

71 Regency Street  
R21 Corporate Park  
Irene  
Pretoria  
South Africa

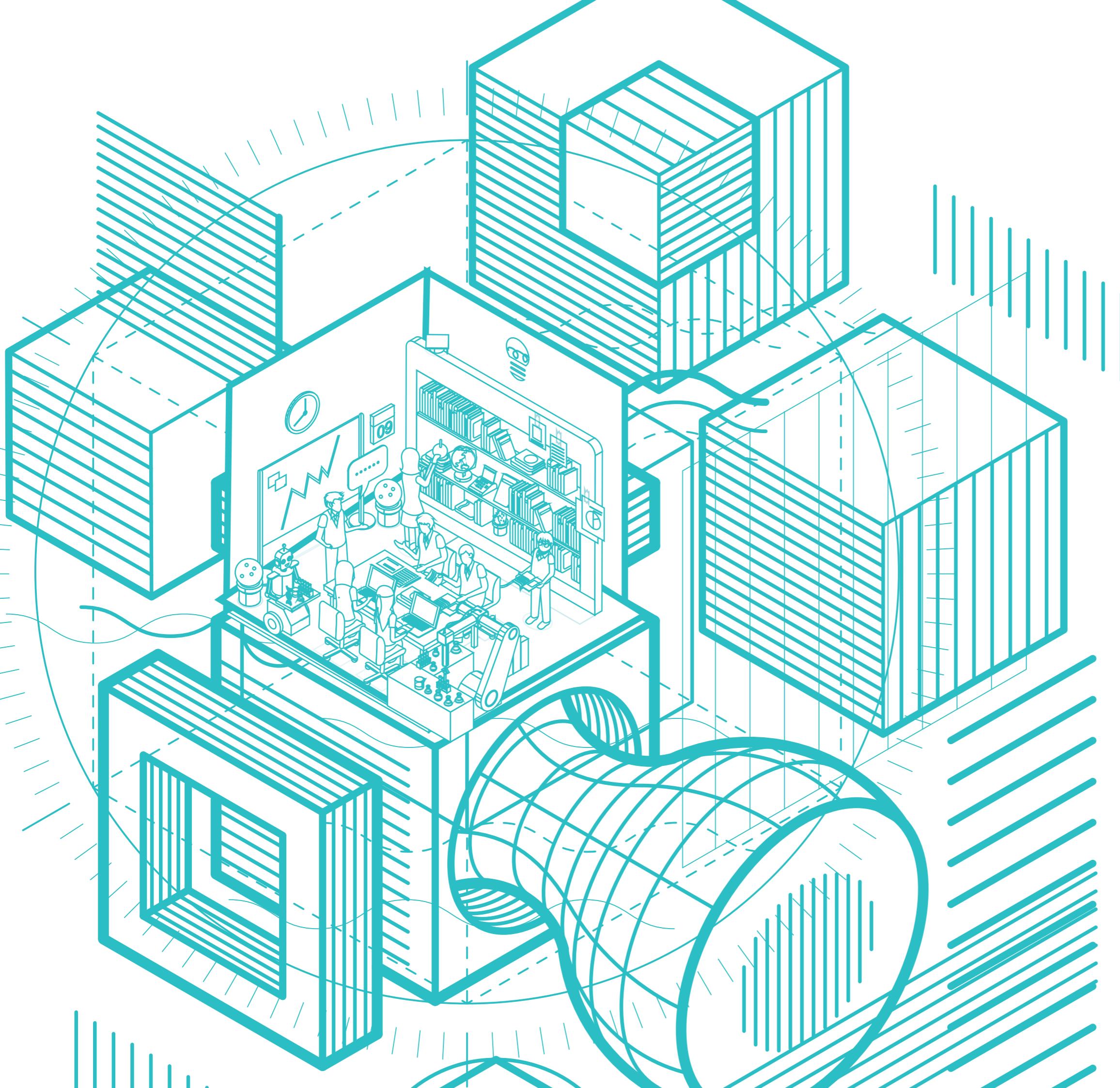
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e: info@etiket.co.za  
p: +27 (0)12 345 5650

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[www.etiket.co.za](http://www.etiket.co.za)

**ETIKET.**



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## The Reimagine Toolkit

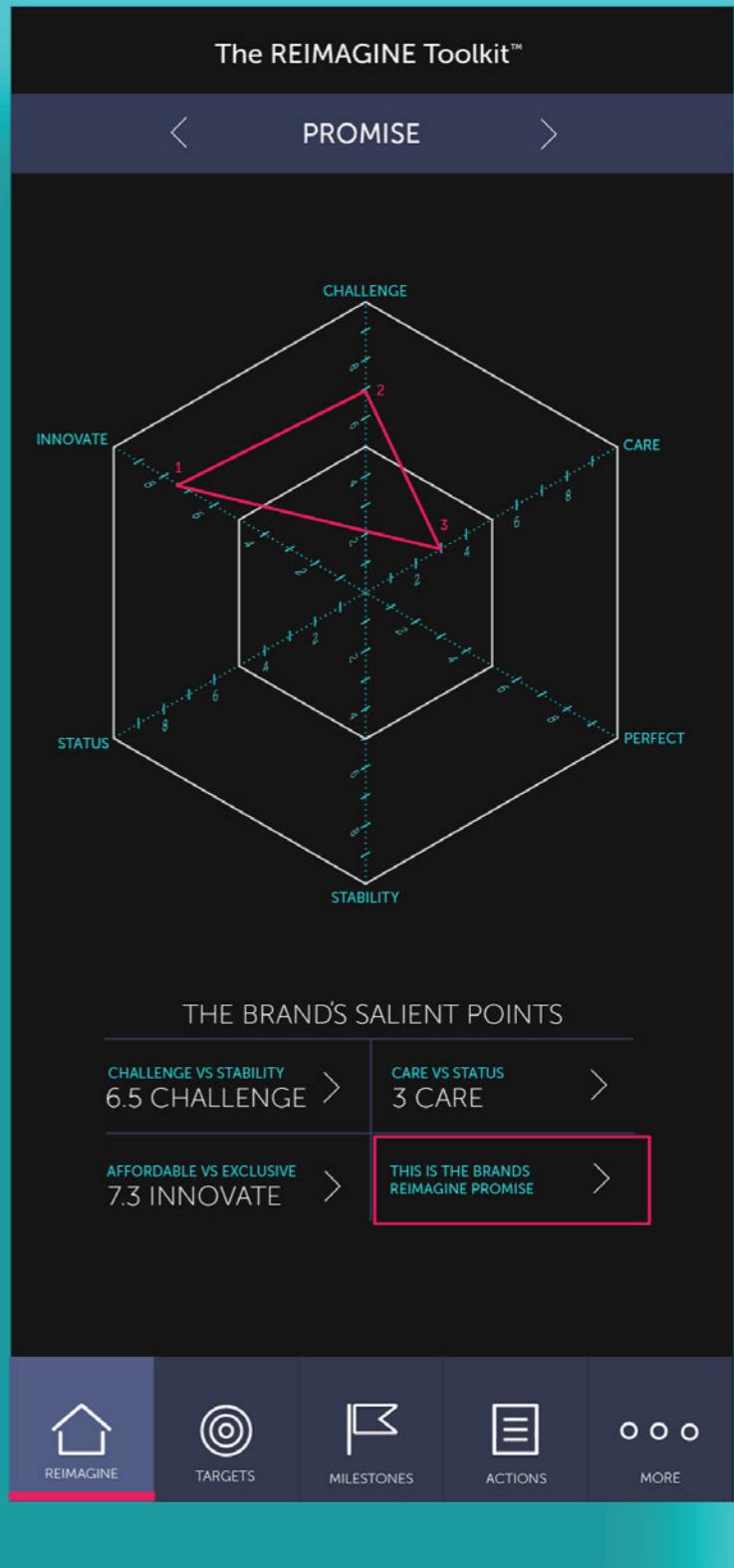
Business success can now be designed

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Ever wonder how some companies manage to succeed – no matter what changes around them? The answer is simple. It's all about knowing what your business promise is, and using technology and innovation to deliver on it.

*"When you walk in distinction,  
you don't compete with anyone..."*

Onyi Anyado



"People don't want something to buy, they want something to buy into."

Marion Low, ETIKET

Your whole company needs to be distinctive, not only the product or service you sell. The most successful companies don't differentiate themselves merely on their products, services or brands; instead, they focus on creating an organisation that is so distinctive to all its stakeholders that it can create many products, services and brands, each more compelling than the next.

And this is what the Reimagine Toolkit offers. Within the ambit of business design, the Toolkit help organisations through a facilitated process to create a framework that crystallises the business' most salient features and allow the company to manage its distinctiveness both internally and externally. In other words, it crystallises the "something" people want to buy into.

## The Reimagine Toolkit helps companies:



Gain better understanding of the business and brand's salient points.



Create alignment between internal and external stakeholders.



Create a framework to build brand distinctiveness in consumers' minds.



Create a framework that helps organisations to focus innovation so it can contribute to distinctiveness.

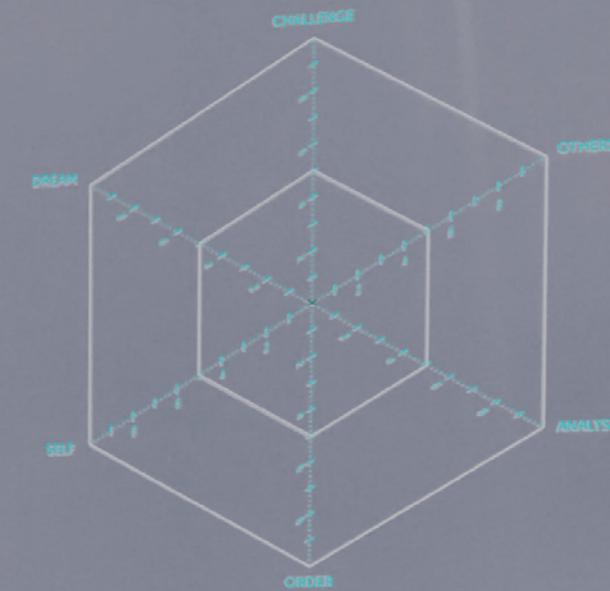


Create a framework that aligns talent management, internal communication, and company culture to building uniqueness.



Create a framework that aligns and standardises all brand communication messages so it contributes to the brand's saliency.

THE PERSONALITY



THE BRANDS SALIENT POINTS

CHALLENGE VS ORDER >

DREAM VS ANALYSE >

OTHERS VS SELF >

>

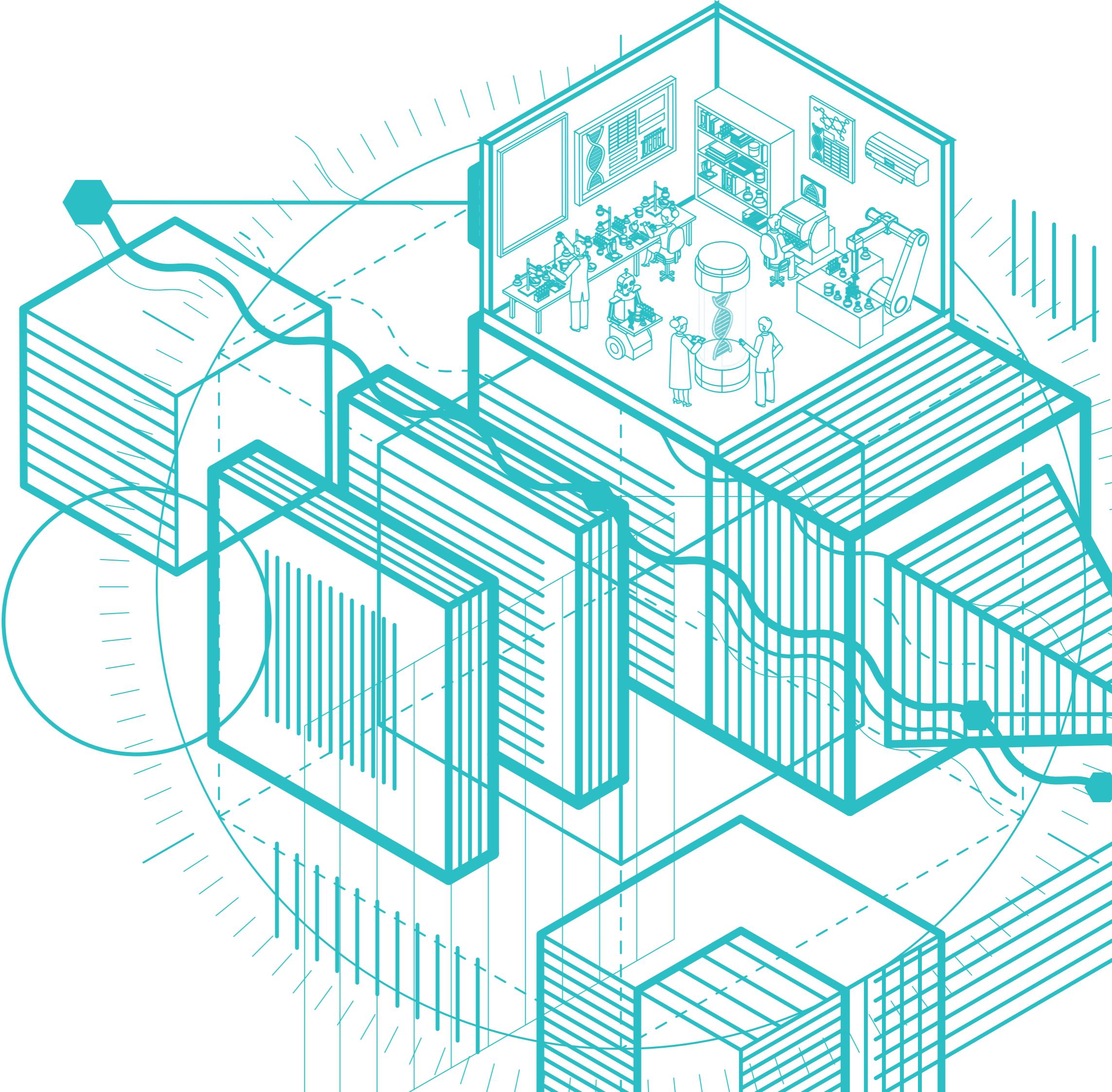
THIS IS THE BRANDS REIMAGINE PROMISE

## What is business design?

Where product design considers the physical attributes of an offering, business design considers the cognitive impact of the offering.

Business design prescribes that innovation needs to be conducted from a human-centred view.

In doing so, business design allows organisations to interpret strategy into experiences that consumers intuitively understand and resonate with.





## How does the Reimagine Toolkit Process work?



### 1. Facilitated workshop(s)

All critical internal stakeholders are guided through a process of creating a framework that encapsulates the company's most salient points. These points will be used to build the business' distinctiveness.



### 2. Formal feedback on the framework

In addition to the framework, practical suggestions on how to implement the framework of saliency internally through internal communications, company culture and performance development are provided.



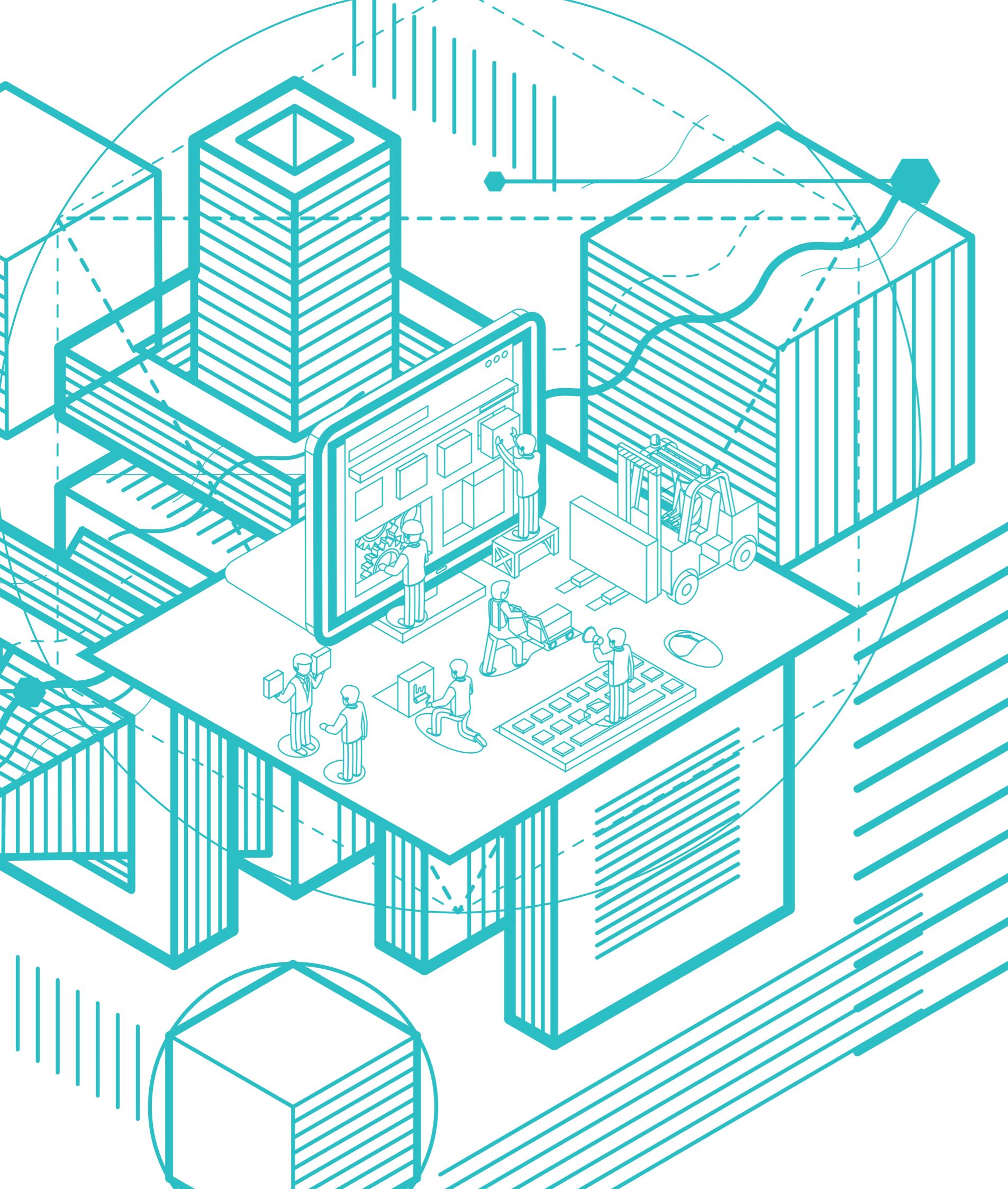
### 3. Internal consolidation

Access to an internal communication platform (should clients have the need) to create a single home for internal communication, talent management, access to brand assets and knowledge sharing.



### 4. Ongoing internal assessment

A tick-box approach will help organisations manage distinctiveness whenever they work on strategy, innovation or communication.



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## More about ETIKET

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"We don't see ourselves as an agency; we are a creative consultancy."

Janhendrik Oosthuizen, Etiket

### To REIMAGINE is to PROGRESS

We believe the world we live in requires businesses to constantly REIMAGINE themselves, progress, and be better! Better because it makes people happy. We change to improve. This is in aid of one thing: the progress of humanity and the rate at which its innovation evolves.

Our NAME is important.  
It says what we do.

ETIKA  
NOT THICK

1

**Etiket = Label**



We often get asked: "Why would you call a company ETIKET?" What does it mean? The short answer is that the word "ETIKET" has two definitions.

We see it as two parts to our story.

We create or  
evolve brands  
in context

**Etiket = Label**

We create labels or brands (which includes everything from logos to packaging, websites to interior design) that add value or meaning to your business, product, or service so that it can be noticed or recognised and, ultimately, sold to your target market.



We  
inspire  
action

Etiket = Desired behaviour

We create campaigns to prompt the relevant desired behavior or reaction from the target market, whether it's brand love, engagement, or consumption.

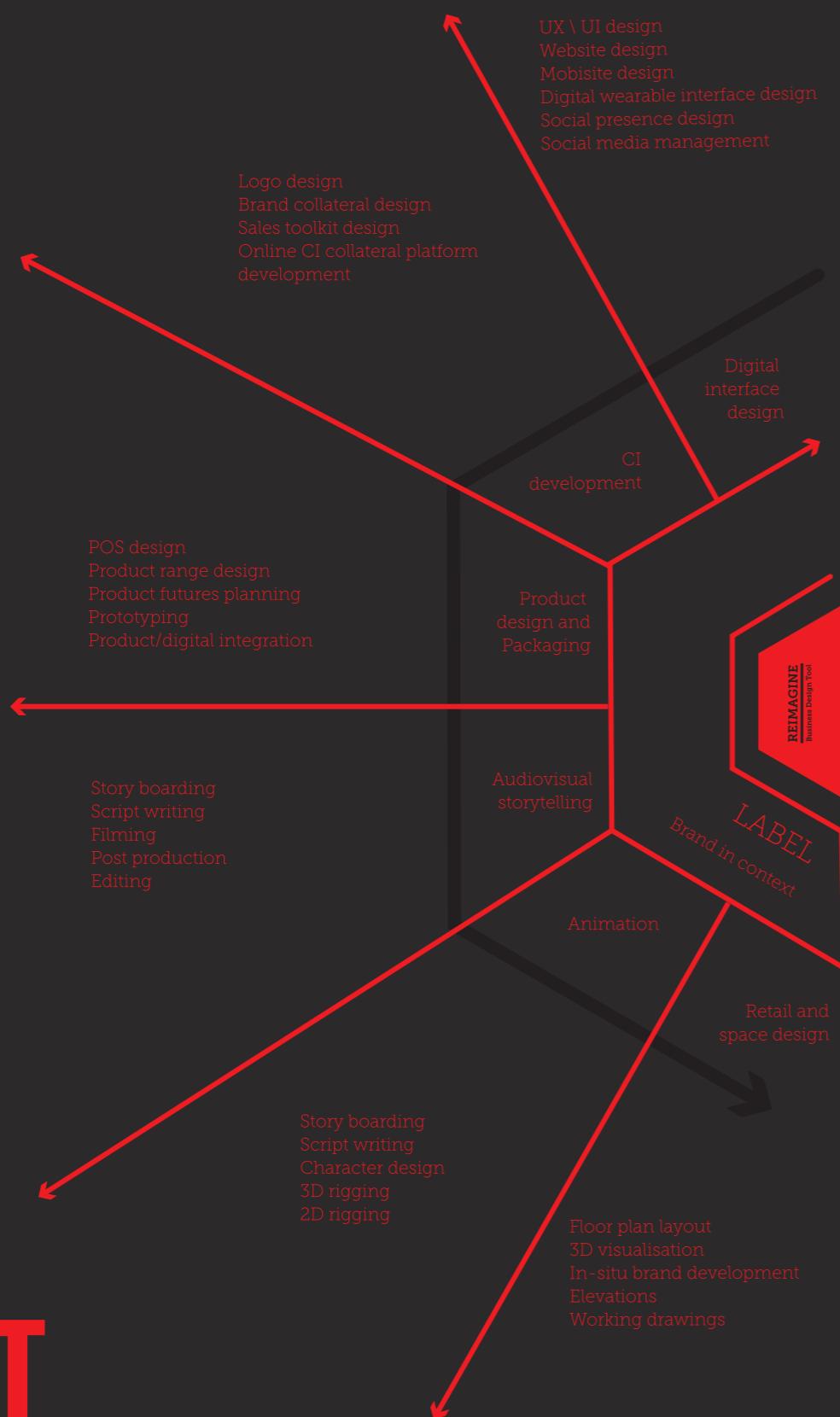
Etiket = Desired Behaviour

2

1

Etiket = Label

## Brand context



DO

This is what we

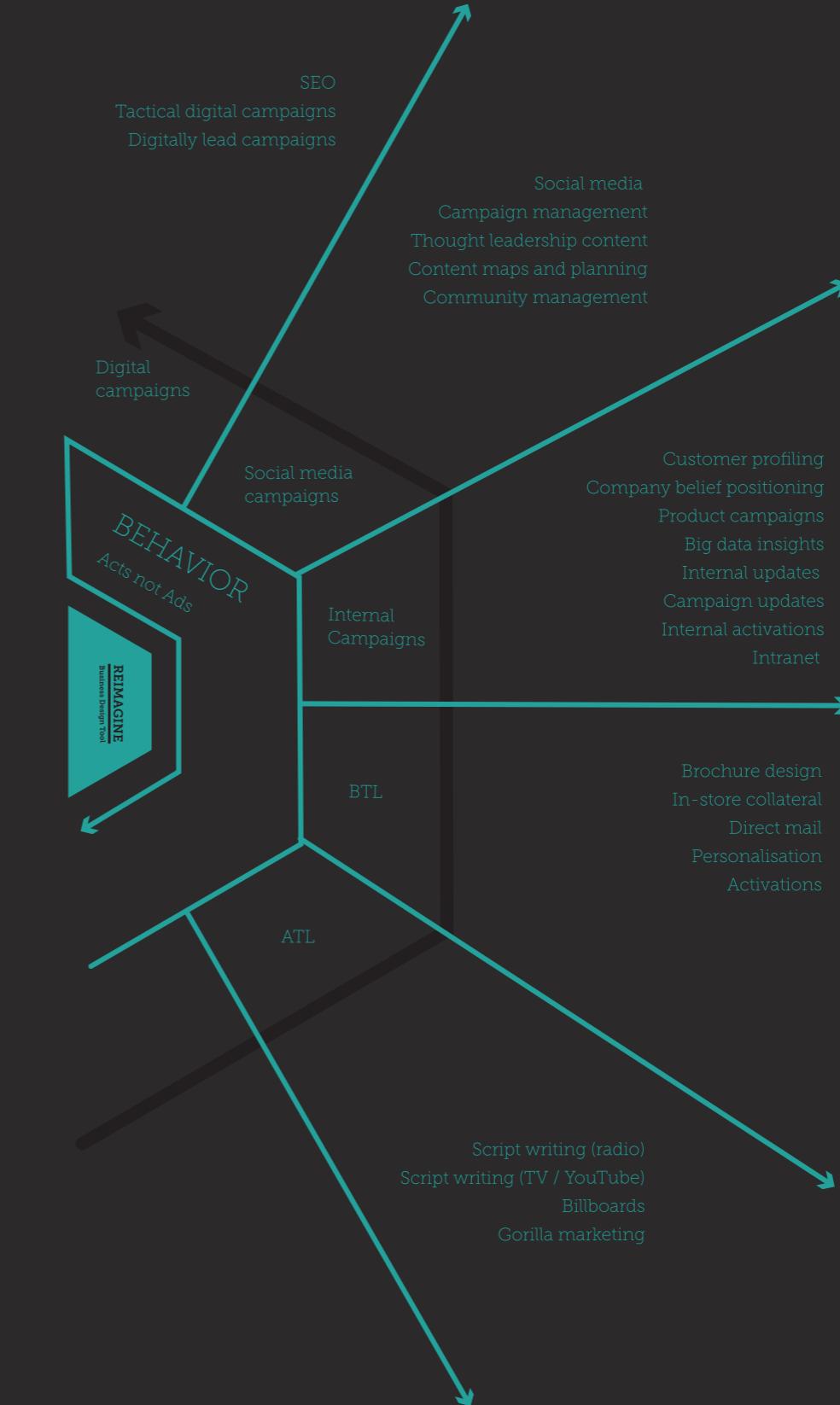
This is what we

DO

Inspire  
action

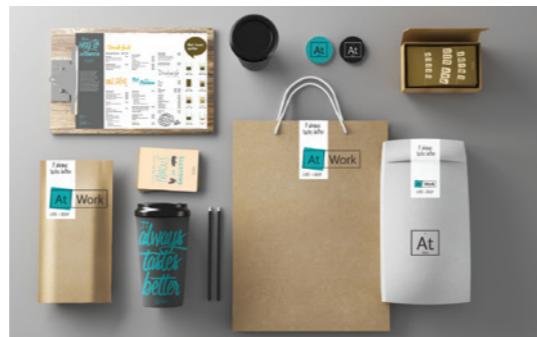
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Etiket = Desired Behaviour



# 1

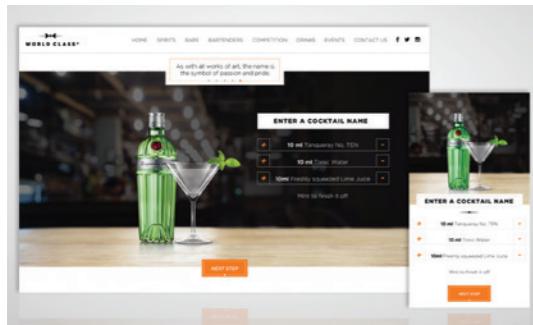
**Etiket = Label**



## Brand context

### CI Development

We create corporate identities that are more than the visualisation of the company's promise, we create CIs that live within your organization by creating digital tools that make brand collateral more functional and accessible.



### Digital Interface Design

It's not just a place that holds information about your company. Digital interface design requires a key understanding of your companies REIMAGINE promise and how it is delivered through a digital interaction while adhering to human behaviour.



### Product Design and Packaging

Your product and its packaging is a result of your company's belief. For us it is the most important aspect of your REIMAGINE promise as it is what people interact with the most. Get it right and you will have loyal advocates for life.



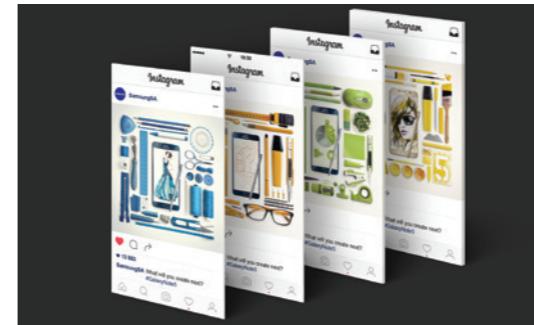
### Audiovisual Production and Animation

It all starts with brilliant writing. Writing that not only captures the hearts and minds of your audience but stays true to your brand's salient point. We pride ourselves on exploring new and unique ways to create motion and sound.



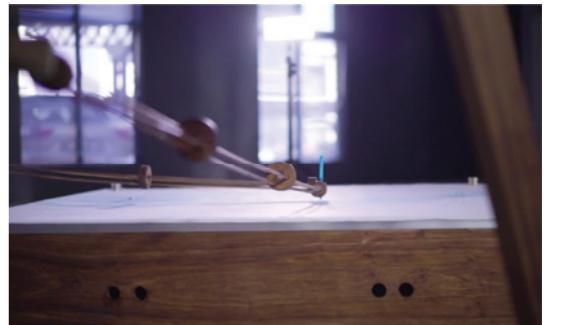
### Retail and Space Design

The space we live in, work in and shop in influences us in infinite ways. That is why we match each and every aspect of the space to your company's REIMAGINE promise. From wood types and textures to lighting and ambiance we make sure we create your brand in context.



### Digital and Social Media Campaigns

We create Acts not Ads. People engage with content that adds value to their lives. If your brand's promise is about helpfulness, then you should create a helpful act that people want to engage with. We call this the new currency in a Face Economy.



### Below The Line and Direct Marketing

We aim to create unique experiences that appeal to people on a personal level. Every act we create embodies our philosophy that brands shouldn't tell me they love me or even show me you love me but deliver on the love.

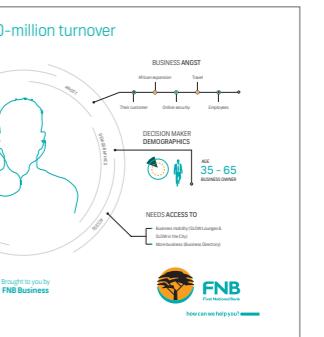


### Above the Line Campaigns

Our above the line execution is always a result of your brand performing a motivating and inspiring Act. We do not make ads! We help companies make acts that translate into people wanting more from your company.

# 2

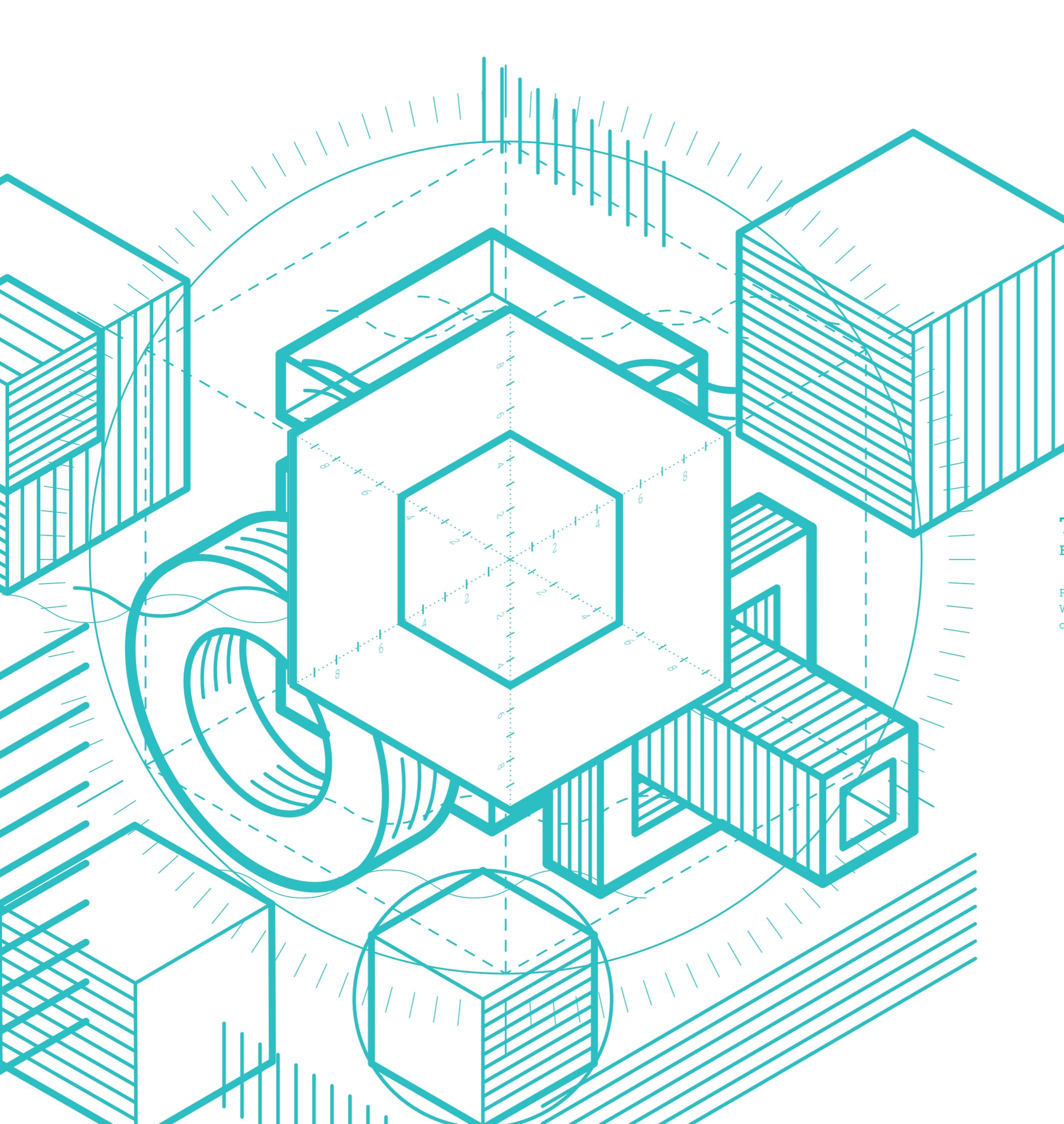
**Etiket = Desired Behaviour**



### Internal Campaigns

Driving the business narrative using internal campaigns is extremely powerful, communicating what the organisation stands for, why it exists, and where it is going. More than that, it is an authentic motivator that has the ability to engage employees and motivate them to act out the company's REIMAGINE promise.

## Inspire action



## The Reimagine Toolkit

Business success can now be designed

For more information or to book a Reimagine Workshop, please contact **ETIKET** on **012 345 5650** or visit [www.etiket.agency](http://www.etiket.agency)