



*Tenacious*

Marketing • Advertising • Design • Web



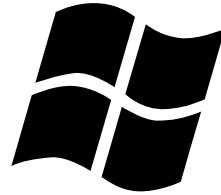
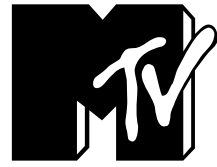
Who are we?

**Tenacious Limited** is a design, branding & marketing consultancy with offices in London and Cape Town. We offer a broad spectrum of services and are committed to providing a commercial solution to our clients.

Our business model allows us to offer high-end strategic design and communication solutions at a lower cost than most agencies. We reduce your costs by staying focused on exactly what you require and by maintaining a small, highly qualified and multi-disciplined team.

### **What we offer**

We are a creative design agency that offers special technical services. Tenacious can also offer a complete commercial service including sales and marketing, or simply the services that you require.

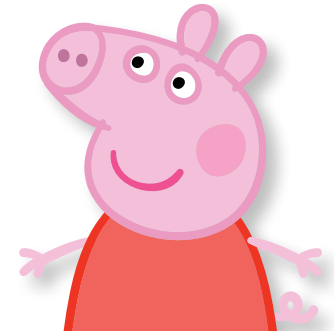


iF entertainment



Prince's Trust







Available on the  
16<sup>th</sup> Sep 2010

### JUST WHAT HAVE YOU BEEN TRAINING YOUR BRAIN FOR?

The official Mensa Mobile Test is now available on iPhone and iPod touch. The worldwide organisation for people with an IQ in the top two percent invites you to take the definitive mobile test.

Mensa Brain Test provides genuine Mensa questions of the variety used in official Mensa test papers.

**Training Mode:** Prepare yourself with 5 practice questions as a warm up for the big test.

**3 Test Modes:**

- Short (20 questions)
- Medium (40 questions)
- Long (60 questions)

**Question styles include:** Logic, Mathematics, Language and Visual.

**Log your score:** Gauge your improvement with a local score table.

**Share your certificate:** For ultimate bragging rights! Email your friends and family or post to Facebook.

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- Services**
- Brand development & asset creation - including: mini-site creation; copy and press releases
  - Developed pricing strategy
  - Managed PR and licensor approval processes
  - Liaised with Apple
- Results**
- No.1 Entertainment App in 15 countries
  - No.1 Paid App in 3 countries
  - No.2 Paid App in 5 countries



- Services**
- Quarterly design and layout of 'The Manager' magazine, the official League Manager Association magazine
  - The handling of print submission - 'The Manager' is subsequently distributed to every manager in the Barclays Premier League, the npower Championship and npower Leagues 1 and 2
  - The creation of a user friendly digital version which incorporates page turning technology, ideal for magazines and brochures
- Results**
- Positive audience reaction has led to the on-going commission of future editions of 'The Manager'
  - Tenacious now hosts the digital version of 'The Manager'



Services

- Complete branding exercise, including logo creation and packaging
- Creation of trade show banners
- Development of complete online presence:
  - A bespoke content managed website
  - Product specific pages

Results

- A 50% increase in sales enquiries





### Services

- European distribution secured with top publishing partners
- Brand development & marketing asset creation
  - including packaging; copy; press release and trailer creation

### Results

- No. 1 GfK Chart Track title\*
  - \*Nintendo DS Budget, week ending 9th July 2011
- No.1 Amazon DS chart title
- No.9 in Amazon's 'All Formats Chart'





Services

- Brand Development and logo creation
- Creation of full content managed web site
- Marketing assets, including: postcards, van & signage

Result

- A 40% increase in enquires in just 2 months

Belderbos Landscapes



Services

- Complete rebranding exercise involving the entire Ejay range of products
- Development of marketing assets including:
  - Website with ability to upload/download user created content
  - Product packaging
  - Print ads
  - Banner ads
  - Billboard ads

Results

- Sales of the Ejay range of products quadrupled





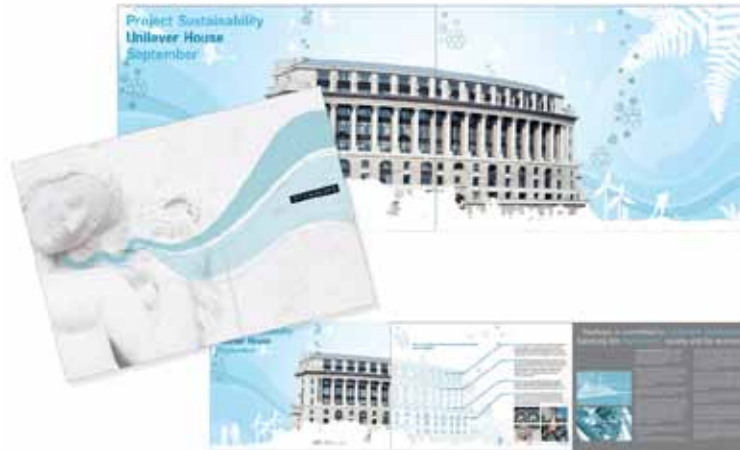
- Services**
- Logo and brand development
  - Creation of a bespoke web presence and online assets, including:
    - A content managed website
    - A bespoke internal database
    - Customer able to create a portfolio of favourites
    - Currency conversion
    - Design and management of monthly emailer
- Results**
- On-going contract to provide a monthly email newsletter, further to the successful conversion rate into enquires

## Annual Reports and Company Brochures

Client



APACS



Unilever



Distillers Corporation



ASITE PLC

### Services

Corporate literature for companies requiring detailed financial reports, company brochures and annual reports

### Results

Clear design, layout and roll-out meant that clients documented financials and project development in a professional and concise manner. All projects were well received which led to the expansion of requirement for following years. APACS, Standhope Plc, Distillers ASITE Plc

# Sony Ericsson/Sasol: Creation and Management of Brand Guidelines

Client



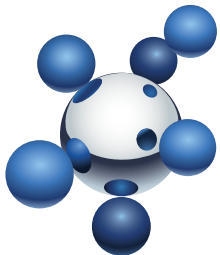
Sony Ericsson

## Services

Full global guideline adaptation of the identity to synchronise branding across all business units

## Results

New branding was applied across all companies and divisions within the organisations. All projects have been extremely well received by the marketplace and the Sasol design was awarded an international design award



**SASOL**  
*reaching new frontiers*



## Our Services

### Creative Services

- Brand design and management (audit, corporate identity, guidelines, positioning and copywriting)
- Web-site design, set-up and management
- Design and print production (brochures, direct mail, exhibitions and stationery)
- Advertising
- Forum moderation
- Localisation of code and artwork
- 3rd Party submissions and approvals
- Video Production and Editing

### Commercial Services

- Marketing planning
- Marketing execution
- Establishing sales and distribution

### Technical Services

- Product Mastering
- Product Installation and Front-end Production
- Master Archive, IP security and Manufacturing Asset Control
- Archive and Retrieval service
- Copy Protection Management and implementation
- Disc duplication and replication services