

2019



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collective

COMPANY PROFILE

Full-service Brand and Business Collective

If a scene is a single moment in space, The Unscene is a continuous connection between all places - a collective singularity. It is the space between the physical and the digital, the place where ideation is generated into action, where logic meets magic and thought sparks change.

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Modular marketing helps you avoid the costs and constraints of permanent marketing resources. Outsource your marketing to Unscene and get specialised marketing support from the collective that perfectly fits your unique business configuration for short-to-long term brand communications.

hello

We tailor and manage the teams that actualise your dreams.

Going unscene provides businesses with more transparency and flexibility. Understand what you're paying for and decide whether or not it's right for you.



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Interactive Document

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Founder

Chris K. has been a storyteller for over 10 years. Beginning with success in his creative career as an international indie-film screener and, later, as a brand narrative strategist.

He takes pride in his tenacity to synthesise strategy with creativity delivering novel and consequential solutions to the projects under his care.

Appropriately, he holds over seven awards for Brand Strategy, in varying categories, for

which he thanks the principles of consumer-centric business practice.

Just like all self-made storytellers, Chris K. has been writing his own since his humble small-town beginnings and is steadfast on finishing his story by having contributed to the transformation of business fit for the Fourth Industrial Revolution.



Brands are the ultimate expression of business and have evolved the ways in which all stakeholders perceive and, by extension, interact with enterprise by engrossing the value chain in meaningful promises to every engaged individual.

- Chris K.

Past Scenes

- 2008 - 2012 VTK Productions / Co-Director
- 2014 - 2015 Christian Revival Church / Creative Director
- 2015 - 2016 Hero, Film / Motion Graphics Artist
- 2018 - 2019 Blackland Industries / Brand Manager



Chris K.
Founder



LinkedIn

Promise

Build Business into Brand

Our Values

Brands are what make businesses last because it's your promise to your customer. You may deliver it through business operations, which inevitably change over time, but the promise remains the same. It is the never-ending relationship between you and the consumer - we're the counsellors.

Vision

Be revolutionary in optimising business performance through earnest brand solutions which simplify complex relationships between people and institution.

Mission

We are a decentralised network of specialists who blend digital and physical media to produce strategic insights and creative communications – tailoring and managing multidisciplinary teams for unique brand and business situations.

Whether you need a short-term project or long-term solution, we run multidisciplinary teams from our collective to ensure that all our narrative solutions are as universal as they are practical.



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We track the work portfolio and experience from the members of our collective to facilitate individual career growth and opportunity.

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Our Pillars

Sales conversions, artwork or social media presence: it's all about flexibility.

We consolidate our collective to best match expectations for your businesses objectives.



Adapt

We know that there are two constants; change and rising complexity.

Adaptability remains the only tool to combat ever-increasing sets of challenges and substitutes.



Co-create

There's no better way to be innovative than through the synergy of a diverse group of thinkers.

From our corporate hierarchy to our client integrations, we invest in cross-functional, multidisciplinary collaboration.



Populate

There is power in the exponential growth of a population. We harness complementary forces therein to create meaningful value for our clients and members of the collective.

We sustain the connections between our talent and clients' businesses in order to maximise the potential of their relationships – giving our members enough time and energy to fulfill their passions.

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We help individuals from our collective make and find meaning in their work by connecting them to their favourite business categories and expertise – liberating talent to focus on mastering their craft.

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Our Services

Our services are the ways in which we deliver our offerings which are contained in our packages. They are delivery vehicles which work in tandem with one another.



Talent Management

We select and place members into teams which have the most appropriate skill levels required for the respective projects.



Budget Projection

The collective is able to scale budgets starting from R 0.00 and capable of handling large enterprise solutions all the same.



Sprint-focused Project Management

Projects are carried out in short-burst periods with specific targets as outcomes - adding together to reach the end goal.



Client-centred Participation

Clients become the centrepiece of a project by being kept involved during feedback loops and digital communications.

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Please follow the links to the package pages or scan the QR codes with your phone to view various offerings.

Our Packages

Our packages bundle our offerings into three categories: **Insight, Creative and Ultra.**

The offerings within each package can be preselected from as little as a single option to the whole package - it's your choice.

Unscene Insight is structured to the format of a business management consultancy which is driven by the financial worth of your brand over time - maintained through a retainer fee.

Unscene Creative includes all your creative production needs. Whether it's a single logo or full-scale campaign, it's charged per project according to your selection to ensure flexibility and ease.

Unscene Ultra cuts costs by integrating the packages and using a multifunctional approach within our multidisciplinary teams - unleashing innovation by using creatives and strategists as complimentary forces.

unscene insight

Insights are the difference between a realised vision and a simple dream because a brand is a business actualised.



unscene.co.za/unscene-insight

unscene creative

Creative design is the conductor of your brand and the manifestation of your business strategy.



unscene.co.za/unscene-creative

unscene ultra

Joining forces from Unscene Insight and Unscene Creative, Unscene Ultra is a complete offering.



unscene.co.za/unscene-ultra

Rare is the business executive who doubts the importance of responsiveness: to be acutely alert to business opportunities and threats, and to be capable of grabbing the opportunity or fending off the threat fast and effectively.

Herman Vantrappen
Frederic Wirtz

A Case for Decentralisation and a Matrix Organisation.

Hence, when (re) designing the organisation structure, they tend to decentralise decision-making, so that decision rights are as close as possible to the people who deal with customers, competitors, front-line employees, and other stakeholders. By doing so they avoid the delays associated with information and approvals traveling up and down the management hierarchy.

There is not a one-size-fits-all solution. How far you implement a matrix depends on the maturity of your organisation, i.e., its ability to understand that a seemingly complex and ambiguous setup can in fact improve the quality and speed of decision making.

Executives who are fundamentally opposed to a matrix do not argue that there's no need for lateral coordination. They simply consider that soft-wiring can do the job all by itself.

We would argue that it is not an either/or issue. Provided that the hard-wired matrix is deployed sparingly and wisely, it has its place in the arsenal of management tools along with soft-wired ones.

Silos can form in any company, regardless of how it's organised, whether that's around different products, different regions, or different types of customers. When a company reorganises, it's often because the strategy has also changed.

Clear communication and consistent behaviour are required to dispel the matrixed manager's anxiety about roles conflict and the boss's fear of losing power. Ultimately, your organisation will gain enough trust in the matrix to let it do its work, evolving from reluctant acceptance to full-hearted embrace, sensing the matrix is there without noticing it.

Our Work Process

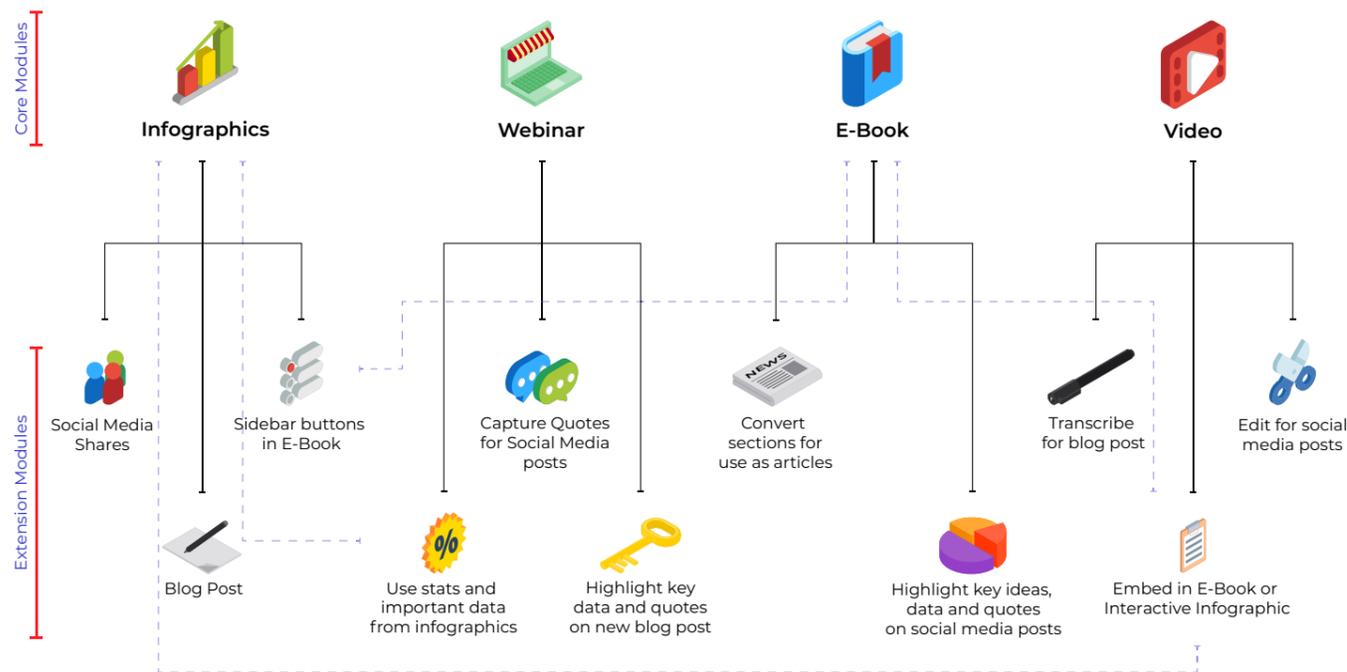
A modular content approach provides an improved and cost-reducing alternative to traditional media by meeting the challenge of creating many versions of finished content and optimising them for their contextual relevance.

Explained

A modular approach executed through a decentralised collective involves creating common 'message-sourcing' elements we call the Core Modules. Core modules contain important or common messages that are used across many assets, use cases, and even business functions such as sales, marketing, and training.

Other modules provide contextually unique 'extensions' to Core Modules. Extension Modules are custom elements that surround Core Modules. They are not as universally reusable as Core Modules but Extension Modules can be created within business functions that are closest to the audience's situation and business purpose directly from the collective.

Integrated Content Modules Example



Please follow the links to the package pages or scan the QR codes with your phone to view short summary videos.

Prototyped Projects

A configurable modular content approach also means content can be maintained over time to preserve quality, extend useful life, and raise ROI.

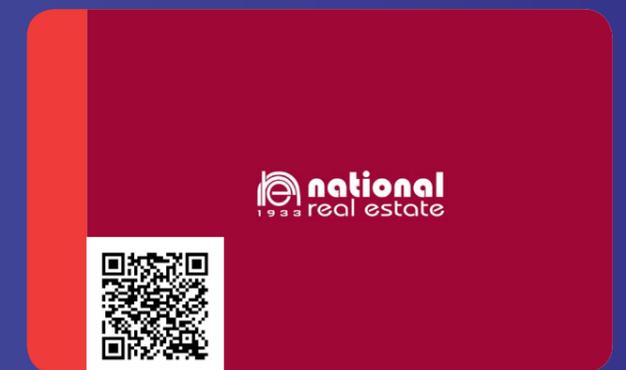
Relevance today equates to quality and Chris K. has independently prototyped such modular marketing on four brands, from small to large enterprise.

But, the most significant business impact is realised as a result of the ability and flexibility to scale output while optimising relevant versions.

Showing favourable results in achieving an integrated brand communications platform, below we find a few examples of said projects.



Blackland Industries
unscene.co.za/blackland-industries/



National Real Estate / Innovative Solutions
unscene.co.za/national-real-estate-innovative-solutions/



National Real Estate / The NRE Heart
unscene.co.za/national-real-estate-the-nre-heart/



Old Mutual / The Promise
unscene.co.za/old-mutual-the-promise/

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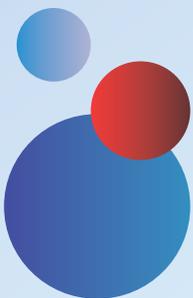
Connect with Us

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Instagram
[@unscene_collective](https://www.instagram.com/unscene_collective)



Storytelling is what connects us; people need stories to drive their values and actions so there is no greater agony than having a business with an untold story. Your brand is a unique narrative, we'll help create the most compelling script and you'll be the director of a scene fit for contemporary consumer connection.

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