

Date: 07/03/2024

I am writing to recommend Pomegranite based on our experience working with them since 2022. Over this time, Pomegranite has consistently demonstrated a profound commitment to our organisation's objectives.


During our collaboration, Pomegranite provided a range of services, including character archetype creation, chatbot content writing and testing, as well as blog posts and quiz writing. These projects were integral to advancing our organisation's goals, particularly in updating the content on our chatbot, Big Sis.

By leveraging their expertise, we successfully facilitated connections between young people and Sexual and Reproductive Health Rights (SRHR) as well as Maternal Wellbeing (MWB) services in the Western Cape. Additionally, Pomegranite's contributions extended to brand building, where they worked with different archetype personas to create marketing materials that resonated with our target audience. Their blog posts served as educational articles and the quizzes they developed effectively tested audience knowledge. The overall campaign succeeded and met our organisation's expectations, thanks to Pomegranite's innovative approach and dedication.

Pomegranite approached the project with creativity, agility, and a genuine desire to exceed our expectations. Their ability to think outside the box and deliver unexpected solutions set them apart.

In conclusion, Pomegranite's expertise in strategy, creativity, and storytelling makes them an invaluable partner. Working with them has been a pleasure, and I have full confidence in their ability to drive success for any project they undertake.

Sincerely,  
Mbithi Masya  
Regional Content Director, Africa

A handwritten signature in black ink, appearing to read 'Mbithi Masya', with a large, stylized flourish at the end.