



StoryArc Studio (Pty) Ltd.
(Enterprise No: K2025152228)

BUSINESS PROFILE

StoryArc Studios is where imagination meets strategy, crafting content that speaks volumes. We transform ideas into impactful stories, helping brands find their unique voice in a crowded marketplace.

180 Kathrine Street
Barlow Park
Sandton

2025-2026

www.storyarcstudio.co.za

CEO STATEMENT



Uhone Ratshitanga

At StoryArc Studio, we believe that every brand has a story waiting to be told. Our mission is to transform ideas into compelling narratives that captivate audiences and drive measurable impact. With a deep passion for storytelling and a commitment to innovation, we empower businesses to connect with their audiences through high-quality content and strategic marketing.

Our journey began with a vision to merge creativity with data-driven marketing solutions, ensuring that our clients not only stand out but also achieve sustainable growth. As a media company based in Johannesburg with a global reach, we take pride in delivering integrated services that blend content creation and marketing expertise seamlessly.

What sets us apart is our dedication to excellence, authenticity, and results. We understand that in today's fast-paced digital landscape, brands need more than just visibility — they need engagement, credibility, and a lasting impact. Whether it's through video production, influencer marketing, or targeted digital campaigns, we craft experiences that resonate and drive success.

At StoryArc Studio, we are not just content creators; we are partners in your growth. As we continue to expand and evolve, our focus remains on delivering innovative solutions that help businesses tell their stories with clarity and confidence.



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ABOUT COMPANY

StoryArc Studio, based in the vibrant city of Johannesburg, is a dynamic media company with a global reach. We specialise in crafting compelling content and delivering innovative marketing services that resonate with audiences worldwide.

Our expertise spans across various industry classifications, including media, marketing, and digital content creation, making us a versatile partner for businesses seeking to enhance their brand presence.

Our services are strategically grouped into two main categories: Content Creation and Marketing Services. This dual focus allows us to offer a comprehensive suite of solutions tailored to meet the unique needs of each client. Whether it's producing captivating visual content or executing targeted digital marketing campaigns, StoryArc Studio is committed to delivering excellence and driving results.

What sets StoryArc Studio apart is our integrated service offering. By providing a seamless blend of content creation and marketing services, we enable our clients to streamline their marketing efforts with a single provider. This approach ensures consistency and efficiency, offering a distinct advantage over competitors with fragmented services. At StoryArc Studio, we are dedicated to helping our clients achieve their marketing goals with creativity and precision.

VISION & MISSION



Vision

To become a leading content creation and marketing agency that helps brands tell their unique stories through innovative, high-quality media. We aim to merge creativity with data-driven marketing strategies to deliver engaging content that captivates audiences, strengthens brand identity, and drives measurable business growth.



Mission

Our mission is to harness the power of storytelling and innovative marketing to create content that not only captivates but also delivers tangible results for our clients. We are passionate about transforming ideas into impactful narratives that help brands find their unique voice in a crowded marketplace. With a commitment to creativity, quality, and authenticity, we strive to build strong, transparent relationships with our clients, ensuring that their needs are at the forefront of everything we do. Embracing diversity and sustainability, we aim to foster inclusive and environmentally responsible practices. Our customer-centric approach, combined with a dedication to efficiency and growth, positions us to continually evolve and meet the dynamic demands of the media and marketing landscape.



OUR SERVICES

At StoryArc Studio, we provide a comprehensive suite of content creation and marketing services designed to elevate your brand and drive engagement. Our expertise ensures that every project is strategically crafted for maximum impact.



Marketing Services

Our marketing solutions are designed to help businesses grow, increase visibility, and engage their target audience effectively.

Our Marketing Services include:

- **Digital Marketing** - Data-driven strategies to maximize brand awareness and multi-platform campaigns for targeted engagement
- **Brand Strategy & Consulting** - Custom marketing strategies tailored to business goals and competitive analysis and market positioning
- **Content Distribution & Engagement** - Strategic placement across multiple platforms and audience interaction and community building.
- **Social Media Management** - Content creation, scheduling, and audience engagement and brand growth strategies tailored for each platform.



Content Creation Services

We specialize in producing high-quality content that captivates audiences and enhances brand storytelling.

Our Content Creation Services include:

- **Commercial Production and Photoshoots**- Full-scale video production with creative direction and high-quality cinematography and post-production editing.
- **Influencer Collaboration** - End-to-end influencer marketing campaign management, strategic partnerships to enhance brand credibility and advanced analytics to track campaign performance.
- **Blogs & Articles** - SEO-optimized content for better search rankings, Industry-relevant articles to establish thought leadership and professional writing, editing, and research.
- **Podcasts** - Professional production, editing, and strategic distribution, access to voice talent and guest speakers, and branded podcast development for businesses.
- **Personalized Content** - Tailored storytelling and branded multimedia content and custom video and visual media for unique brand messaging.

OUR COMPANY DIRECTORS



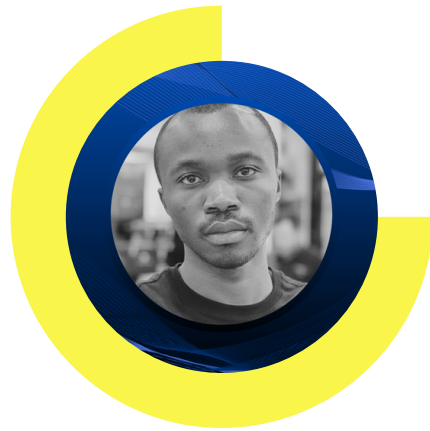
Uhone Ratshitanga

CHIEF EXECUTIVE OFFICER

Uhone Ratshitanga is an accomplished accountant with a Postgraduate Diploma in Accounting from Milpark Education and a Bachelor of Business Science in Accounting from Monash University. He was an audit trainee at Ernst and Young (EY) and completed his SAICA articles in 2024 after which he was appointed by EY as the Client Service Executive in January 2025. As a co-founder of StoryArc Studio, Uhone seeks to combine creativity with strategic thinking to deliver high-quality content, innovative marketing solutions.

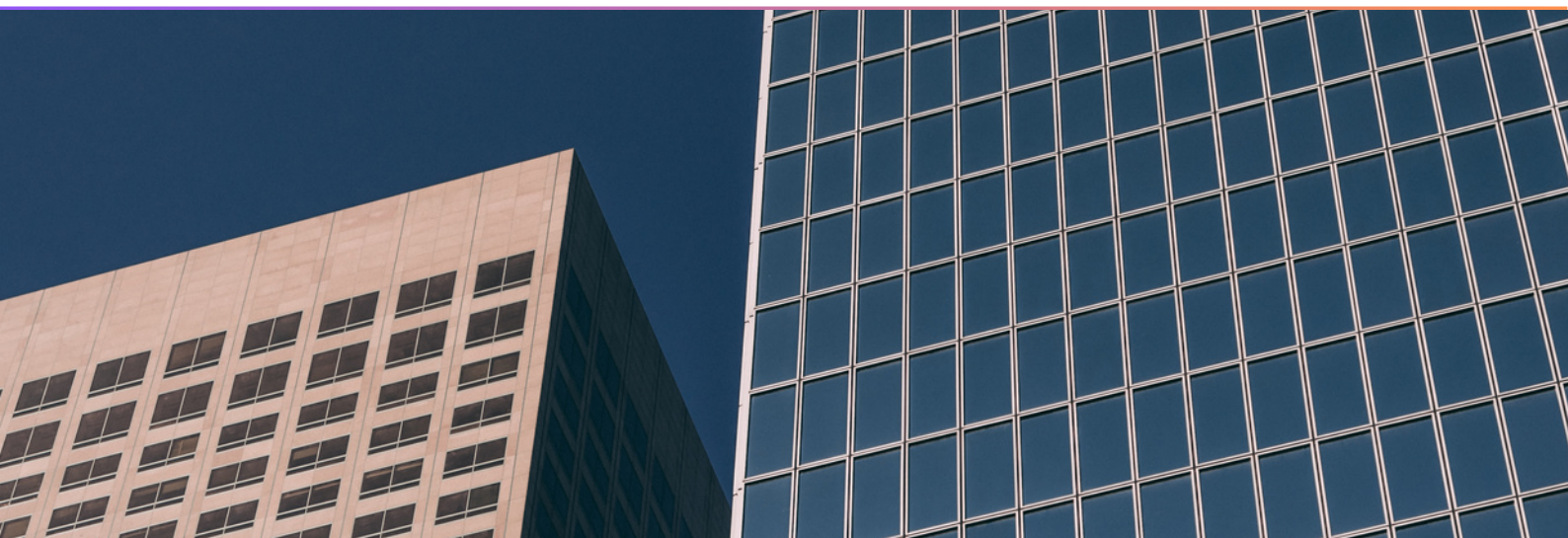
Samuel Masuvhe holds a Bachelor of Social Sciences from Monash University. He has over 3 years experience in web development and a trainee by Project Y led by Re:Coded as Full Stack Web Developer specialising in AI. Samuel has a proven track record of developing successful business websites for local small businesses. His passion for content creation started when he opened a TikTok account called (DailyIntern) that has 14k+ followers as of today.

His expertise in content creation, digital marketing, and client relationship management will be invaluable to StoryArc Studio.



Samuel Masuvhe

CHIEF INNOVATION OFFICER





GET IN TOUCH

We are passionate about bringing your brand's vision to life through powerful storytelling and strategic marketing. Whether you need high-quality content creation, expert digital marketing, or a full-scale commercial production, our team is ready to collaborate and help you achieve your goals.



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