

# THE BRAND STORYTELLER

## **COMPANY PROFILE**

Aug 2024 / Edition 1.0



# WHO WE ARE

**CONCEPITA** is a brand agency specializing in brand consulting, design, and creating experiences.

We are a proud part of **Primevesta**, the Creative Transformation Company, which is a strategy led design & experience consultancy with technology at our core.

# OUR EXPERIENCE

MORE THAN  
**15 YEARS**  
IN BUSINESS

MORE THAN  
**100 CLIENTS**  
IN 5 COUNTRIES

MORE THAN  
**300+**  
PROJECT COMPLETED

WE COLLABORATE WITH

Strategists / Developers / Creatives /  
Master planners / Architects / Agents /  
Advisers

**conoepta**  
THE BRAND STORYTELLER

# WHY US

Concepita is a home-grown, regional brand consultancy and one of the most awarded in the region. Our experience spans many diverse industries.

At Concepita, we often talk about enabling brands to be both beautiful and brilliant. Beautiful in terms of being visually impactful and brilliant in terms of having an inspiring brand story and experience that connects and inspires all who work for, know about, or engage with your brand.

We believe what differentiates us is our pragmatic approach because, if your brand is to be instrumental in building your reputation, then it needs to be useful, and to be useful it needs to be practical. Our objective is to provide you with tangible outcomes that have a real impact on your brand and business.



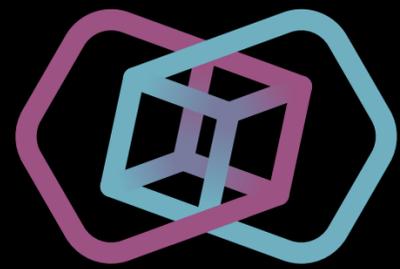
# WHAT WE DO

We blend **Strategy, Design & Technology** to co-create brands that are both Brilliant and Beautiful.

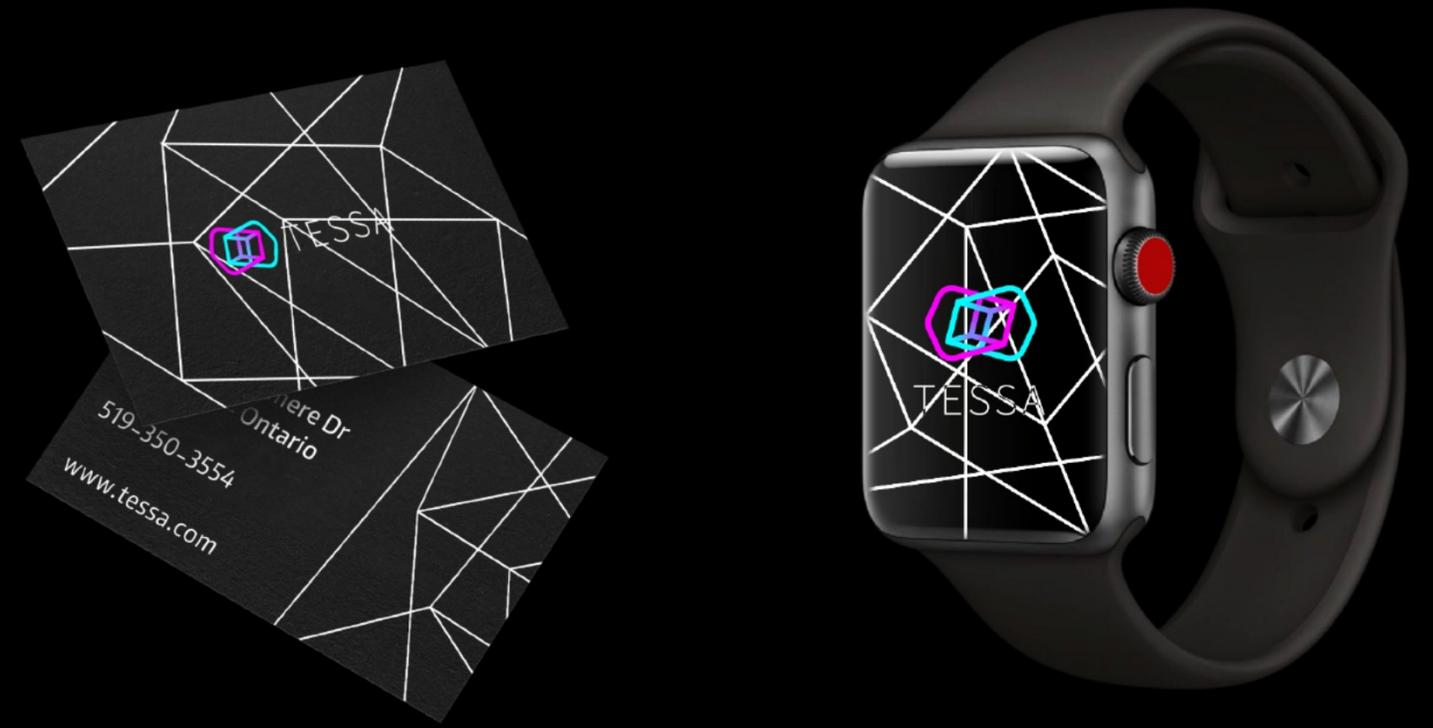
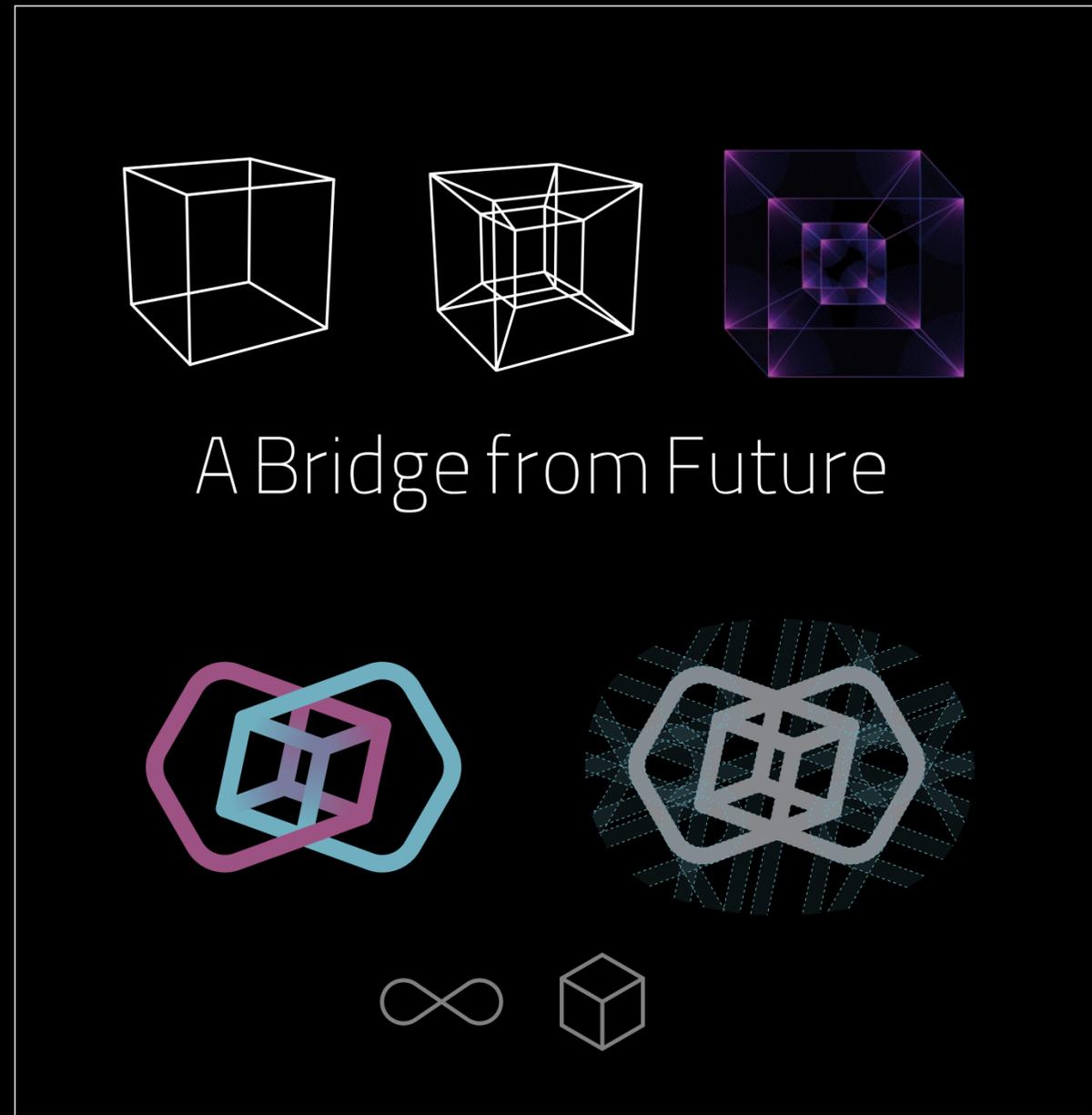
# DESIGN

We see design as a way to explore ideas and resolve problems, beautifully. We use design to find better ways for people to experience brands, simply.

VISUAL AUDIT  
BRAND DESIGN  
NAMING  
VISUAL SYSTEM  
TRAINING  
BRAND VIDEO  
ENVIRONMENTS  
BRAND CAMPAIGNS  
COMMUNICATION COLLATERAL  
CORPORATE WORK WEAR  
DESIGN IMPLEMENTATION  
TOUCHPOINTS  
GUIDELINES  
ILLUSTRATION STYLE  
PACKAGING DESIGN  
POS MATERIALS  
VERBAL IDENTITY



# TESSA





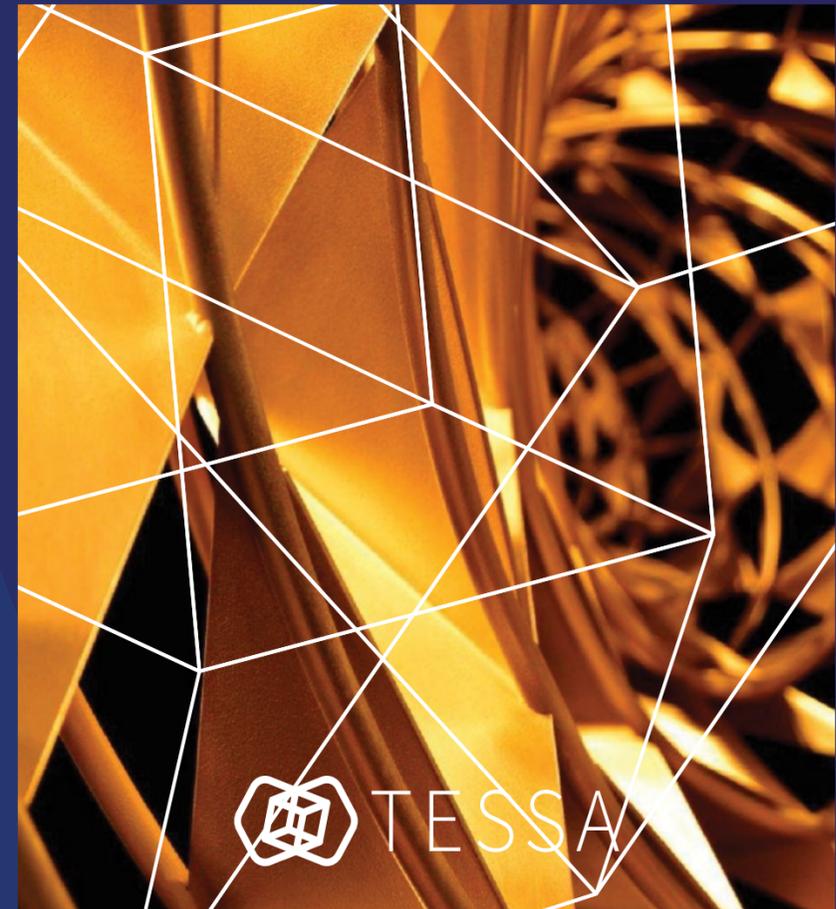
**TOP BLOCKCHAIN EVENTS  
IN 2022**

[READ MORE](#)



**FUTURE  
SAFETY**  
CRYPTOCURRENCY

TESSA





# STRATEGY

It's about finding the opportunities; defining what can be, and what you need to start, stop or change to realize your brands potential.

ASSESSMENT & AUDIT  
BRAND STRATEGY  
BRAND ARCHITECTURE  
CUSTOMER EXPERIENCE  
CUSTOMER JOURNEY MAPPING  
EMPLOYEE & CUSTOMER ENGAGEMENT  
ISSUE & OPPORTUNITY FRAMING  
PRODUCT & SERVICE IDEATION  
CONTENT STRATEGY  
BUSINESS ETHICS & CODE OF CONDUCT

# TECHNOLOGY

Today, technology is a natural extension of human interaction with the world.  
We use technology to enable brands to do extraordinary things.

WEBSITE  
MOBILE APPLICATION  
USER EXPERIENCE DESIGN(UX)  
USER INTERFACE DESIGN(UI)  
CONTENT MANAGEMENT  
DIGITAL ACTIVATIONS  
DIGITAL AUDIT  
DIGITAL STRATEGY  
DIGITAL ASSET MANAGEMENT-  
GUIDELINE  
DIGITAL BRAND APPLICATIONS  
DIGITAL EXPERIENCES  
NEW MEDIA MANAGEMENT

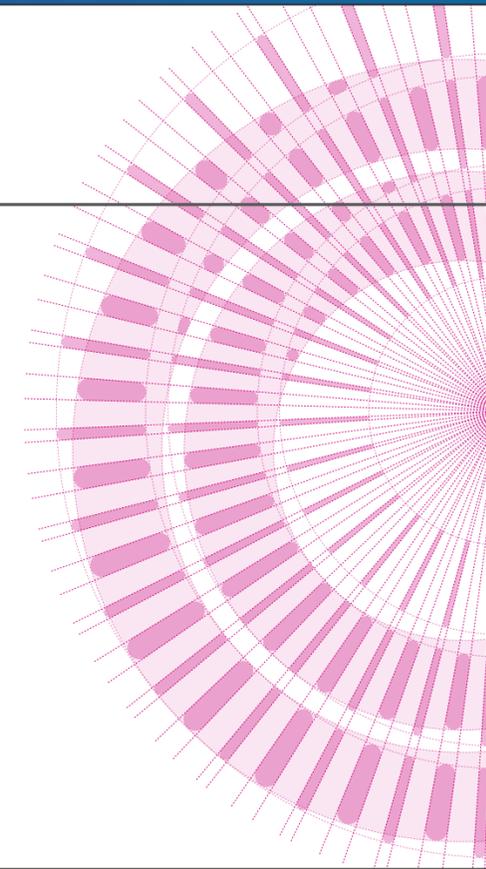
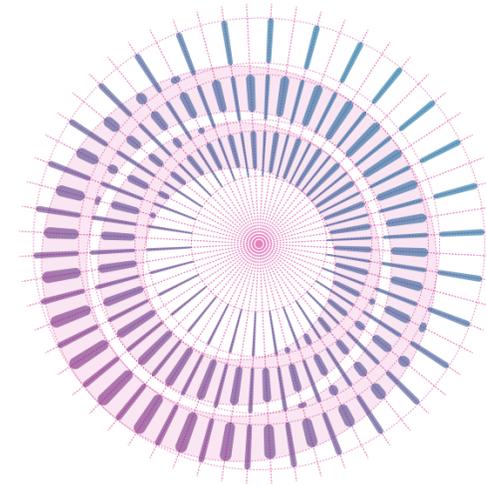
# COLOR

Primary colors and gradient



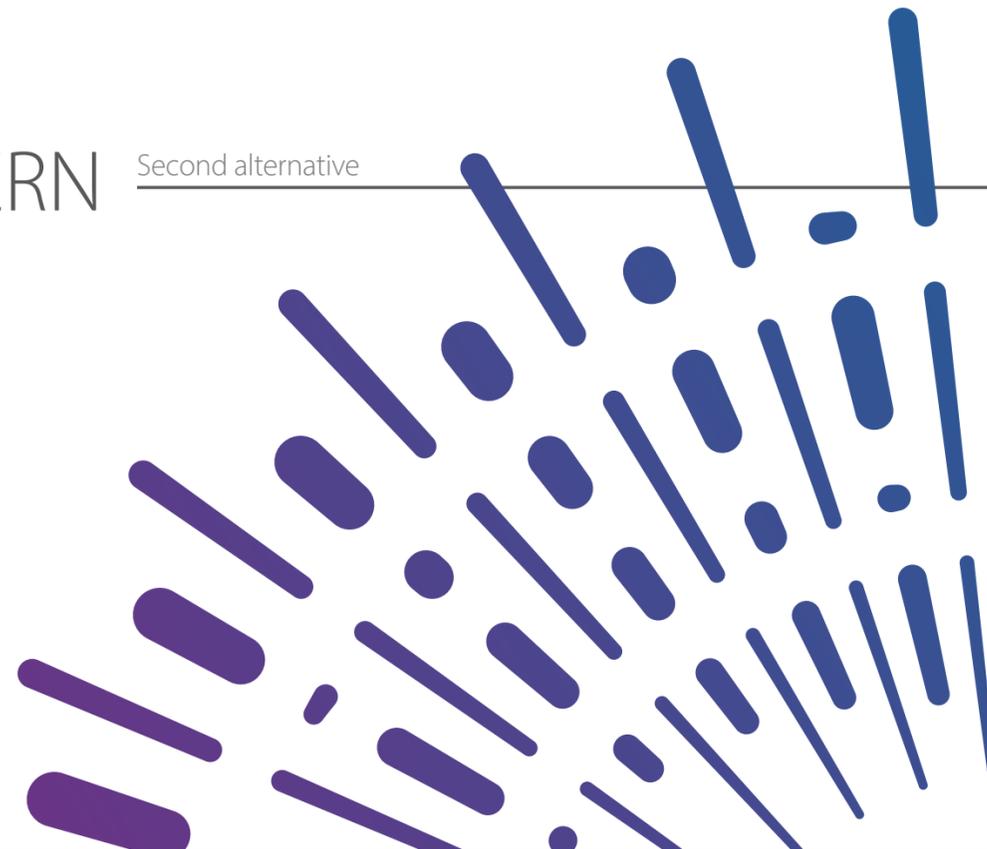
# DETAILS

Every parts have Discipline!



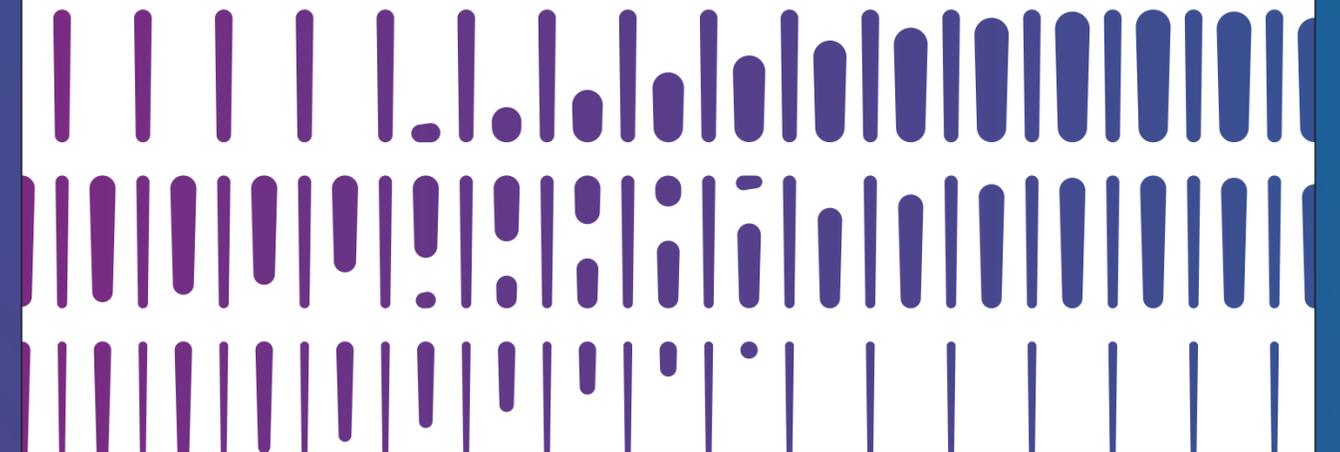
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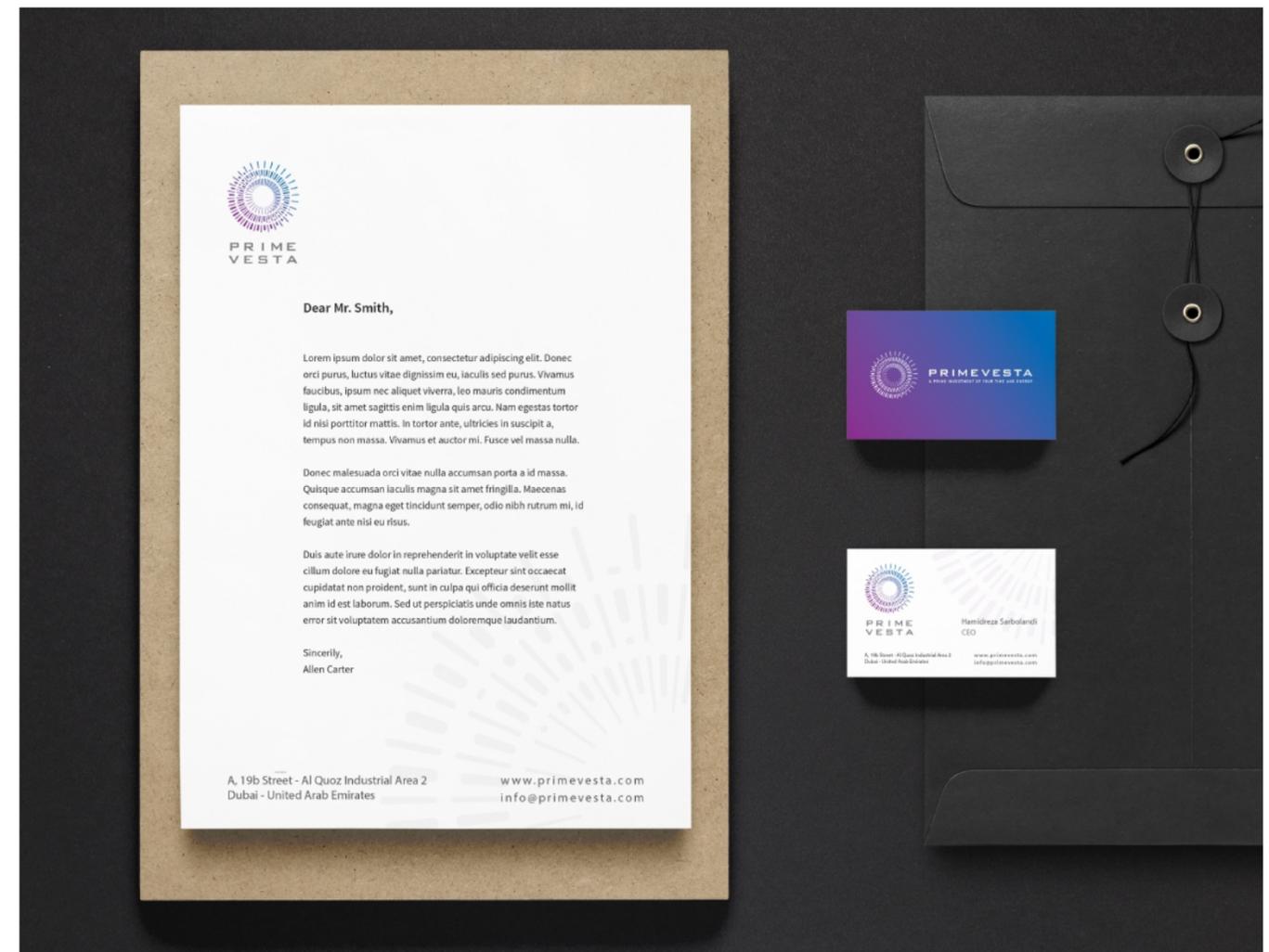
Second alternative



# PATTERN

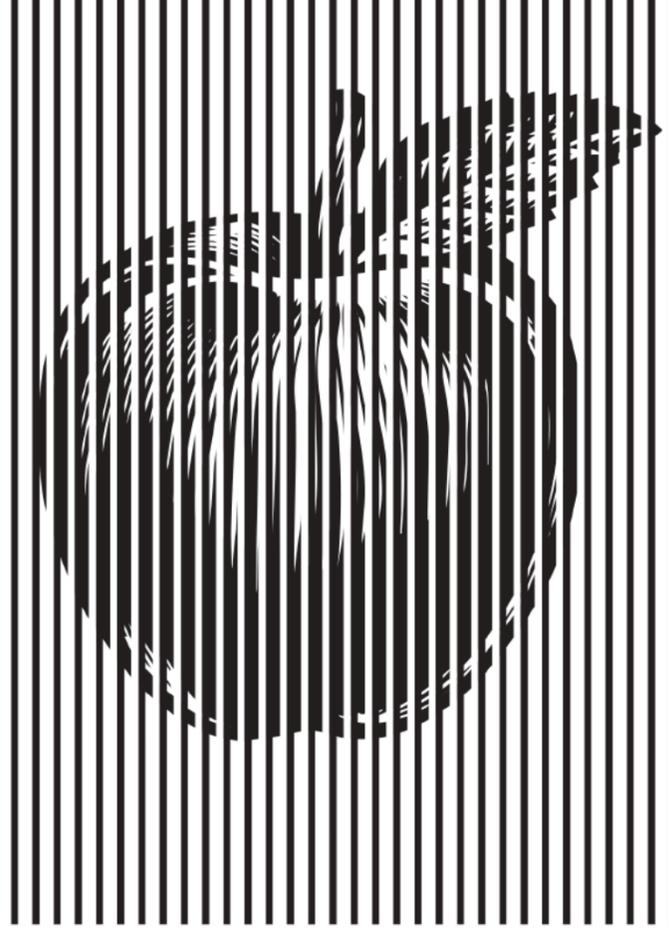
First alternative





# PURPOSE

Our purpose is to work in partnership with our clients to “Open Potential”. Through knowledge and disruption, we create beautiful, brilliant brands and experiences.



# OUR APPROACH

We unite **brand, culture** and **experience** to drive impact inside and outside an organisation.

# BRAND

In a world that demands new and better, no one can afford to stand still. Your brand can be a catalyst for change, helping you supercharge your transformation efforts and drive business performance. Concepita fuses maths and magic to turn your vision for tomorrow into something people can feel today.

## INSIGHTS AND MEASUREMENT

Identify your unique equities and opportunities using qual and quant research designed to give you clarity on what's important and where to go next.

## PURPOSE AND BRAND STRATEGY

Define your aspirational north star including why you exist, what makes you special, and how your brand comes to life in a compelling and actionable way.

## BRAND ARCHITECTURE AND PORTFOLIO STRATEGY

Organise your brands and products for the future and design systems to help people understand and navigate your offer.

## VERBAL IDENTITY

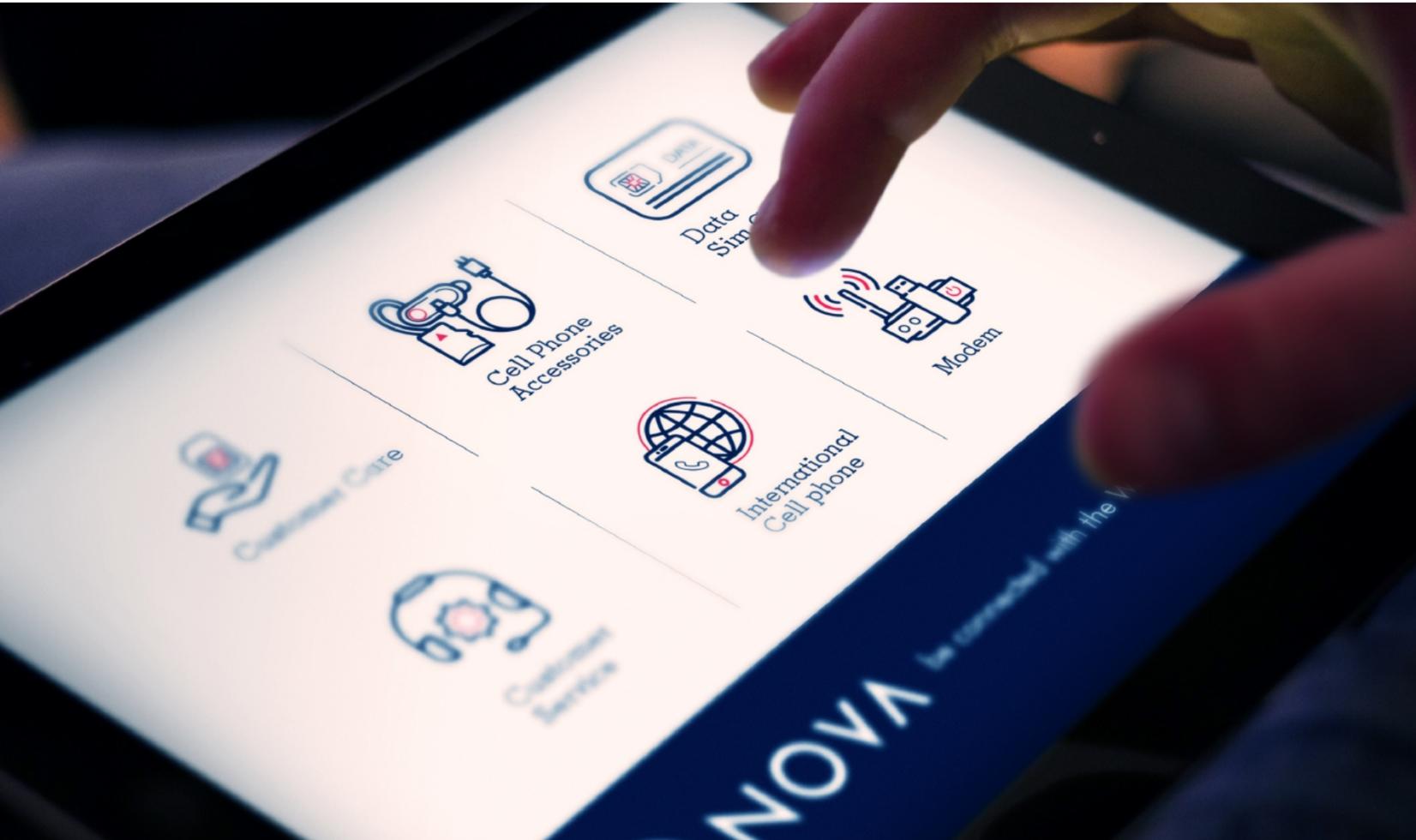
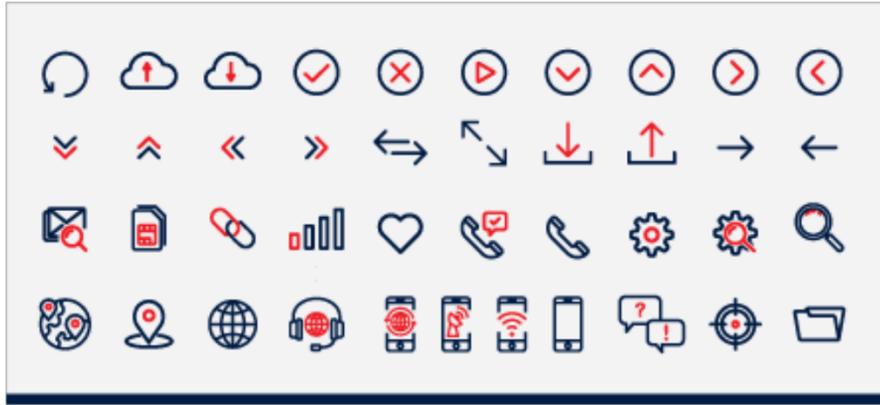
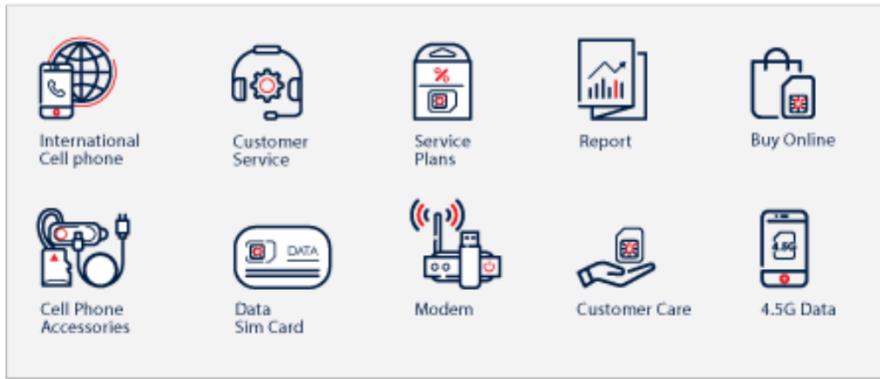
Use the power of language to distinguish your brand with the right name, tone of voice, and messaging for your audiences.

## VISUAL IDENTITY

Create a cut-through expression of your strategy across logo, colour palette, bespoke typography, imagery, motion, sound, haptics, and more.

## ACTIVATION AND GOVERNANCE

Plan and design your launch/rollout to build momentum internally and externally and help you manage your brand into the future.



QUESTIONS? CALL US: 8 (800) 250-260-300



# SmartComm.

MVNO Solutions...

Home About us Solutions

Pareteum Corporation is a leading Global provider of mobile networking services. Our mission is to provide a single solution to the problem of fully securing the Mobile Cloud.



IoT  
ire globe,  
ase and  
s in



## Messaging

CSPs, MVNO providers, IoT Providers and Enterprise Fully operational services @ the Speed of Need!



## World Wide

Secure software and services enable customers to achieve business growth and scaling



## Solutions

Part of

# CULTURE

When it comes to realising your business and brand ambition, a 'good' organisational culture is not good enough. You need the right culture for the journey ahead. We use creativity and inspiration to help you shape your internal culture, energise your employees, and retain top talent.

## EMPLOYEE VALUE PROPOSITION

Define a compelling ethos for talent that conveys why their work matters and what they can expect in return.

## CULTURE STRATEGY AND LEADERSHIP NARRATIVE

Articulate the values, beliefs, behaviors, and foundational principles that support your organisation's ambition.

## EMPLOYER BRAND EXPRESSION

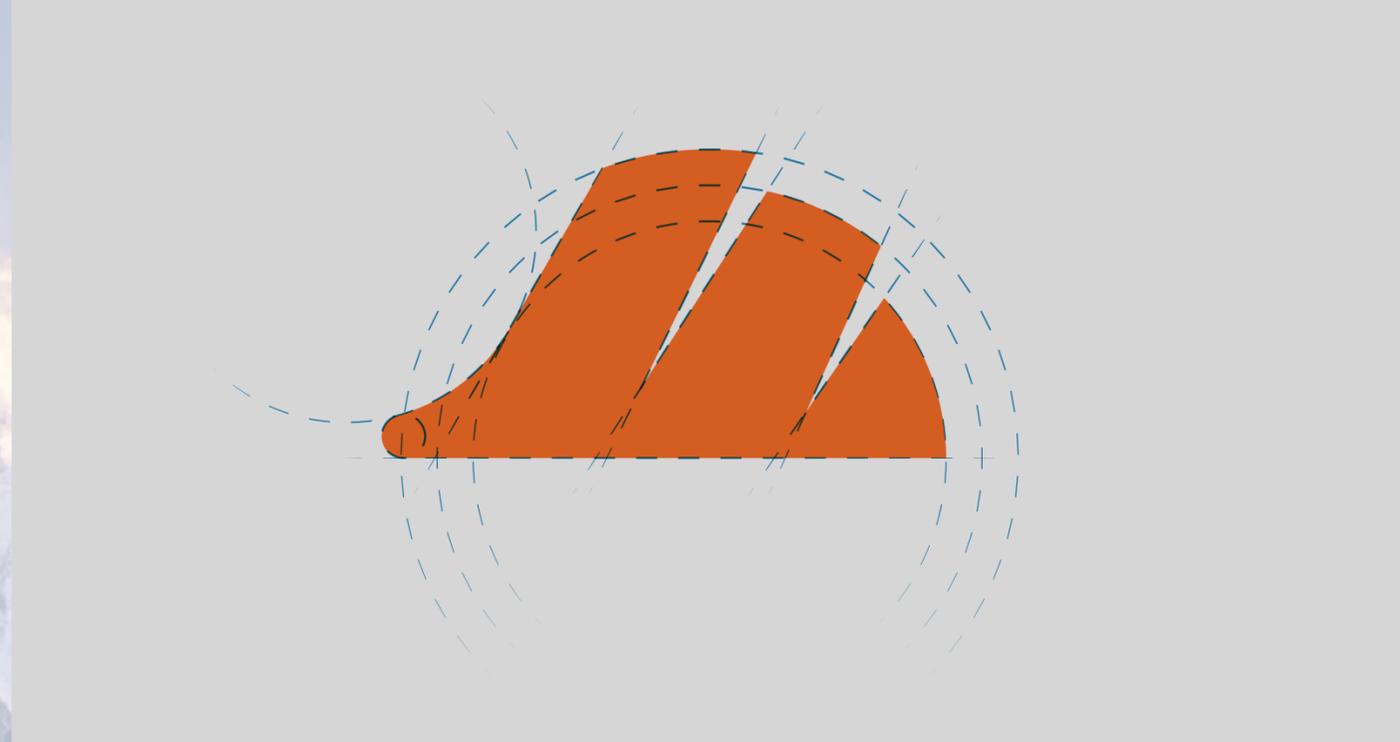
Bring the brand to life for current and prospective talent via design, messaging, communications, and campaigns.

## CHANGE AND LEARNING PROGRAMS

Create behavior-led tools, training, and rituals to build and reinforce the culture strategy and employee value proposition.

## WORKPLACE BRANDING AND EXPERIENCES

Design the signature moments, events, and environments that evoke a feeling and disproportionately impact your employee experience.



**Fitto**  
**Discover**Nature

**Fitto**

*Discover*Nature

*Discover*Roads

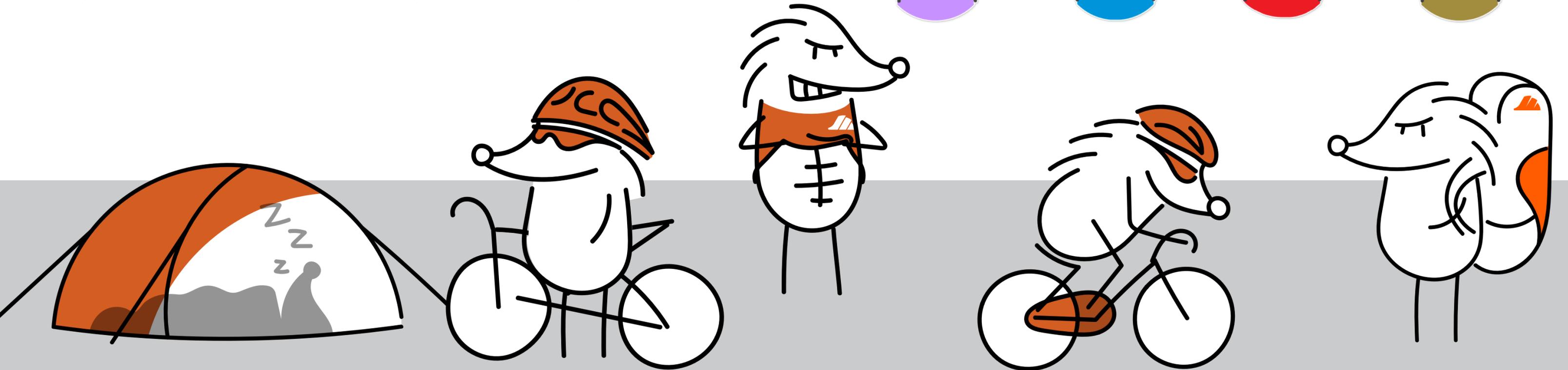
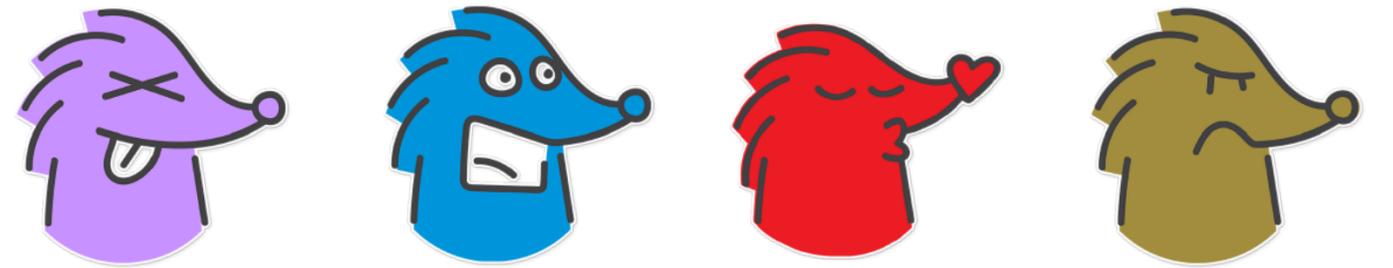
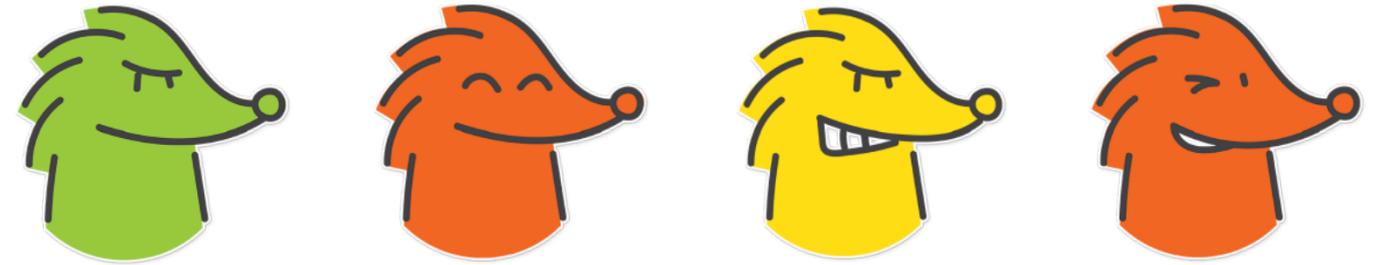
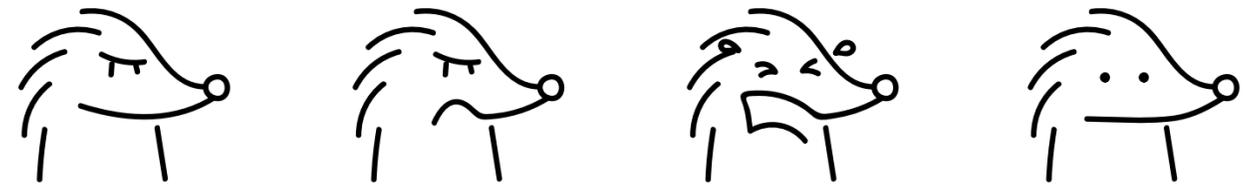
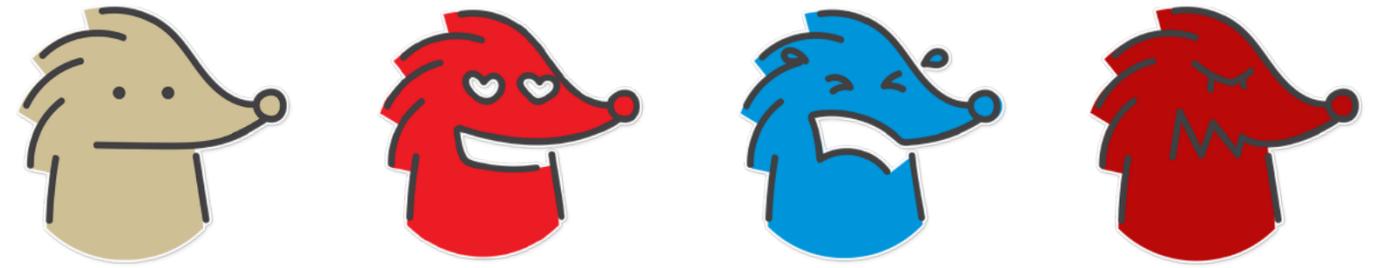
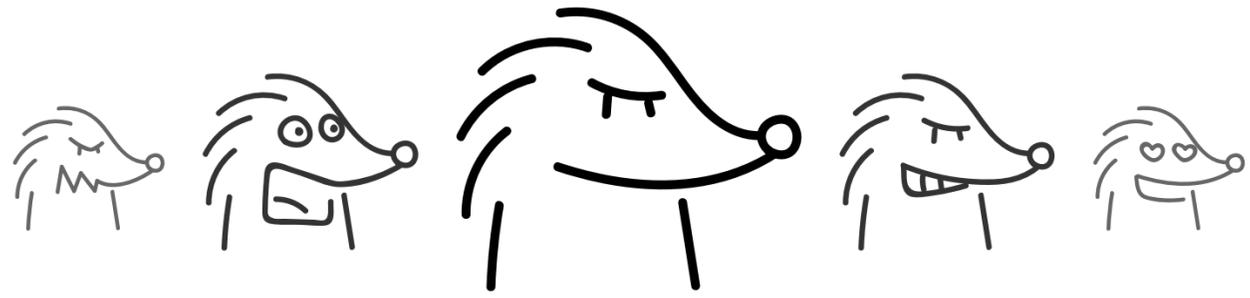
*Discover*IRAN

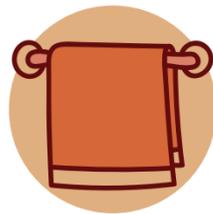
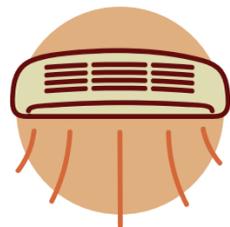
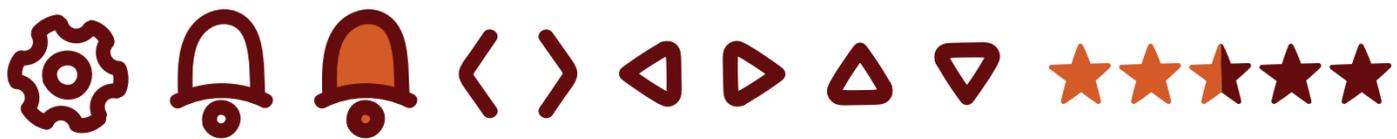
*Discover*World

*Discover*Cultures

*Discover*Excitement

*Discover*Wild







# EXPERIENCE

Brand Experience has become bland experience, fixated on the functional. Optimisation won't ensure success as people's expectations soar and their attention depletes. Your brand must realise its unique power to unlock new value for people and your business. We design transformative brand experiences that move people and organisations where they need to go.

## EXPERIENCE STRATEGY

Define the vision, proposition and roadmap across your brand ecosystem to support people while making your brand memorable and meaningful.

## EXPERIENCE INNOVATION

Unlock growth and delight customers through experience enhancements and bold, new-to-world experiences that redefine your category and business.

## EXPERIENCE EXPERIMENTS

Run real-world experiments to make your brand real faster, testing ideas to park, pivot and progress at pace with data-informed confidence.

## EXPERIENCE DESIGN

Craft coherent and delightful experiences that surpass people's needs and help you stand out with memorable moments that create an emotional connection.

## EXPERIENCE ACTIVATION

Collaborate to bring new physical and digital experiences to market, gather feedback, and evaluate their success via key metrics.





We're a bunch of sharp thinkers and  
creative makers on a mission to do  
the best work of our lives and always  
enjoy the ride.

# THANK YOU

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