

ABOUT US

A 100% black owned creative solution consultancy with a dynamic, driven and highly skilled team that develops and executes 360- degree Communication/Marketing strategies that are both online and offline, digital, on social media, and more.

We at 864Group are passionate experiential marketing specialists and brand activators, who believe in the principle of brand engagement, connecting face to face with your target audience, offering engaging and interactive brand experience that is unmatched by traditional advertising. Most importantly the practice of using various stimuli related to the five senses to immerse consumers in a physical representation of the brand message.

864Group values a close relationship with its clients; striving to clearly understand their business, culture, products and related services needs in order to deliver on the specified goals

WHAT WE OFFER

We develop and executes 360-degree Communication/Marketing strategies and also offer a holistic campaign that truly covers all bases, and serves ALL parties associated with the organisation; internal (employees, management & stakeholders), suppliers, partners, customers & consumers /public thus cutting across all functions & operations in which the entity engages.

With our talented and highly creative teams we offer the conceptualisation, designs, and execution of plans, meeting client's objectives and budget. Fueled by passion and BIG ideas, we offer customized strategic experiences where people connect with our client's brands and products in way that is personally relevant and memorable.

OUR SERVICES

- Communications/ Marketing Strategy
- Experiential Marketing
- Social Media Strategy
- Digital Marketing
- Corporate Branding
- Event Photography
- Brand Activations
- Videography
- Web Design
- Web Development
- Mobile App Design
- Mobile App Development



OUR TEAM



**NTHAKONG
MASITHELA**

Managing Director

nthakong@864group.com



**BUSISIWE
DUMAS**

Head of Marketing

busi@864group.com



**REUBEN
MASITHELA**

Head of Design

reuben@864group.com



**CHARMAINE
DLAMINI**

Head of Research

charmaine@864group.com

HOW WE WORK WITH BRANDS

POSITIONING (INTERVIEWS & POSITIONING)

Competitor Review
Current brand Review
Category Review
Category Insights
Customer Profiling

Outcome: Positioning strategy



Think (Insight)

COMMUNICATION STRATEGY DEVELOPMENT

The development of a communication strategy and plan that will determine the brand's marketing activities. This will be fed into creative for the development of the creative concept and will help in determining the various touch points from an experiential, through the line and overall branding point of view.

HOW WE WORK WITH BRANDS

BRAND IDENTITY DEVELOPMENT

Translation of the positioning strategy into a creative big idea and visual expression for the brand.

This includes the following components:

- A. Corporate identity design
- B. Visual language development
- C. Brand manifesto, tone and personality
- D. Style guide development

Feel (Idea)

CREATIVE CONCEPT DEVELOPMENT

Creative concept development will be derived from the positioning and communication strategies.

Proof points for the creative concept will be in the form of a limited number of elements which will be predetermined by the brand Team at 864Group.



HOW WE WORK WITH BRANDS

Do (Implementation)

Scope to be determined after campaign concept approval.

CAMPAIGN ROLLOUT

864Group to remain the custodians of the brand idea to ensure accurate and consistent interpretation and execution of the idea during the rollout phase.

Brand Identity

- Brand identity
- Brand application design
- Brand style guide development
- Training manual

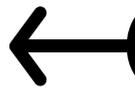
Brand Campaign

- Campaign executions
- Campaign production management/oversight
- Ongoing idea development and ad-hoc projects/briefs



1

POSITION STRATEGY



Brand Immersion

Positioning + Communication

WHAT WE AIM TO ACHIEVE

This phase seeks to define key concepts around the brands' positioning as a brand and the subsidiary brands if any. Additionally, a communication strategy based off an agreed positioning will be developed.

Inputs

- Current Positioning
- Research (consumer, competitor and category)
- Competitor Review Brand Review Category Review
- Customer Insights Customer Profiling

How We Do it

This phase includes a substantial involvement from the brand team working with us to develop the overarching brand concept.

Note - Questions for the interviews will be shared before the interviews. These interviews should be with key stakeholders



2

BRAND IDENTITY

What we aim to achieve

A refreshed brand identity for the brand

Dimensions we look at are the following: How should the brand personality be expressed? How should the brand look, speak and behave? What can be flexible?

Based on the strategic positioning territory, we will explore a conceptual route and present one brand concept for the identity based on the design criteria informed by the insights gained during the strategy phase.

Note: Consideration will be given to the overall brand look and feel and we will demonstrate how the concept will manifest in various formats (i.e. stationery, communication, office environment, etc.) **This is a concept presentation, not final designs.**

Consideration given to:

- Icon/logo
- Primary and secondary color palettes
- Primary and secondary typography
- Photographic style
- Infographic style
- Iconography style,
- Visual language (patterning style)
- Brand tone and personality
- Brand manifesto setting up the brand narrative to instill meaning and relevance

3

BRAND CONCEPT

What we aim to achieve

Creative concept that will be developed into a campaign that aims to position the brand

How we do it

- A through the line campaign concept will be developed
- The concept/idea will be proofed through layouts and scripts guided by the communication plan (not all elements detailed in the communication plan will make part of the presentation)
- This phase of the journey will lead us to an approved concept that will feed into the final phase of the process execution

Outputs

- 6 core team presentation (allowing for 6 reverts once a preferred route is selected)
- We will present a full exploration brand campaign demonstrating how the idea extends into various pre-determined touch points.



COMMUNICATION STRATEGY EXPERIENCE

Companies Worked with



DRAFTFCB



864G GROUP