

36•CRAFT

solutionsmiths

agency profile...

“

It is the old experience that a rude instrument in the hand of a master **craftsman** will achieve more than the finest tool wielded by the uninspired journeyman. - **Karl Pearson**

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• WHO IS 36•CRAFT

WHO IS 36•CRAFT...

The spark leading to a results driven strategic brand consultancy, now known as 36•craft ignited as early as 2009. Officially established and registered in 2012 as 36c, the agency was crafted to be a strative (strategic and creative) solution driven hub, challenging the shortcomings of the large-scale, multi-national, somewhat traditional, advertising agencies.

36•craft has grown from this 'strative hub' to become fully-fledged strategic brand management specialists. The 36•craft team is involved in brand and communication strategy development, initiates branding, design, marketing as well as advertising activities, all of which are focused on delivering results.

Over the years of crafting and developing clients' business and brands, 36•craft has launched, repositioned and sustainably guided brands to solid, competitive platforms and delivered consistent return on investment. In the creation of this process, the 36c brand has been forged to evolve into the new 36•craft brand, showcasing us as true solutionsmiths.

36•craft has earned a reputation for delivering consistent, strategic and creative solutions that deliver on clients' objectives. Coming out of the big agency and brand environment, the partners experience helped identify a need for clients to enjoy equally big thinking, but in a more focused and engaging environment. The 36•craft model reinforces the idea that it's not simply about the number of people working on your brand that can make a difference, but rather the calibre of those you partner with.

OUR MASTER CRAFTSMEN



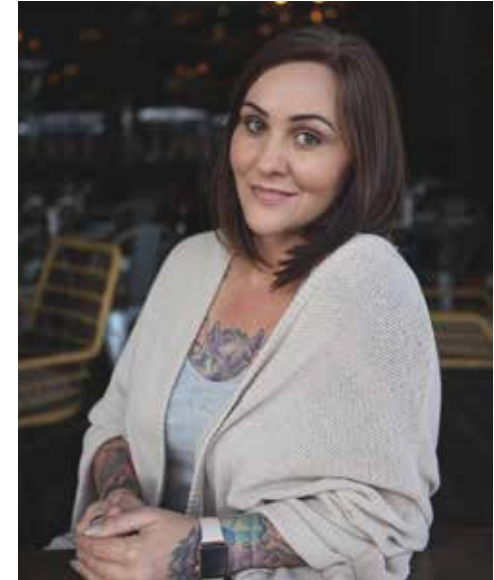
CHRIS MIDGLEY

In addition to being strategic director, Chris manages our client's social media accounts, consults on PR, media, and copywriting solutions.



PETRI BUYS

As creative director, Petri oversees all elements of design, concept creation, and building our clients websites.



SARAH MIDGLEY

As content producer, Sarah not only manages clients' social media community, but curates the content for the platforms. In addition, she is a full time photographer capturing the vital moments where a picture says more than words could.



• WHAT WE OFFER

WHAT WE OFFER...

If it is a brand touch-point, 36•craft is the agency to leverage these activities and **craft** the right solutions for you. We have processes in place to ensure we implement practical and workable solutions, saving our clients both time and resources.



36•CRAFT



• THE 36•CRAFT WAY

THE 36•CRAFT WAY...

Our culture is **hands-on**. As a team and partnership, we're accountable. We nurture an attitude that fights for what is right for the brand. We craft solutions that make a difference... Personal beliefs and opinion are left at the door. If you are looking for an agency that are simply "do-ers" and never question anything, we are not the agency for you. We want to grow with your business, simply taking orders and following the status quo will not achieve this. Together, agency and client need to **partner** for what is best for the brand and what will best help deliver continuous return on investment.

“

Talent hits a target no one else can hit. Genius hits a target no one else can see. - **Arthur Schopenhauer**

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• OUR PROCESS

OUR PROCESS...

1. IMMERSION



Client briefs are distilled, reviewed and agreed upon. We immerse ourselves into the clients business and brand and conduct as much research as possible.

3. CONCEPTION



Brainstorm sessions, creative conceptualisation and solutions are crafted, assessed, scrutinized and benchmarked against the strategic objectives and the best solution is selected to ensure the optimal ROI.

5. INVESTIGATION



Post-campaign analysis is done as a means of reviewing and evaluating the effectiveness of each campaign. ROI is vital to the success and growth of any brand. The insights gleaned are the utilised to guide the next phase of clients work.

2. DISTILLING



A media-neutral approach is utilized to develop brand and communication strategies, define our target audience and set objectives. Overarching brand positioning is refined and integrated with the brand essence.

4. EXECUTION



Strategy, creative and execution are all interlinked. When one of these elements is not correct, even the greatest work can fail. Our internal quality control processes (from brief to implementation) help to ensure successful execution.



• RETAINER CLIENTS

RETAINER CLIENTS...





• PROJECT CLIENTS

PROJECT CLIENTS...



ANDILE
realised possibility



SADC  **CHANGE**

Regent
Laboratories

Nuecleo
[\ 'nū-klē-ər]

 **PANORAMA**
aartappels / potatoes

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