



Framework
Integrated
Solutions
by Design

INTEGRATED SOLUTIONS APPLIED

INFORMAL MARKET COMMUNICATION BRANDING ON ALL LEVELS RETAIL & COMMERCIAL INTERIOR DESIGN SIGNAGE & WAYFINDING PACK & PRODUCT DESIGN DIGITAL DESIGN



Integrated Solution

An integrated solution allows you to connect all your branding, marketing, people, and processes in a single solution.

This approach has now become accepted as best practice among leading marketing and management teams.

The reason for this is quite simple; it brings with it benefits of a considered single-minded concept across a broad spectrum of brand and marketing awareness, efficiency, consistency, speed, and simplicity.

Integrated design is a comprehensive holistic approach to design which brings together specialisms usually considered separately.

It takes into consideration all the two and three dimensional factors necessary to achieve standout in a commercial world.

We are an integrated solution agency. Our creative delivery is by design.

Our business success is based on a single principle, that is we place the brand in the centre when developing a marketing solution for client, brand, product, or campaign.

This combined with 35 years of collective experience in marketing, communication and design allows us to deliver creativity built on our six pillars namely:

1. Communication - informal market focus, full campaigns end to end.
2. Brand - All levels from new identity development to master brand guidelines.
3. Pack & Product - 360° from product brand, naming, pack design, on shelf standout to physical form design.
4. Digital - This includes brand presentations, banner ads, social media marketing, websites and augmented reality.
5. Retail design - Concept store design to hand over, full turnkey delivery. This would include retail furniture. Internal store presence branding to category solutions.
6. Environmental communication - External campaign presence branding, store branding, spaza shop branding.

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LEVEL2
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CONTRIBUTOR

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PARTNERED
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BRANDS
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Managing

Marc Spries
Managing Director

Marc's 34 years in the advertising and communications industry started at Bates Wells and included successful stints at Grey SA, Hunt Lascaris TBWA & Berry Bush BBDO. Marc became Managing Director & a major shareholder at Publicis SA, where he held the post for over 17 years before joining Ogilvy Africa and latterly FCB Africa with responsibility for the African networks and key multinational clients over the last 10 years.

Marc has worked on and managed some of Africa's most prestigious blue chip accounts including SABMiller/ AB InBev, Nissan/ Renault, BMW, Colgate Palmolive, Nestle, RMB, Nivea Africa, ABSA/ Barclays Africa & Distell Africa. Key Africa clients currently include Wings Corporation (washing powders, detergents & disinfectants, noodles, biscuits and perfumes).

Marc was a board member of the ACA & ASA for over 15 years.



Business

Keenan Moodley -
Business Director

Keenan holds a BA and BA Hons. He has 10 years of well-rounded experience in the marketing and communication industry. He quickly built his knowledge in every aspect of the agency world.

Keenan started his career at FCB Durban in 2013 as a designer. He later moved into Account Management and had successful spells at Gorilla Creative Media (where he worked on Unilever brands) and Brand Heart Digital Marketing specialising in digital. Keenan has consulted and worked in various industries such as FMCG, fashion, luxury, manufacturing, mining, home, Government and education.

Following this, Keenan Co-Founded Mbros Group and joined Framework as the Business Director and Partner. He is well equipped with a holistic understanding of design, advertising, marketing, strategy and digital. He has worked on large brands such as Axe, Brut, BioStrath, Shield, Tommie Takkies, Franke, Perspex South Africa, PSA Mining, Trellidor, Corobrik, Cape Winelands District Municipality.



Growth

Viven Moodley -
New Business Director

Viven is qualified in BA Creative Brand Communications and BA Honours in Strategic Brand Communication from Vega School of Brand Leadership. He has gained extensive experience in various areas of general management, project management, marketing strategy, communication, design, client services and new business development during his 8 years' experience in his respective industry.

He began his career at Conversation Lab as a graphic designer and moved onto FCB Durban as an Account manager working on various brands.

After which in 2019 he Co - Founded Mbros Group as the New Business Development and Operations Director which has given him extensive knowledge in the advertising industry.

He has worked on brands in various industries such as Entertainment, FMCG, Hospitality, Education and Fashion, Insurance and Jewellery. Brands such as Absa, Durban University of Technology, Cape Winelands District Municipality, Independent Media, Varsity College, Environ, Tommie Takkies, Eleganza Luxury Group, Emisha Risk Managers.



Creative

Alexis Visser
Director – Design Princepal

Alexis’ distinguished 30+-year career reflects a depth of leadership, strategic marketing, and communication and design experience inationally as well as internationally. He has a diverse track record developing and implementing strategic branding and marketing solutions of some of the most recognised brands in South Africa such as SAB, Cadburys, Tiger Brands, P&G, Wings Corp, Unilever, Sun City, Vodacom, Sun International, Telkom, Mercedes Benz, Coca Cola, and Sasol; plus international companies such as Jumeirah International, EMAAR, The One & Only, Development and St Regis, Investment Corporation of Dubai. Alexis has exceptional achievements designing and implementing processes and systems to support strategic marketing plans for blue-chip clients nationally and internationally. He has a talent for inspiring and motivating communication and creative teams to new heights to produce exceptional creative solutions. Alexis is trustworthy, highly respected, and interface positively and professionally at all levels.

Awards
8 SPADA, 2 LOERIE, 4 CLIO,
3 LONDON AWARDS.



BRANDS WE HAVE PARTNERED WITH

The following pages are examples of integrated solution by design.



INFORMAL MARKET COMMUNICATION

We specialise in creative campaign execution, management, production, procurement, roll-out and implementation of campaigns in the informal retail markets in Africa.

In-line communication is when sound marketing strategy and communication campaigns are in line with the intended target market, e.g. geographical, cultural, nationality, gender, and structural, rather than the conventional view of “one fits all” approach.



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The following slides are extracts referencing some of our more recent work that we have successfully completed and implemented for the respective clients and products.



WINGS CORP - SO KLIN DETERGENT
So-Klin/PSG Nigeria and Ghana campaigns



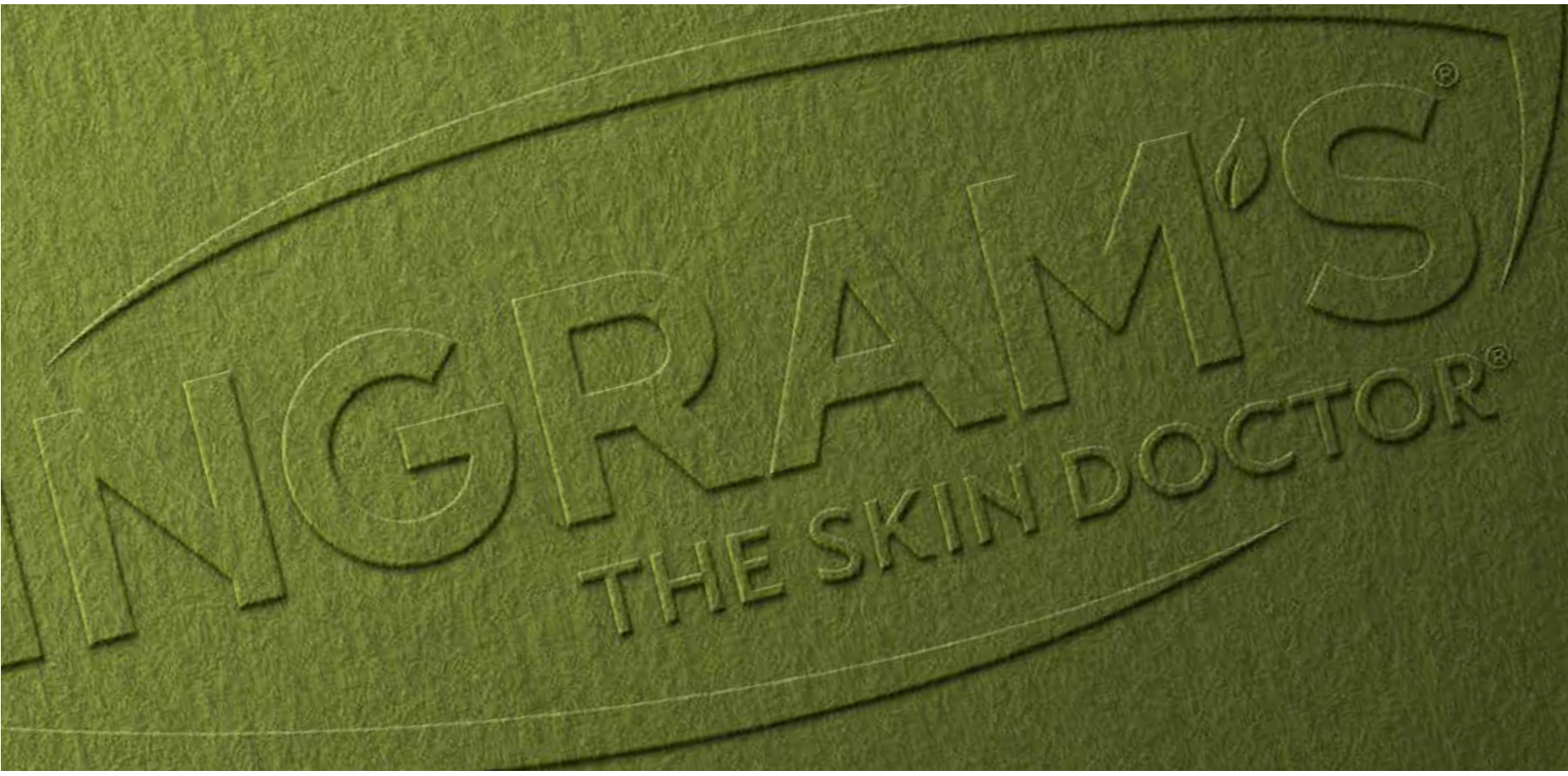
WINGS CORP - SO KLIN DETERGENT
So-Klin/PSG Nigeria and Ghana campaigns



BRANDING AT ALL LEVELS

From name generation to identity development, including new identity to a brand refresh. Co-branding from TV to packaging. Communication tool kits. Product and Identity guidelines. Brand management tool sets and brand health checks.





INGRAM'S - IDENTITY
New master brand for Ingram's



PACKAGING & PRODUCT DESIGN

Branding seeks to provide a unique identity to a product and to make it different from other products in the market.

Our packaging design dashboard process allows us to get a full 360° view on the proposition, price, packaging, place, promotion, trends, shopper and route to market.



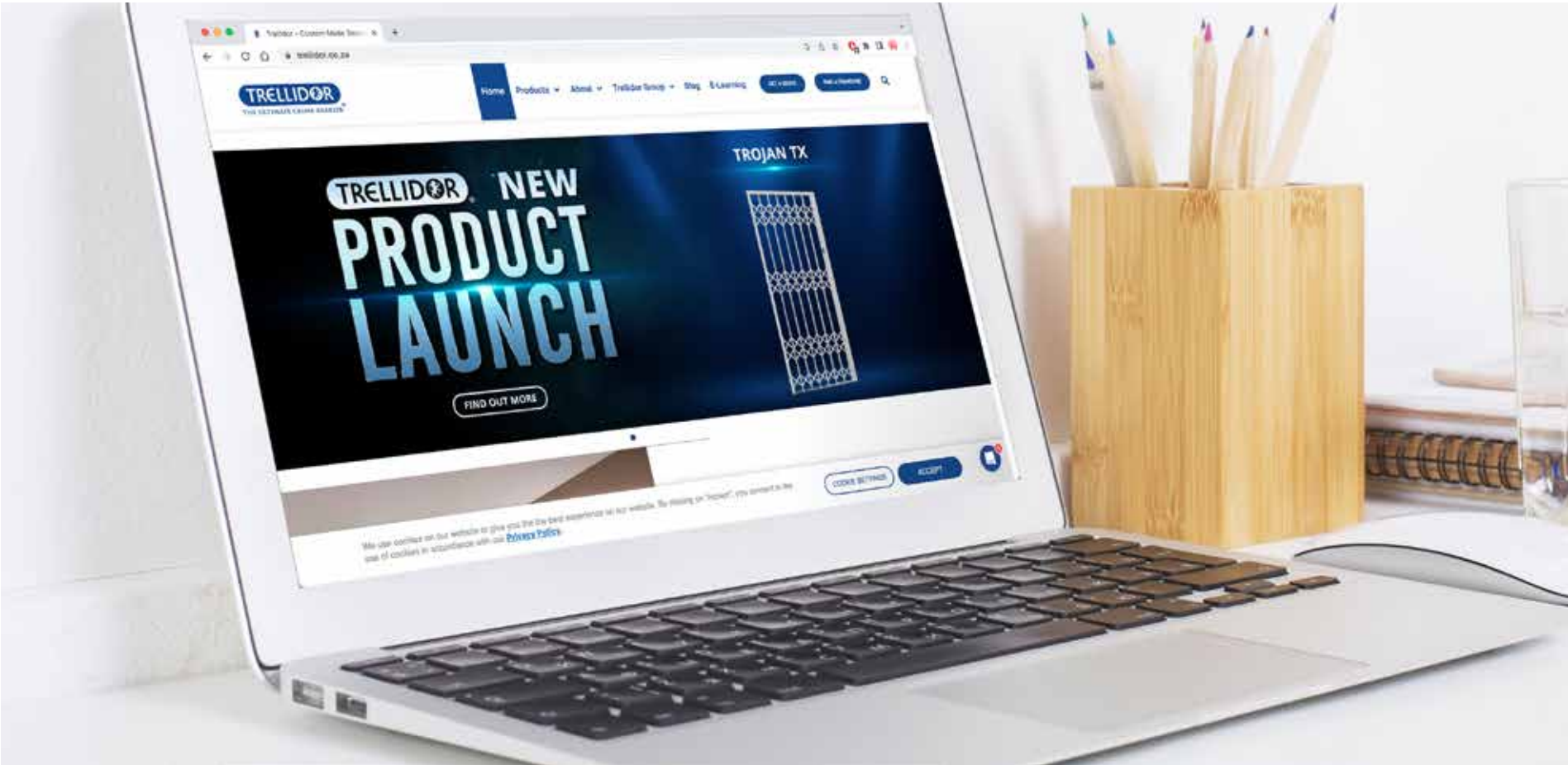
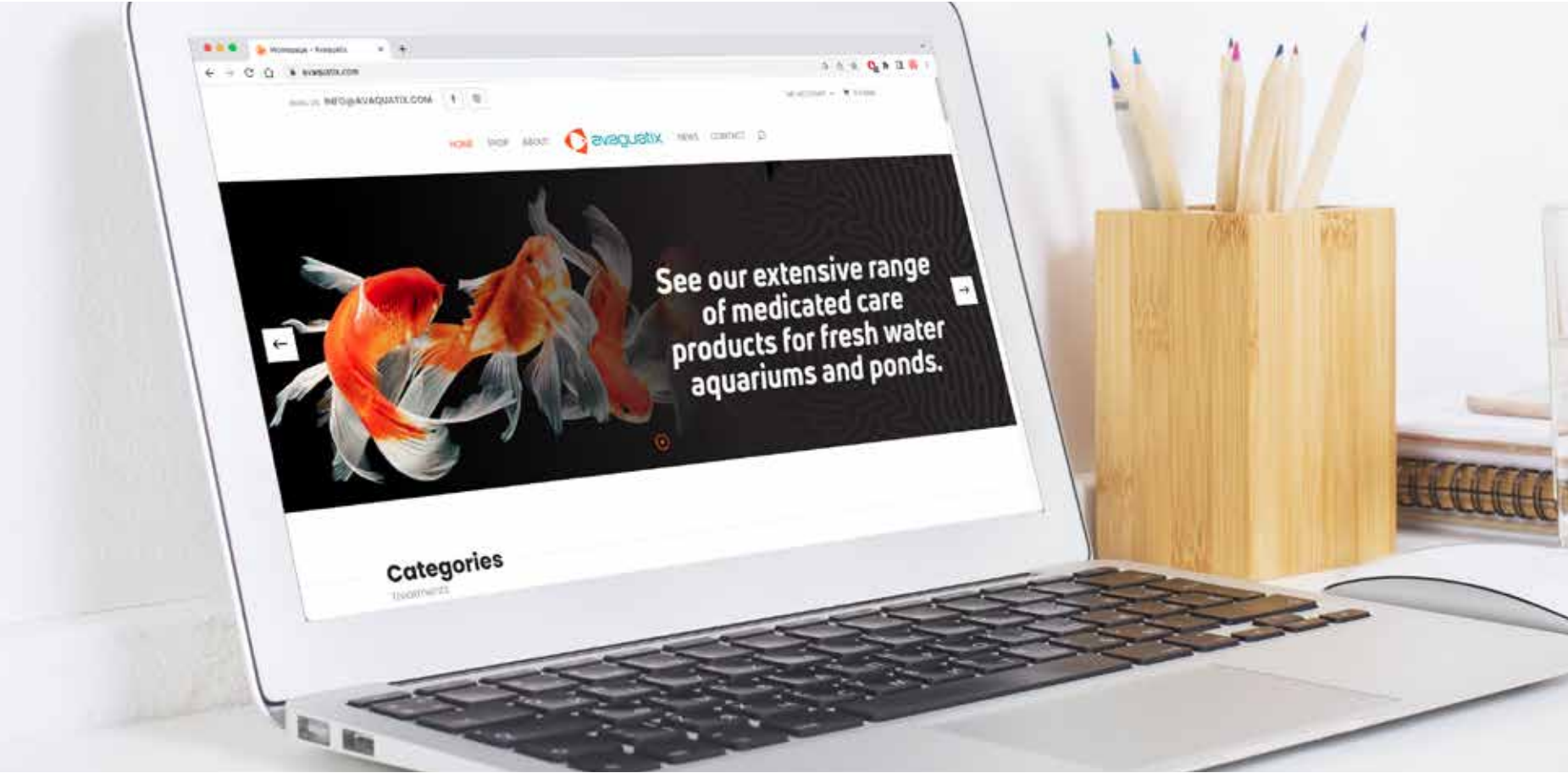




DIGITAL DESIGN

The digital world of e-commerce and digital campaigns. We utilise the most effective digital platforms to reach specific audiences and KPIs for measurable return on investment. As a design-led communication agency, we ensure the brand’s consistency on any communication channel.







RETAIL & COMMERCIAL INTERIOR DESIGN

The main priority of retail stores is to offer an unforgettable customer brand experience.

Our scope covers store design, temporary to permanent product display furniture, communication structure and system to maximize brand presence.







ENVIRONMENTAL COMMUNICATION

We work with our clients to craft the associations people perceive in a brand and its environment.

Presence branding and signage forms an important part of the visual brand. Whether in a store, spaza shop, informal open markets, the way we see presence branding and signage in the informal sector, is the scale one can achieve, and the brand is visible 24/7 – You can literally paint the town red!







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Brand Central

We often get asked the question of how one agency can deliver on six design pillars namely:

1. Communication (Advertising)
2. Brand/identity development
3. Packaging and product design
4. Environmental communication
5. Retail space planning
6. Digital communication

The answer is simple – 35 years of collective experience in design, marketing and communication has allowed us to identify every day communication issues.

1. Most agencies brand an advert instead of advertising a brand.
2. Most agencies are not concerned about brand consistency across various application / media platforms.
3. Most agencies do not view the brand in totality across all sectors.

Our unique brand central process allows us to eliminate all of the points listed above.

By placing the brand in the centre we can evaluate the brand's market, communication and design shortfalls and successes. From TV to till, shopper and store, packaging to point of sale – by design.



- 1. Brand consistently managed and controlled along the brand journey - TV to till. Whether that is in retail space, communication, a user experience or the product itself.
- 2. Brand strategy must have an executable process across all touch points.
- 3. The brand central process provides a communication map and communication flexibility at all levels.
- 4. This allows partners, agencies, consultants and internal communications to remain on brand and on strategy.
- 5. The processes create brand uniformity and brand uniqueness.



call
us!

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