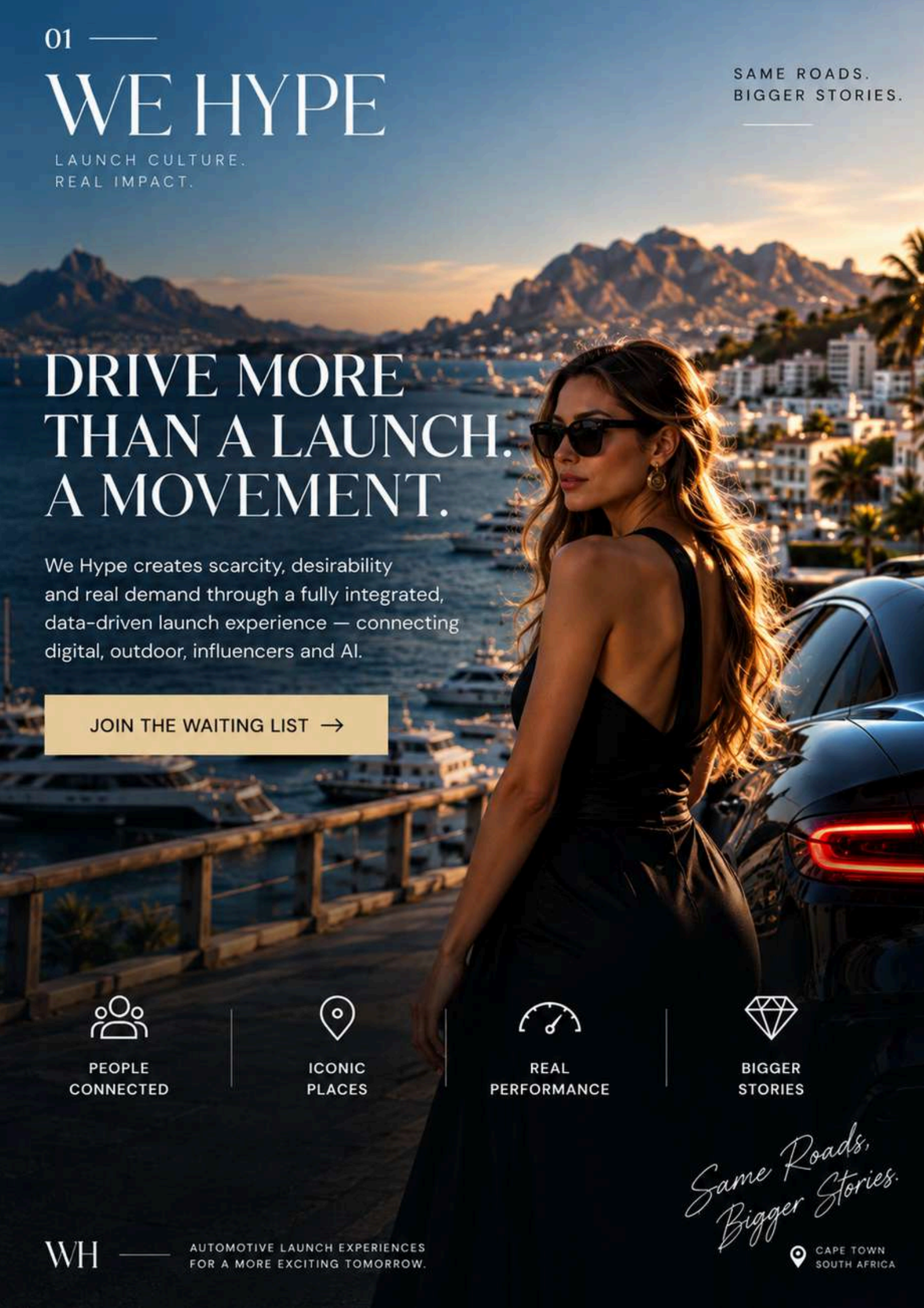
01

WE HYPE

LAUNCH CULTURE.
REAL IMPACT.

SAME ROADS.
BIGGER STORIES.



DRIVE MORE THAN A LAUNCH. A MOVEMENT.

We Hype creates scarcity, desirability and real demand through a fully integrated, data-driven launch experience — connecting digital, outdoor, influencers and AI.

JOIN THE WAITING LIST →

PEOPLE CONNECTED | ICONIC PLACES | REAL PERFORMANCE | BIGGER STORIES

Same Roads, Bigger Stories.

CAPE TOWN
SOUTH AFRICA

WH — AUTOMOTIVE LAUNCH EXPERIENCES FOR A MORE EXCITING TOMORROW.

02

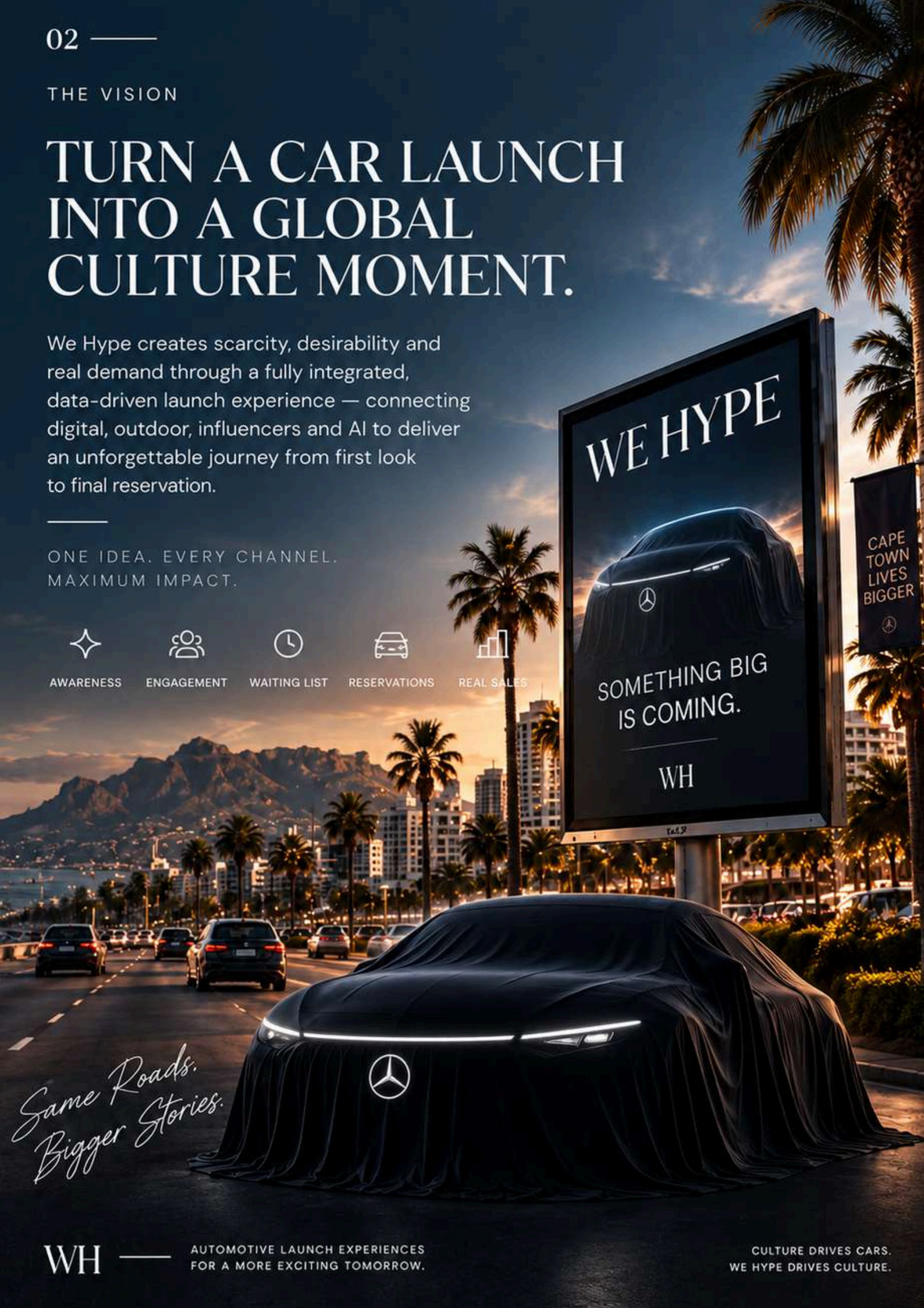
THE VISION

TURN A CAR LAUNCH INTO A GLOBAL CULTURE MOMENT.

We Hype creates scarcity, desirability and real demand through a fully integrated, data-driven launch experience — connecting digital, outdoor, influencers and AI to deliver an unforgettable journey from first look to final reservation.

ONE IDEA. EVERY CHANNEL.
MAXIMUM IMPACT.

AWARENESS ENGAGEMENT WAITING LIST RESERVATIONS REAL SALES



WH

AUTOMOTIVE LAUNCH EXPERIENCES
FOR A MORE EXCITING TOMORROW.

CULTURE DRIVES CARS.
WE HYPE DRIVES CULTURE.


03
THE COUNTDOWN
ICONIC PLACES.
REAL MOMENTS.
BIGGER STORIES.
THE COUNTDOWN BEGINS.
From first look to final reservation, we create launch experiences that people don't just see — they feel, share and talk about.
EXCLUSIVE ACCESS.
AHEAD OF EVERYONE ELSE.
14 : 08 : 27 : 16
DAYS HOURS MINUTES SECONDS
JOIN THE WAITING LIST →
Same Roads. Bigger Stories.
AMG
WH
AUTOMOTIVE LAUNCH EXPERIENCES
FOR A MORE EXCITING TOMORROW.
CAPE TOWN
SOUTH AFRICA

04

ICONIC PLACES.
BIGGER IMPACT.

CAPE TOWN.
JOHANNESBURG.
DURBAN.
PRETORIA.
& BEYOND.

ICONIC PLACES. BIGGER IMPACT.

Over 40 digital billboards across South Africa. One powerful message. We Hype puts your launch where it matters most — in front of the right people, at the right time.

PREMIUM LOCATIONS.
MAXIMUM VISIBILITY.
REAL RESULTS.

- HIGH-IMPACT LOCATIONS
- TARGETED AUDIENCES
- UNMISSABLE EXPOSURE
- MEASURABLE RESULTS



WH

AUTOMOTIVE LAUNCH EXPERIENCES
FOR A MORE EXCITING TOMORROW.

CAPE TOWN
SOUTH AFRICA

05

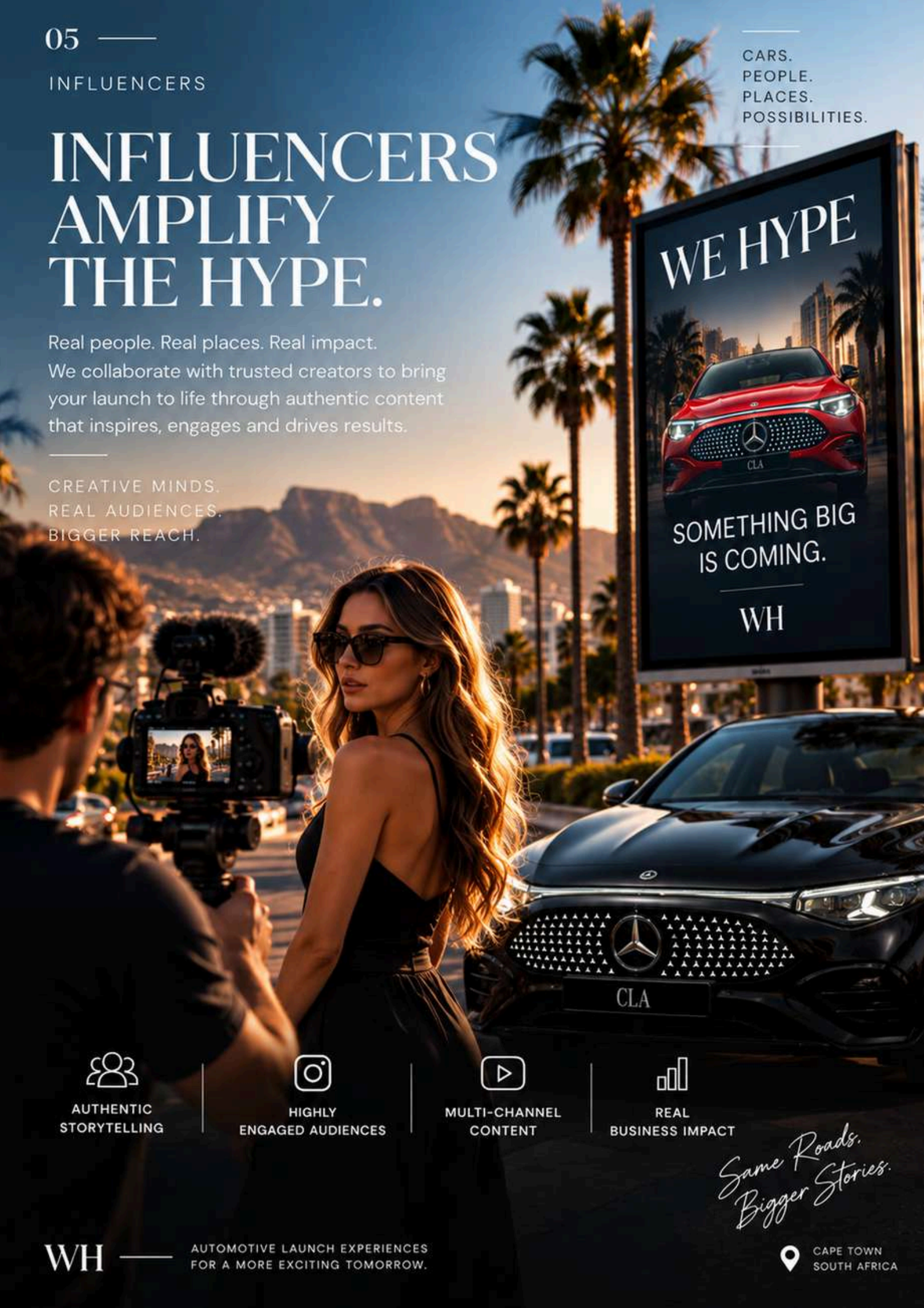
INFLUENCERS

CARS.
PEOPLE.
PLACES.
POSSIBILITIES.

INFLUENCERS AMPLIFY THE HYPE.

Real people. Real places. Real impact.
We collaborate with trusted creators to bring your launch to life through authentic content that inspires, engages and drives results.

CREATIVE MINDS.
REAL AUDIENCES.
BIGGER REACH.



AUTHENTIC STORYTELLING

HIGHLY ENGAGED AUDIENCES

MULTI-CHANNEL CONTENT

REAL BUSINESS IMPACT

Same Roads. Bigger Stories.

WH — AUTOMOTIVE LAUNCH EXPERIENCES FOR A MORE EXCITING TOMORROW.

CAPE TOWN
SOUTH AFRICA

06

A DIGITAL DESTINATION

A DIGITAL DESTINATION BUILT FOR ANTICIPATION.

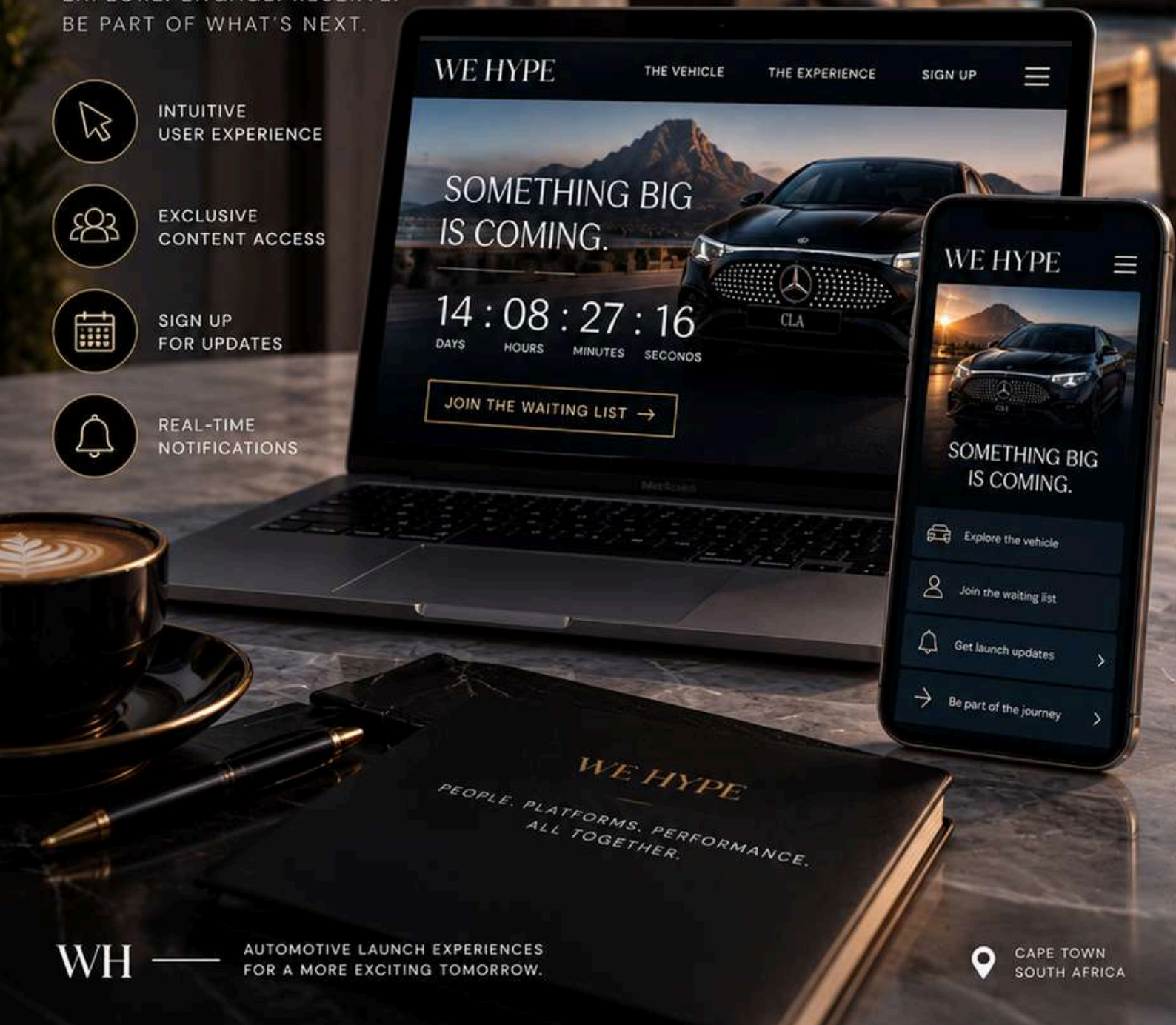
SMART.
STYLISH.
SEAMLESS.
ALWAYS ON.

A dedicated launch website with a live countdown, immersive content and a seamless sign up experience. Everything in one place — designed to build excitement, drive engagement and turn interest into action.

Same Roads. Bigger Stories.

EXPLORE. ENGAGE. RESERVE.
BE PART OF WHAT'S NEXT.

- INTUITIVE USER EXPERIENCE
- EXCLUSIVE CONTENT ACCESS
- SIGN UP FOR UPDATES
- REAL-TIME NOTIFICATIONS



WH

AUTOMOTIVE LAUNCH EXPERIENCES
FOR A MORE EXCITING TOMORROW.

CAPE TOWN
SOUTH AFRICA

MEET NICCI.

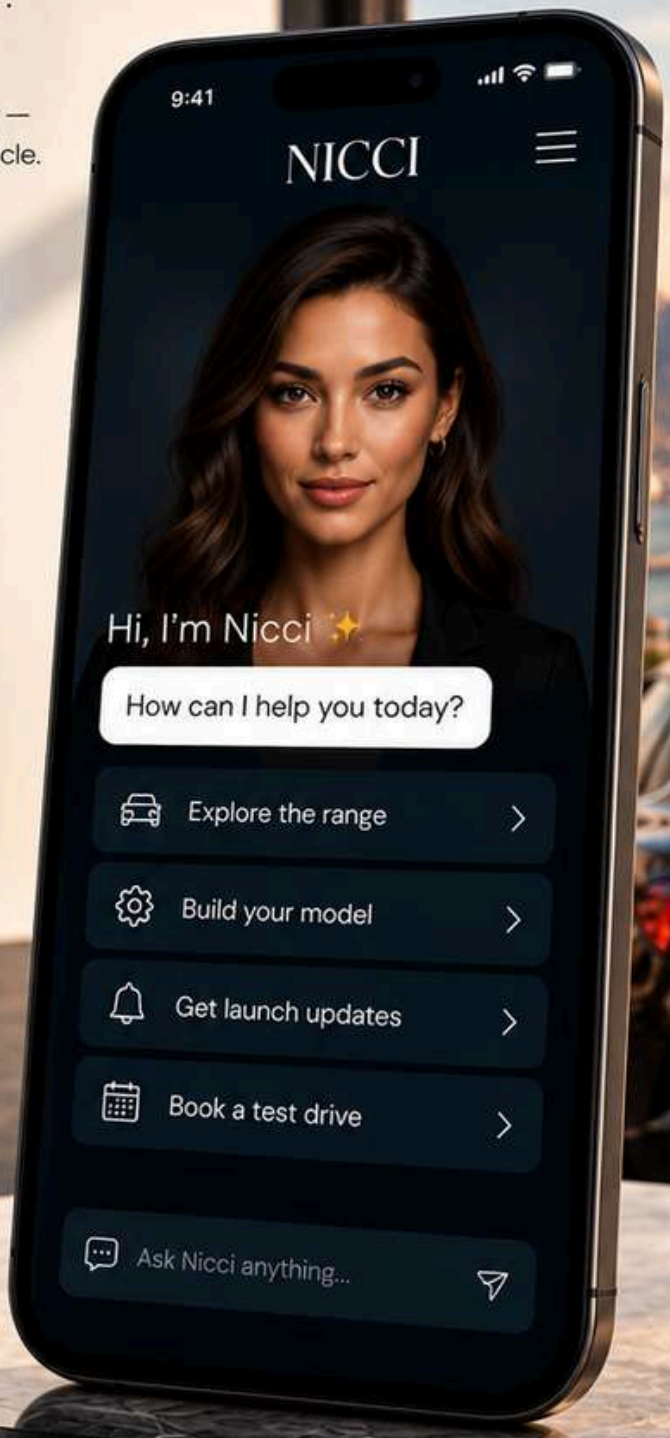
CONVERSATIONS.
RECOMMENDATIONS.
RESERVATIONS.
REAL CONNECTIONS.

MEET NICCI.

YOUR AI LAUNCH CONCIERGE.

From the moment someone joins the waiting list, Nicci welcomes, guides and personalises the journey — helping them explore, build and reserve their ideal vehicle.

- Instant answers
- Guided vehicle recommendations
- Launch updates and invitations
- Helps build and configure your model
- Books test drives or connects you with a sales agent



SMART. STYLISH. ALWAYS ON.

Nicci combines intelligence with a personal touch, creating a bespoke launch experience for every enthusiast.

EXPERIENCE NICCI →



PEOPLE.
PLATFORMS.
PERFORMANCE.
ALL TOGETHER.

THE CUSTOMER JOURNEY.

SEAMLESS. EXCLUSIVE. END-TO-END.

From first impression to test drive, We Hype creates a seamless journey that turns anticipation into action.

01 SEE THE CAMPAIGN
Eye-catching billboards, social media and influencer content spark awareness.

02 JOIN THE WAITING LIST
Sign up in seconds on our dedicated launch platform.

03 ENGAGE WITH NICCI
Get instant answers, updates and personalised recommendations from your AI launch concierge.

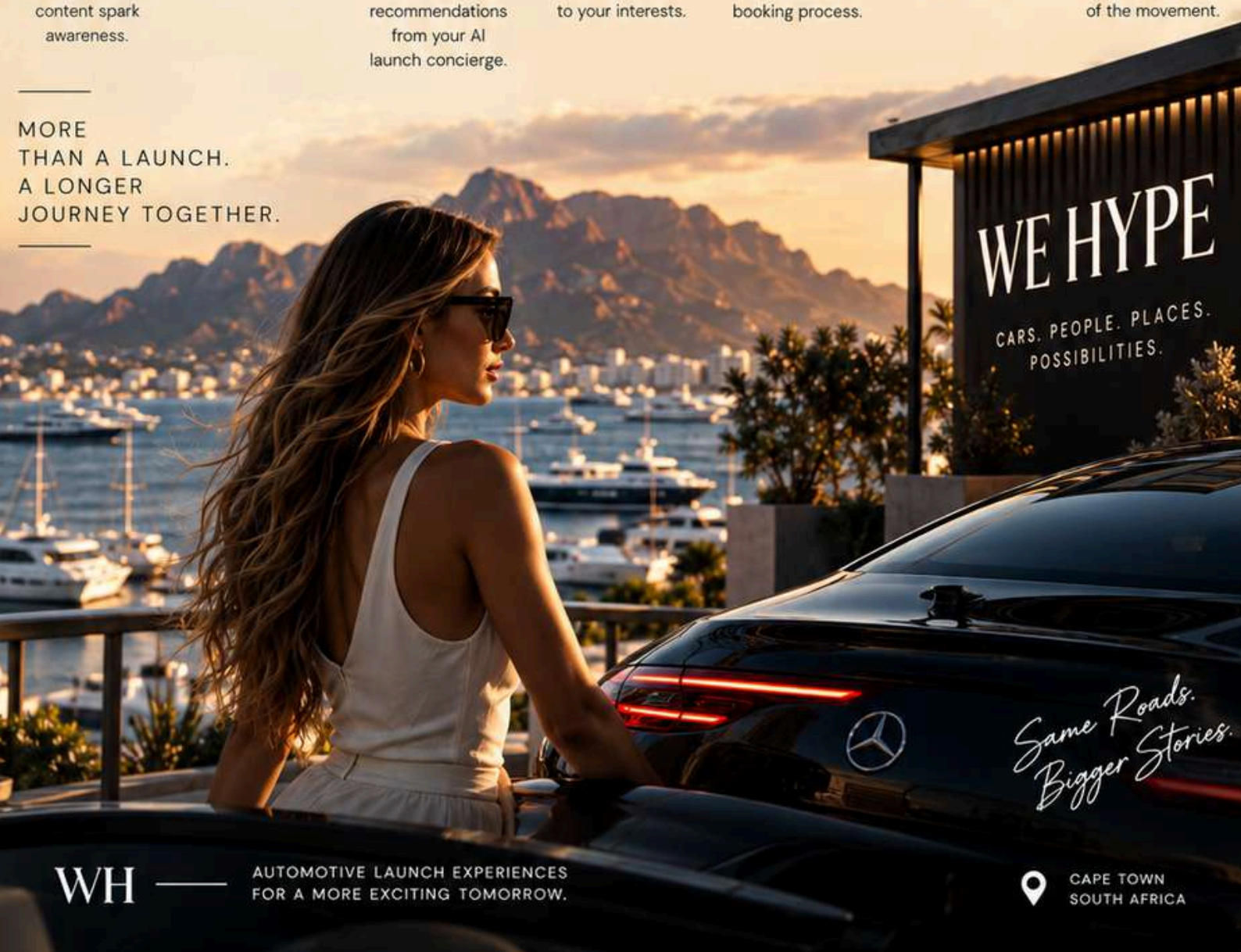
04 CONFIGURE YOUR VEHICLE
Explore models, features and options, tailored to your interests.

05 RESERVE ONLINE
Secure your place with ease through a streamlined booking process.

06 BOOK A TEST DRIVE
Choose your preferred dealership, date and time.

07 START YOUR JOURNEY
Experience the vehicle in person and become part of the movement.

MORE
THAN A LAUNCH.
A LONGER
JOURNEY TOGETHER.



09

ALL CHANNELS.
ONE ECOSYSTEM.

CENTRALISED
DATA.
SMARTER INSIGHTS.
STRONGER SALES.

ALL CHANNELS. ONE ECOSYSTEM.

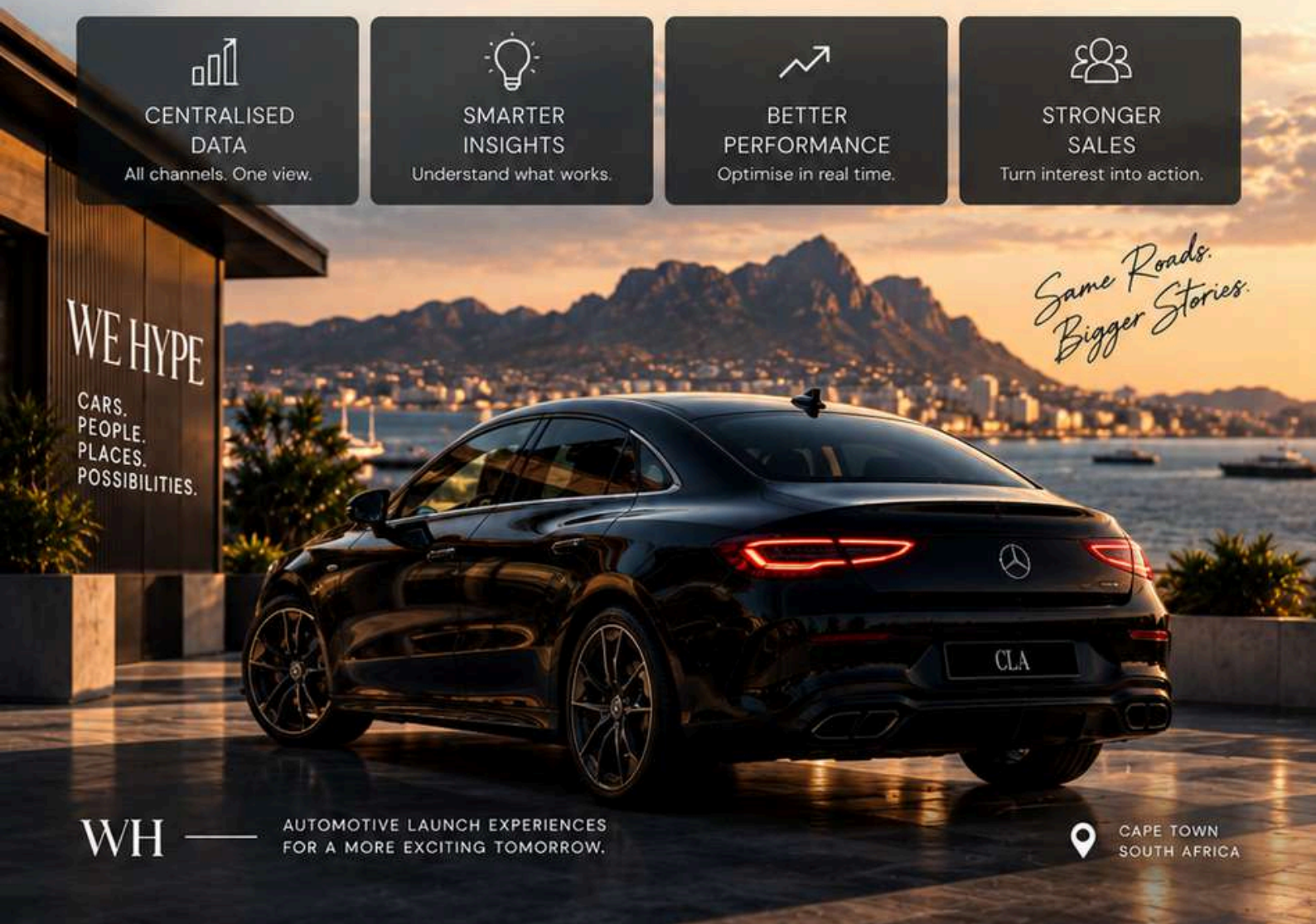
Every interaction captured. Fully tracked. Real results.

- **Social Media Ads** — AWARENESS & ENGAGEMENT
- **Google Ads** — HIGH-INTENT LEADS
- **Email Campaigns** — NURTURE & CONVERT
- **Tractor Outdoor Digital Billboards** — REAL-WORLD IMPACT

CRM

- **Influencer Content** — TRUST & REACH
- **Website & Landing Page** — CAPTURE & INFORM
- **Nicci (AI Chatbot)** — GUIDE & ASSIST
- **Dealer Network** — CLOSE & DELIVER

CENTRALISED DATA	SMARTER INSIGHTS	BETTER PERFORMANCE	STRONGER SALES
All channels. One view.	Understand what works.	Optimise in real time.	Turn interest into action.



WH — AUTOMOTIVE LAUNCH EXPERIENCES FOR A MORE EXCITING TOMORROW.

CAPE TOWN
SOUTH AFRICA

REAL-TIME PERFORMANCE.

REAL INSIGHTS. REAL ACTIONS. BIGGER RESULTS.

We track every interaction in real time, giving you clear, measurable insights throughout the launch. From awareness to test drives, you'll see what's working, so we can optimise and drive even greater impact.

DATA TODAY.
GREATER
OPPORTUNITIES
TOMORROW.

MEASURE.
OPTIMISE.
ACCELERATE.
SUCCEED.



TRACK PERFORMANCE
Live campaign data across all channels.

OPTIMISE IN REAL TIME
Make smarter decisions, faster.

UNDERSTAND YOUR AUDIENCE
Turn insights into meaningful engagement.

DRIVE REAL RESULTS
More test drives.
More reservations.
A stronger future.

THE WE HYPE ENGINE.

STRATEGY. CREATIVE. TECHNOLOGY. REAL RESULTS.

IDEAS.
PLATFORMS.
PEOPLE.
PERFORMANCE.
ALL TOGETHER.

A fully integrated launch engine, designed to create anticipation, drive engagement and deliver measurable outcomes for automotive brands.

WE HYPE
THE LAUNCH ENGINE

STRATEGY
Insight-led, purpose-driven campaigns tailored to your brand.

CREATIVE
Cutting-edge content that stops the scroll and sparks demand.

TECHNOLOGY
Web, CRM, AI and data working together seamlessly.

PEOPLE
Influencers, communities and dealer networks that amplify your reach.

PERFORMANCE
Real-time tracking, clear reporting and measurable ROI.

EXPERIENCE
End-to-end journeys that turn interest into action.

WE HYPE
CARS.
PEOPLE.
PLACES.
POSSIBILITIES.

Same Roads. Bigger Stories.

STRONGER BRAND IMPACT | HIGHER ENGAGEMENT | MORE TEST DRIVES | REAL BUSINESS GROWTH

LET'S LAUNCH TOGETHER.

IDEAS TODAY.
IMPACT
TOMORROW.

SAME ROADS. BIGGER STORIES.

We Hype turns launches into movements — combining strategy, creativity, technology and people to create real demand and real results.

CREATE ANTICIPATION
Build excitement before, during and after launch.

CONNECT AUDIENCES
Reach the right people, on the right platforms, with the right message.

DELIVER MEASURABLE RESULTS
Turn engagement into test drives, sales and long-term brand loyalty.

BUILD WHAT'S NEXT
A smarter, more connected way to launch, today and tomorrow.



LET'S TALK →

DISCOVER HOW WE HYPE CAN BRING YOUR NEXT LAUNCH TO LIFE.