

“Be bold and prepare for the recovery. Standing still can be riskier than acting now to position your company for the future.”

Stuart Counsell, Deloitte.

The Sunday Times, 28th June, 2009.

tribe is an award-winning consultancy whose ethos 'a brand is a business', creates successful business-centric design solutions by offering the perfect mix of strategic intelligence and creative flair. **tribe** has vast experience in brand development, identity creation, literature design, as well as online communications. Experience is valuable - applying it early could be invaluable! That's why **tribe** developed the 'Foresight' process, to help businesses define their future and gain a competitive advantage.

What is Foresight?

Is your business thriving in adversity or is it standing still?

Are you looking at new opportunities in an existing market, evolving your existing business to adapt to the current climate, launch a product or service – if so how can you be sure you are making the right decisions?

Foresight can provide businesses with a glimpse of the future – to inspire as well as demonstrate how strategic, intuitive design and brand development could give your communications a major competitive advantage. Foresight enables ambitious companies to look past 'today' design solutions, to a landscape where they can experience innovative, differentiating, stand-out solutions in visual action and thereby, grab marketing initiatives before competitors do. Our philosophy is not to dictate direction – but to collaborate with our clients, survey the market, define the target audience and to deliver future business communications.

We can determine just how far an existing or new brand can be evolved or changed in order to increase market share.

Why Foresight?

Foresight is perfect for companies to gauge if their offering will be valuable in the future and establish if their brand could expand to accommodate a new proposition(s). Therefore, Foresight is ideal for identifying opportunities in new markets - or new opportunities in existing markets. Equally Foresight is perfect for new-to-market companies as well as NPD, and in early stages, provides plenty of food for critical think tanks.

Foresight will provide thought-provoking brand solutions - for both service and product companies to have a toe in the water, long before the need of significant client time commitment and financial investment.

Tribal roots

Founding Director Carlo D'Alanno and Carl Sims have over fifty years experience in marketing, design, communication and advertising – coupled with a track record of brand creation, transformation and delivery.

Our work leverages our experience and demonstrates a deep understanding of how businesses work and how innovation can be a crucial partner. Through research, intelligent discussion and analysis – combined with a huge dose of creative flair - we collaborate with clients to deliver outstanding brand and design solutions. Foresight presentations will demonstrate intelligence made from our experience, analytical logic, business knowledge and creative 'strategic' thinking, as opposed to traditionally dry and often ambiguous documented strategy.

Overall, incumbent agencies are more inclined to service the existing business and will not want to potentially alter the relationship with their client by attempting future forecasting. Foresight however, will offer a completely objective, unbiased 'non-internal politics' view.

How does Foresight work?

Firstly, you may have identified an opportunity in a new market or a new opportunity in an existing market. Alternatively, you may wish to have **tribe** explore and enhance performance to existing brand or brands, transform or create new/sub brand because you want to explore, and have a visual engagement with, 'what could be'.

After briefing, **tribe** will audit and analyse – from this will prepare a presentation of the new business model offering. This will visually demonstrate the potential marketing landscape including brand representation, key messaging etc. Simply, it will provide a glimpse of the future – a visual execution of a new business scenario. The benefit of this procedure; whilst traditional documented brand development is essential – it's often dry and costs a great deal in time and money. Foresight is a cost, and time, effective way to view a new business model in action. **tribe** offers a definitive visual solution to where your brand could be and thereby help gauge your business offering for the future.

Explore

You may have identified opportunities or be considering a new brand proposition. You could be at an early stage and before committing to costly research and key personnel involvement, you'll want to quickly engage with a visual landscape of 'what could be'.



Analysis

tribe will conduct an audit of the potential market, identify the visual opportunity and analyse how to develop key propositions - in essence, what your brand could do that others are not.



The Opportunity

We will identify conclusions from our audit and demonstrate the visual definition(s). This provides you with a potentially 'real landscape', one which you can gain buy-in from other stakeholders before real financial commitment is required.



Development

You may wish to take further* - this could involve **tribe** or your existing agency. Either way, you'll have a definitive visual proposition from which to gauge. Simply, you'll be at the point of decision-making in a quicker and more cost-efficient manner.

** The purpose of Foresight is to identify and demonstrate that a key proposition to a new market is either correct or not.*



Launch

Again, you may wish to involve **tribe** or your agency to take the new opportunity to market. The benefit of Foresight is that it will have offered a glimpse of the future and overcome the normal hurdles associated with new business marketing initiatives.



What next?

You may feel that now is not the time - but commercial history demonstrates companies who take advantage of a downturn are those who benefit most when business takes an upturn. So before you miss out on new market opportunities or make an extensive financial commitment to revitalising your business, Foresight is a cost-effective approach to realising your business ambitions.

We're happy to come along and chat through how we believe we can really be of help to your business. Naturally all meetings are in strictest confidence.

Call Carlo D'Alanno or Carl Sims on 020 7250 6990

