



OUR PROFILE

Align SA (PTY) LTD





Who We Are

AlignSA is a PR and marketing consultancy that helps brands, leaders, and Entrepreneurs achieve impactful visibility through purpose-driven storytelling and strategic media engagement. Co-founded by Kgotso Hope Lekau and Jabulani Macdonald.

AlignSA brings a unique combination of global experience, creative excellence, and digital expertise to its clients, ensuring their messages not only reach but also resonate with audiences.

We Are AlignSA



ALIGN
SA





AlignSA

Our Vision & Mission ↗

Our Vision

AlignSA exists to bridge the gap between visibility and authenticity. We envision a continent where African-led brands are not just known – but respected. Where founders, creatives, and institutions align their voice with their values, and where strategy isn't just about reach – it's about resonance.

Our vision is to become the go-to house for bold ideas, transformative narratives, and strategic clarity – shaping brands that don't just trend, but transform culture.

Our Mission

At AlignSA, we are committed to helping individuals, brands, and organizations enhance their visibility, tell their stories authentically, and navigate the complexities of digital media and public relations to achieve impact, reputation, and revenue.





Meet our Founders



Kgotso Hope Lekau ↗

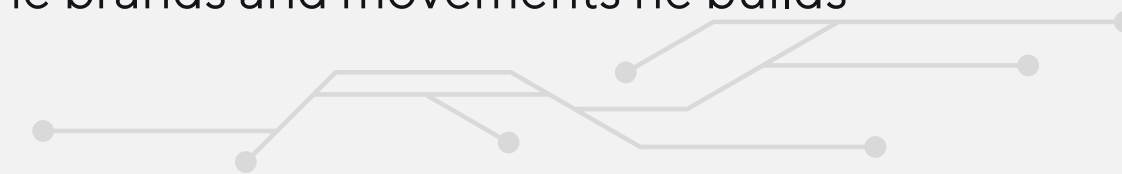
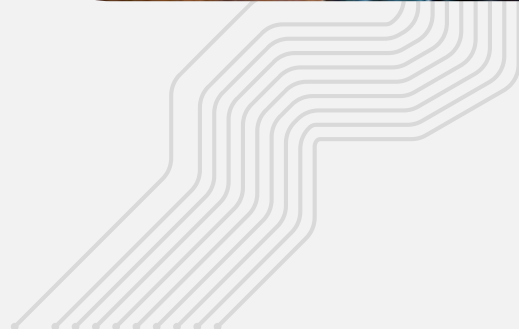
A media entrepreneur, award-winning social innovator, and brand strategist. With 12+ years of experience in PR, leadership, and storytelling both locally and globally.

Kgotso has led major campaigns, built platforms, and helped dozens of leaders and creatives reposition their brands for long-term visibility and relevance.

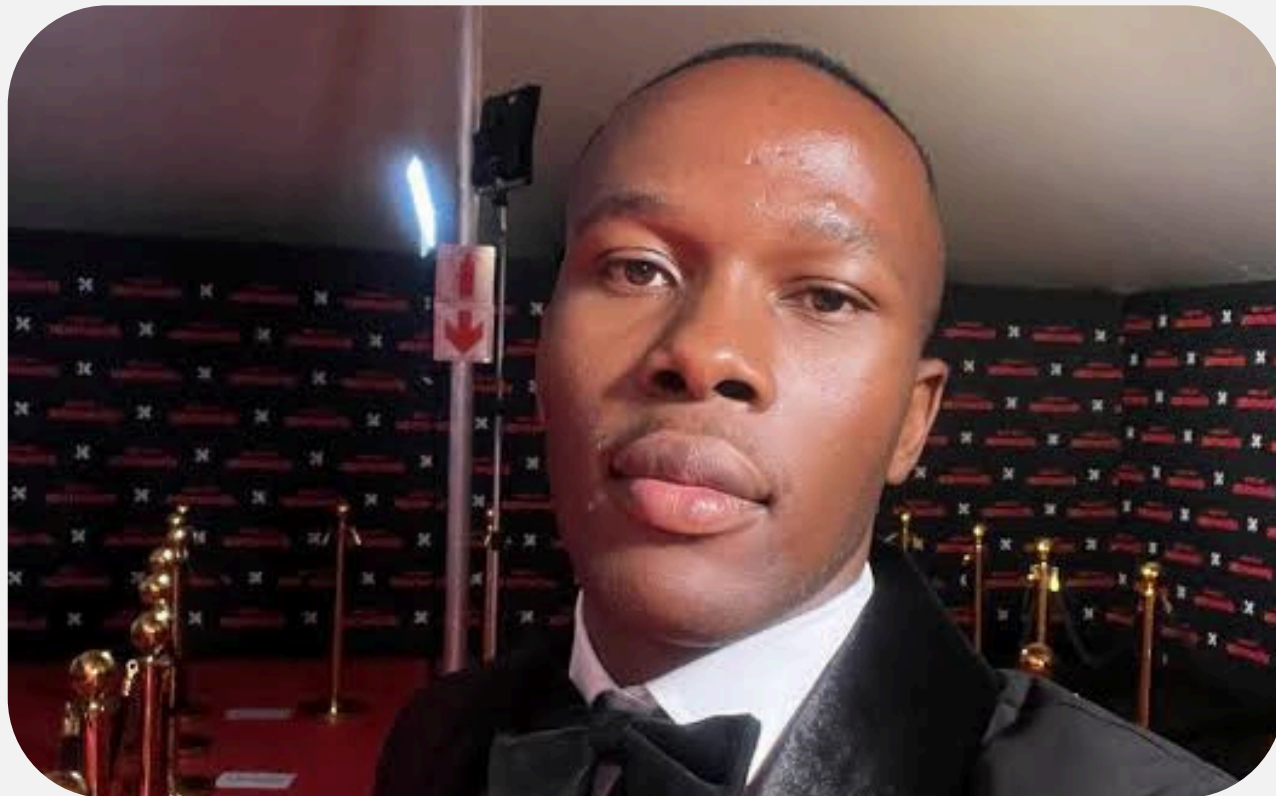
Expertise

- Narrative & thought leadership development
- Transformational branding and storytelling for impact
- PR campaigns with cultural, emotional, and strategic depth
- Coaching public figures, founders, and creatives to align message with mission.

A former radio host, columnist, and cancer overcomer, Kgotso is also a wellness advocate, faith-led leader, and social entrepreneur. He brings resilience, clarity, and global vision to the brands and movements he builds with AlignSA.



Meet our Founders



Jabulani Macdonald ↗

Jabulani Macdonald is a digital media expert, cultural commentator, and strategic creative with a deep focus on social media trends, digital storytelling, and online brand visibility. With years of experience in the digital space, Jabulani has made a name for himself as a key influencer, content strategist, and voice of cultural awareness.

Expertise

- Digital Media Strategy & Social Content Development: Designing content strategies that align with audience values and deliver measurable results in brand awareness and engagement.
- Cultural and Social Media Commentary: Jabulani is highly regarded for his insightful social media commentary, analyzing the intersection of technology, culture, and society.
- Influencer and Digital Brand Development: Helping brands and individuals build a strong digital identity through consistent, authentic content that resonates with target audiences.
- Youth-Focused Digital Campaigns: Leveraging emerging digital platforms and youth-centric storytelling to capture attention and foster brand loyalty.



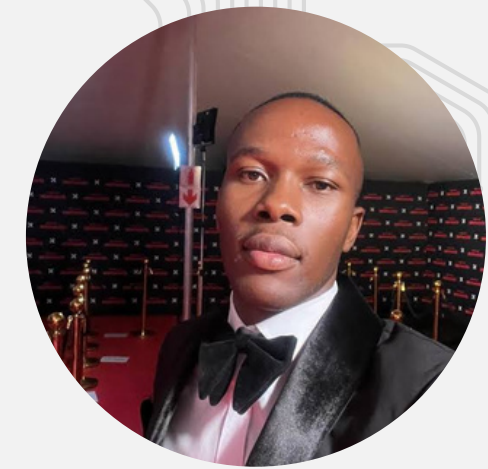
 AlignSA

Digital Vision

Jabulani's creative approach to digital storytelling has allowed him to shape narratives and create campaigns that engage online audiences in meaningful ways. His work is defined by a deep understanding of digital culture, social media trends, and the power of digital influence to drive conversations that matter.

Whether creating impact-driven content or providing thoughtful digital commentary, Jabulani is passionate about helping brands connect with their audiences on a deeper level. He leverages his extensive knowledge of digital trends and platforms to ensure that AlignSA's clients achieve visibility and engagement across all digital touchpoints.





AlignSA



What Kgotso and Jabulani Bring to AlignSA



Kgotso Hope Lekau and Jabulani Macdonald combine their strengths in strategic leadership, creative direction, and digital media to drive AlignSA's mission of creating purpose-driven visibility and transformative impact for clients.

- Kgotso brings a visionary, strategic approach to AlignSA with his extensive experience in PR, branding, and global storytelling. His ability to craft authentic narratives and guide leaders and brands toward creating lasting impact is foundational to AlignSA's success.

- Jabulani adds creative direction and digital media expertise, specializing in crafting engaging content and building brand presence across digital platforms. His knowledge of media trends and cultural insight ensures that AlignSA's campaigns are cutting-edge and resonate with diverse, global audiences.

Together, they offer a holistic approach to branding, storytelling, and visibility, focusing on leadership empowerment, innovative content, and digital engagement that helps clients connect with their target audience in meaningful ways.



Our Core Services[↑]



Public Relations & Communications

- Media & press positioning
- Strategic messaging and press kits
- Coverage coordination and narrative development
- Visibility audit and earned media support



Brand Strategy & Identity

- Founder/Executive brand development
 - Narrative healing & repositioning
- Voice, tone, and messaging refinement
- Content strategy and digital alignment



Campaign & Marketing Strategy

- Story-first campaign design
- Influencer and community mapping
- Social impact or brand movement consulting
- Sales-aligned storytelling



Sales-Driven Brand & PR Consulting



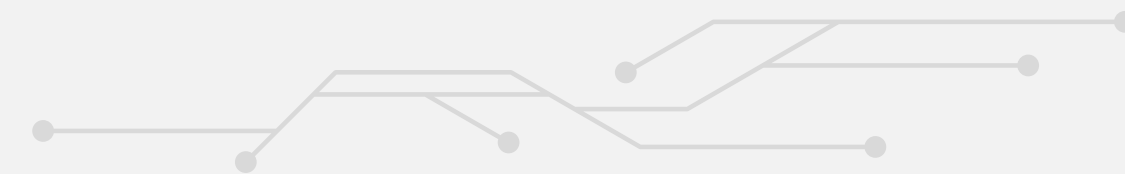
At AlignSA, we design every PR and branding strategy with conversion in mind. We help clients not only get seen but turn that visibility into action, growth, and aligned income.

Our strategies focus on:

- Magnetic storytelling that speaks to pain points & aspirations
- Clear, emotionally resonant CTAs
- Visibility designed to shorten the sales cycle
- Digital footprints that build trust and close sales

Signature Consulting Offers

- Story-to-Sales Strategy Call
- Brand & Visibility Audit (PR/Content/Offer Fit)
- Founder PR Coaching (1:1)
- Thought Leadership Positioning
- Campaign Ideation & Launch Planning



Campaign work



Netflix South Africa – Local Influencer & Storytelling Campaign (Global Campaign – Blood Legacy (2024))

Objective: Support Netflix SA's African content rollout with culturally relevant creator engagement.

Our Role:

AlignSA collaborated with Netflix to execute a comprehensive social media campaign for the promotion of "Blood Legacy."

This campaign ran over a specific period, focusing on influencer-driven engagements, live X Spaces, and hashtag-driven conversations.

Global Campaign

The primary hashtags used were **#BloodLegacy**, **#BloodLegacyWatchParty**, and **#BloodLegacyNetflix**.

Results:

- 1.2 M+ organic impressions



Campaign work



Cell C - Local Influencers Campaign (Last Resort (2025)

Objective: Bring Cell C's bold Last Resort concept to X (Twitter) – using humor, memes, and local moments to show how frustrating unreliable networks can be, and position Cell C as the solution: “Nothing Should Stop You” from staying connected

Our Role:

We activated a Twitter Army of 80 influencers, creating authentic, funny, and meme-driven content under #CellCLastResort. Our role included influencer curation, campaign management, and live amplification.

South Africa focused Campaign

- Activated a Twitter Army of 80 influencers to consistently drive the hashtag #CellCLastResort.
- Ensured every post was authentic, funny, and meme-able to spark organic engagement.
- Managed influencer content flow, live posting, and engagement tracking.

Results:

- 8.6+ million impressions generated with #CellCLastResort as the core campaign driver.
- Unified conversation under one strong, trendable hashtag.

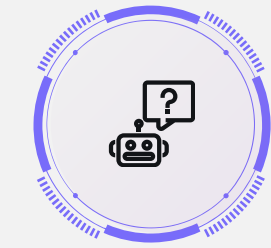


Our Products



Other Clientele:

Some of our clientele are also small organisations, brands, individuals looking for guidance and assistance on various parts of their marketing, PR, etc – in various industries; e.g automobile, finance, etc.



Who We Serve

- Founders & Creatives in the Purpose Economy
- Speakers, Coaches, and Personal Brands
- Community Organizations & Movements
- Media Personalities and Advocates
- Faith-Led and Transformational Leaders



Our Work & Impact

- Netflix SA – Collaborated on local influencer partnerships and culture-forward storytelling strategies
- Vogue Innovation – Luxury motor company.
- Reach For Recovery – Created PR and campaign strategy for breast cancer awareness
- PinkDrive (Proposed) – Developed an integrated campaign concept focused on brand evolution, digital media, and advocacy storytelling
- Private Clients – Confidential brand turnarounds, digital positioning, and personal story-based marketing strategies for CEOs, founders, creatives, and activists

We have over 300 creatives and influencers
We have over 80 freelancers



Flagship Initiatives & Projects

- #HopeNotes: A storytelling series by Co-Founder Kgotso Hope Lekau designed to inspire growth, healing, and purpose through personal reflections and leadership lessons on LinkedIn.

Let's Build Your Brand, Campaign, or Movement and Be Your Official Home of PR and Marketing.

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