

SCRIBBLES

GROUP
65

Untangling Creative Knots



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Untangling Creative Knots



Bio

We are a multifaceted South African agency that looks to unravel our clients' creative scribbles by actualising their foundational ideas into becoming feasible and applicable marketing solutions

Vision

At Scribbles, we aspire to be marketing maestros, embracing uncertainty and creativity. We untangle the marketing puzzle, bringing clarity to brands, using creative chaos to make a colorful impact, one delightful scribble at a time.

Purpose

At Scribbles, we firmly believe that every masterpiece starts as a joyful bundle of chaos. We're your artistic partners, encouraging brands to explore the uncharted territory of self-expression. Our specialty? Uncovering your most intricate lines and turning them into vibrant strokes that illuminate your uniqueness. We're the interpreters of your brand's personality, crafting connections with your audience that are as captivating as a doodle turned into a work of art.

Mission

Our brand mission is to simplify full-stack marketing, guiding brands to growth and enlightenment. We're not your typical agency; we craft brand journeys with innovation. Through strong client partnerships, we aim to be a recognized name in brand and marketing innovation. Our goal is to turn chaos into success through creative storytelling.

Values



Integrity



Humanity



Quality



Rapport



Clarity

Code of Conduct

Integrity

Employees must act honestly and ethically in all business interactions.

Accountability

Employees are responsible for upholding the code of conduct and fulfilling their job requirements.

Innovation

Tech and research-focused businesses must stay innovative and industry leaders.

Respect

Employees should treat everyone with respect and promote diversity and inclusivity.

The Team



Andre Aylward

Strategic Brand Management



Gina Balducci

Strategic Brand Communication



Séan Chandler

Digital Designer



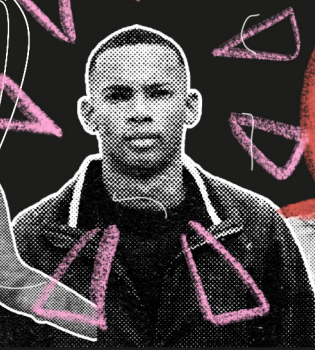
Hugo Folchini

Graphic Designer



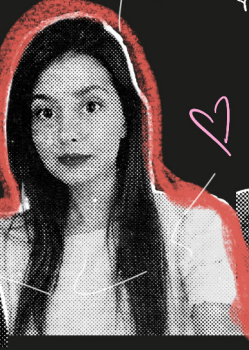
Olivia Garton

Digital Marketing



Neo Mkatini

Digital Marketing



Aisha Paruk

Strategic Brand Management

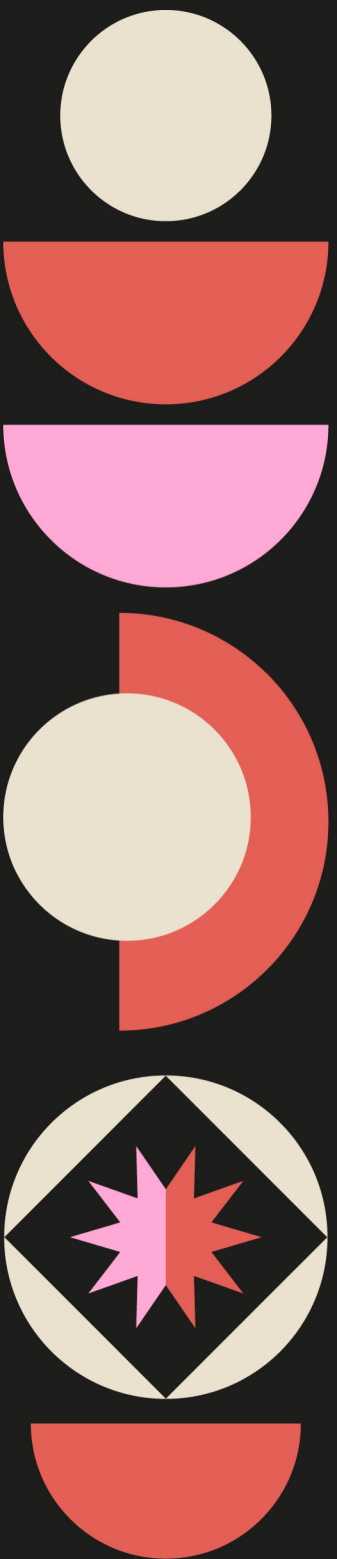


Savannah Pereira

Graphic Designer

Overview of the brief

- Evolve From Vellie shop to Outdoor Brand
- To stand out among a crowd of Competitors
- To grow Sapmok by Boosting Sales

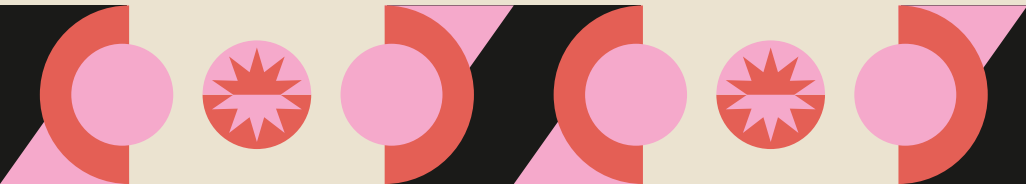
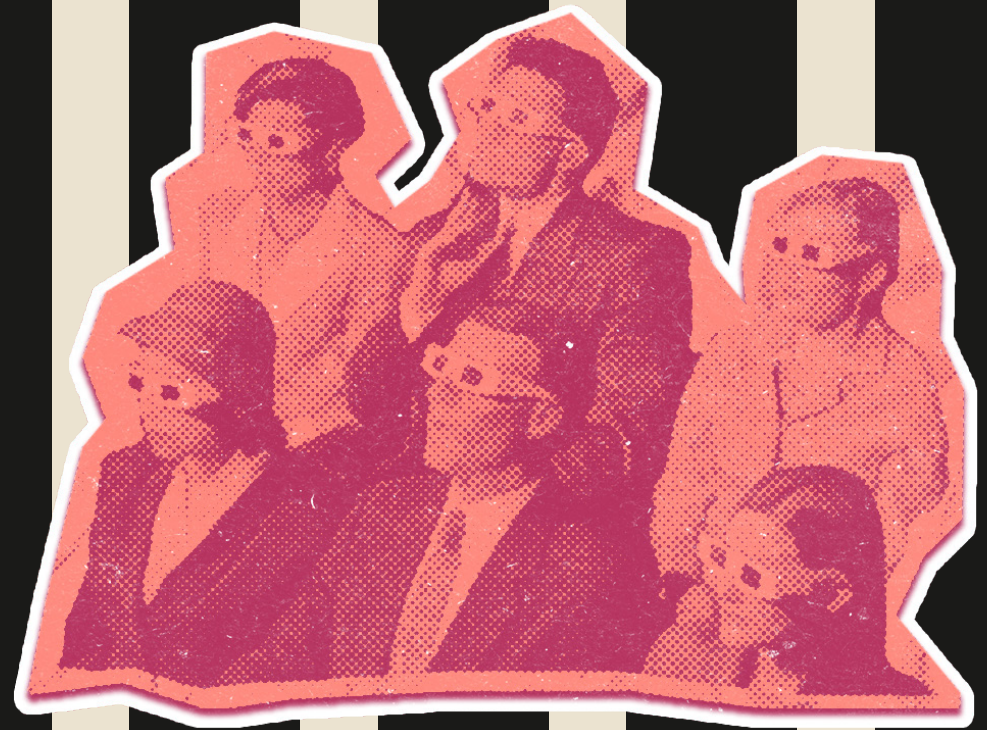


Exploring Sapmok: Our Research



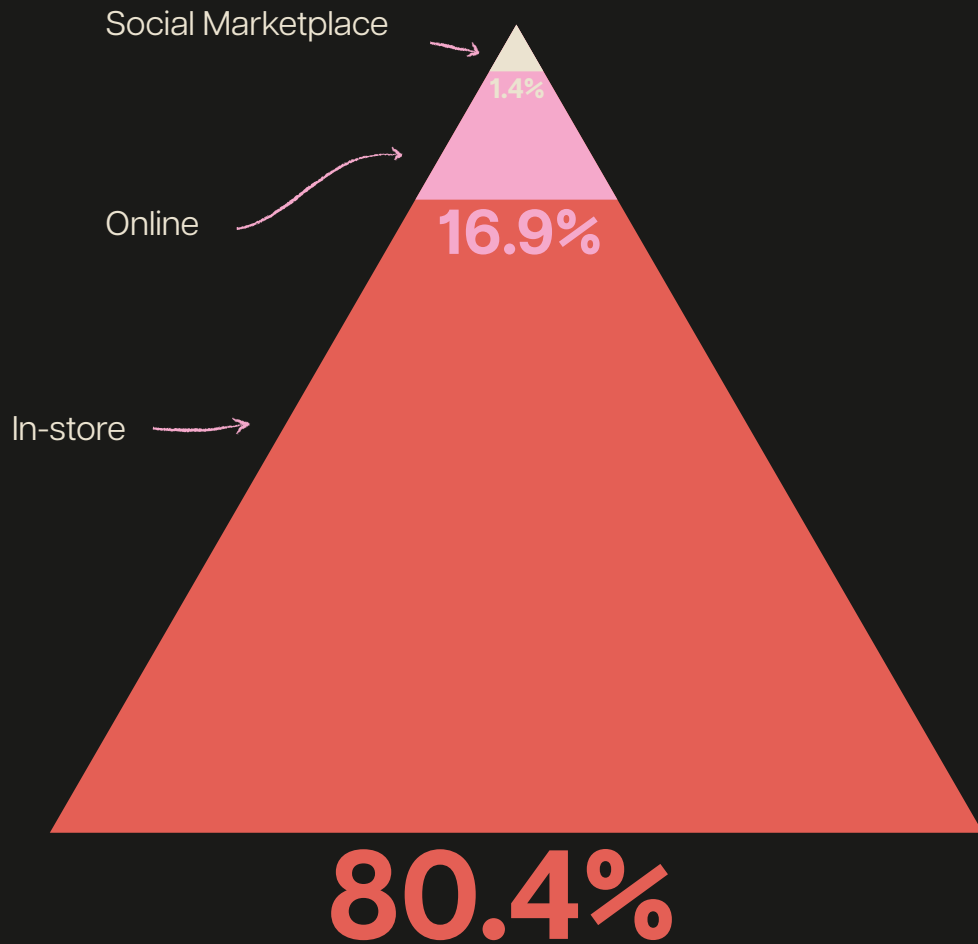
Research methods

- **Contextual Analysis**
- **200 Respondent Questionnaire**
- **Qualitative Telephonic Interview**

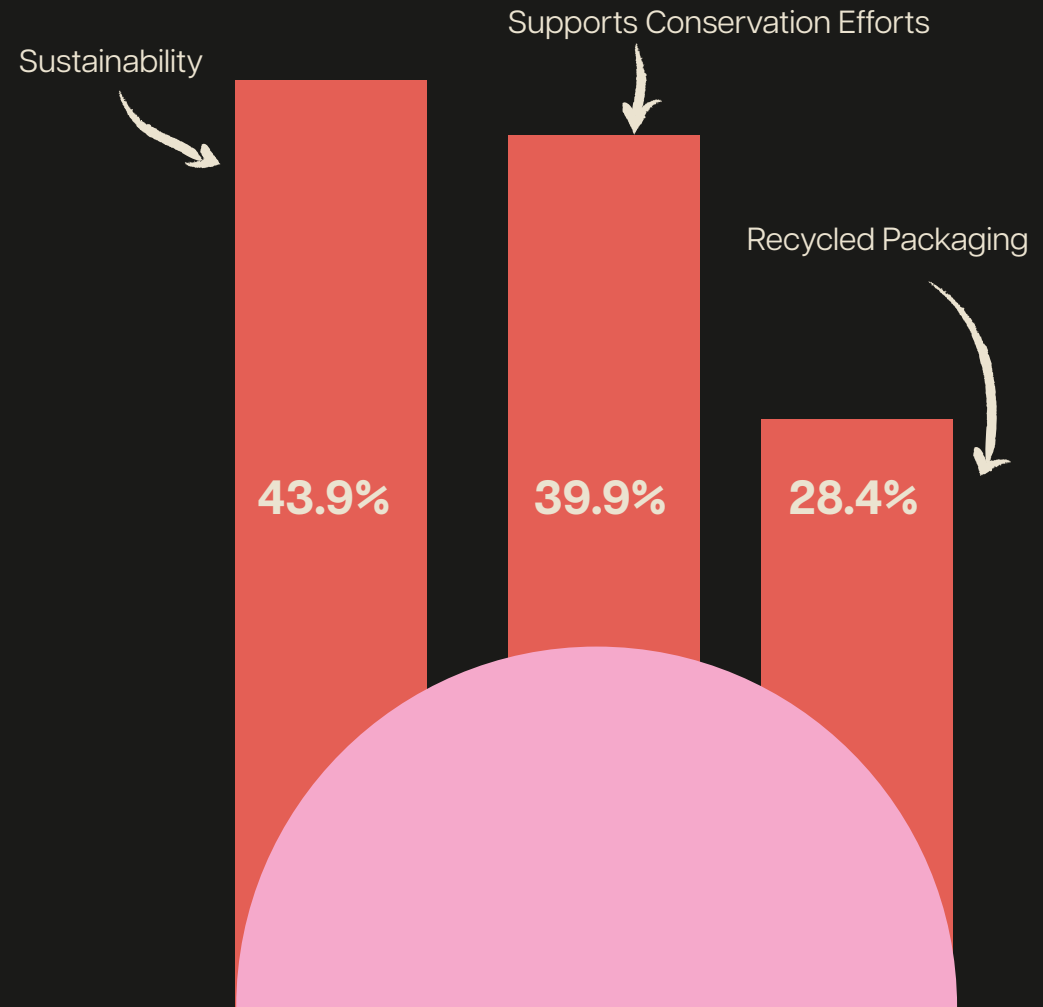


Key Findings

People still want brick-and-mortar



Consumers want to contribute



Key Findings

Gen-Z is showing up



High Interest in variety



Insight 1

Customers gravitate towards brick-and-mortar stores because they want to engage in immersive, hands-on experiences.

Insight 2

There are South Africans who feel a deep connection to the environment and seek a more accessible way to contribute.



SWOT Analysis

Strengths

- Strong Brand Message
- Experience in high quality manufacturing

Weaknesses

- Relatively unknown in the desired market
- Strong association with one product

Opportunities

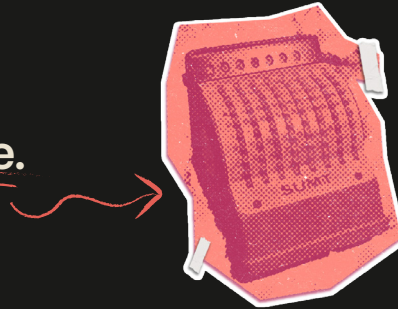
- Population eager to get involved
- Growing outdoor culture

Threats

- Well established competition
- Challenges in the consumer market

Key issues

Improve the buying experience.



Evolve from Vellies Shop to distinguished adventure brand.



Help South Africans Contribute to Conservation.



Objectives

Generate R5000 in donations through sales towards a conservation fund by the end of the first quarter 2024.

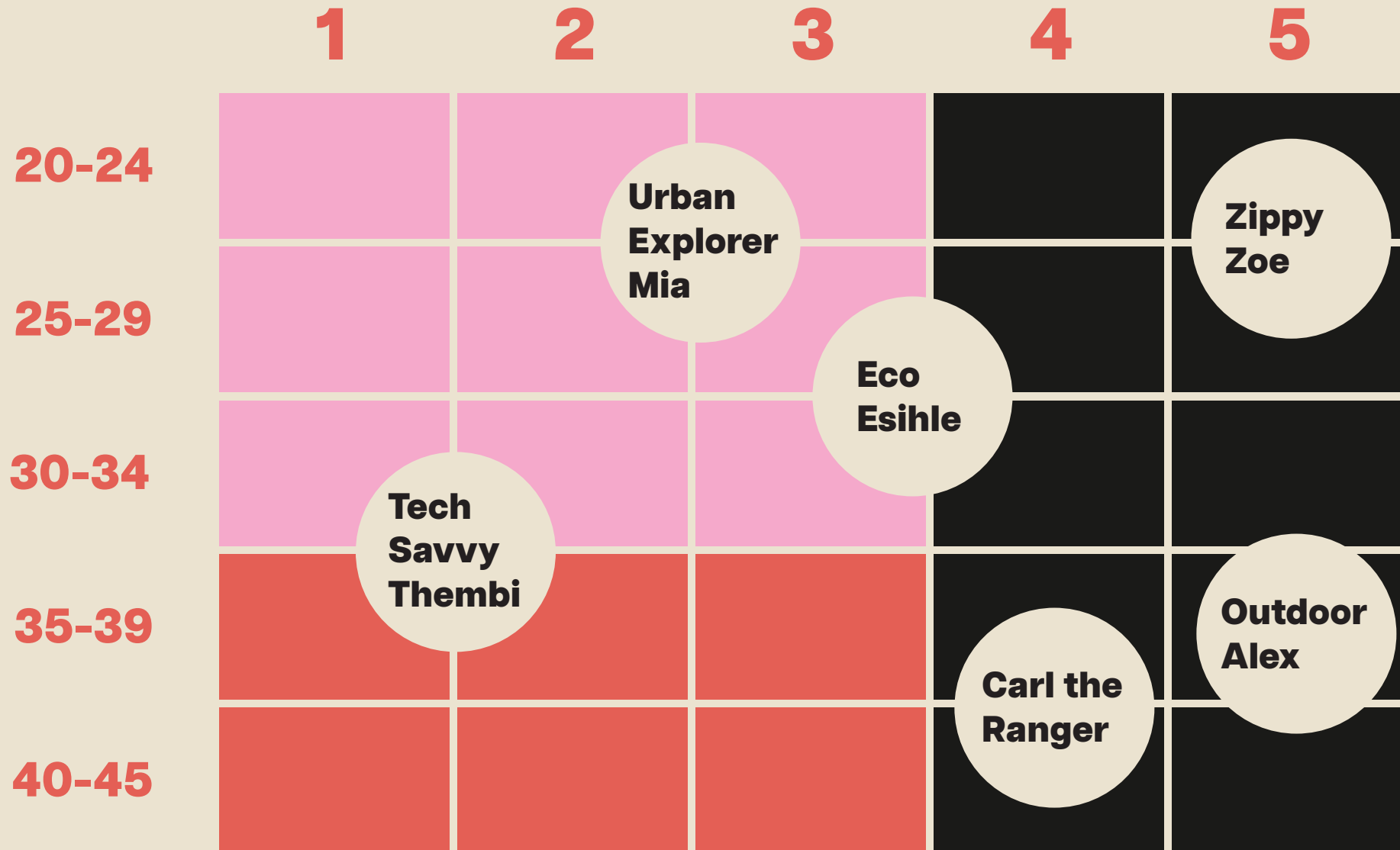
Introduce and promote Sapmok's new range of unisex cargo pants with a projected sales volume of 100 units within the first quarter of 2024

Increase online sales by 10% as a proportion of revenue within the first quarter of 2024.

Increase Sapmok's post and reel interactions by 20% by the end of the first quarter 2024



Target Market Segmentation



Persona 1



Urban Explorer Mia

Age: 24

Gender: Female

Occupation: Marketing Assistant

Location: Johannesburg, Gauteng

Likes: Art, drinks with friends, birds, graffiti

Dislikes: Dairy, Admin, Speedos

Alex the Outdoor Enthusiast

Age: 35

Gender: Male

Occupation: Environmental Business Consultant

Location: Cape Town, Western Cape

Likes: The Environment, Hiking, Thrillers, His dog Shiba

Dislikes: Plastic, The colour purple, The neighbours noisy lawnmower at 6am on a saturday.



Persona 2

Persona 3



Tech-Savvy Thembi

Age: 27

Gender: Male

Occupation: Software Engineer

Location: Pretoria, Gauteng

Likes: Apples (The fruit), Apple (the tech company), Reddit, Mountain biking.

Dislikes: Crypto, Tech waste, Astrology (she's a taurus).

The image features a collection of abstract geometric shapes on a black background. On the left side, there are several circles and semi-circles in shades of pink, red, and yellow. One prominent shape is a square containing a black circle, which in turn contains a pink starburst. Below this, there are more semi-circles and circles. At the bottom left, there is a diamond shape containing a pink starburst, and a yellow circle partially overlapping a red semi-circle. The text 'Your Brand!' is centered in the middle-right area, with a red hand-drawn oval around 'Your' and a pink wavy line under 'Brand!'.

Your Brand!

Brand Identity



Brand essence

Compassionate adventuring

Core ID

Adventurous, Transparency, Sustainability

Brand value

Authenticity, Practicality, Seeking adventure

Customer expectation

People looking for a high "quality outdoor brand"
Adventurous and knowledgeable

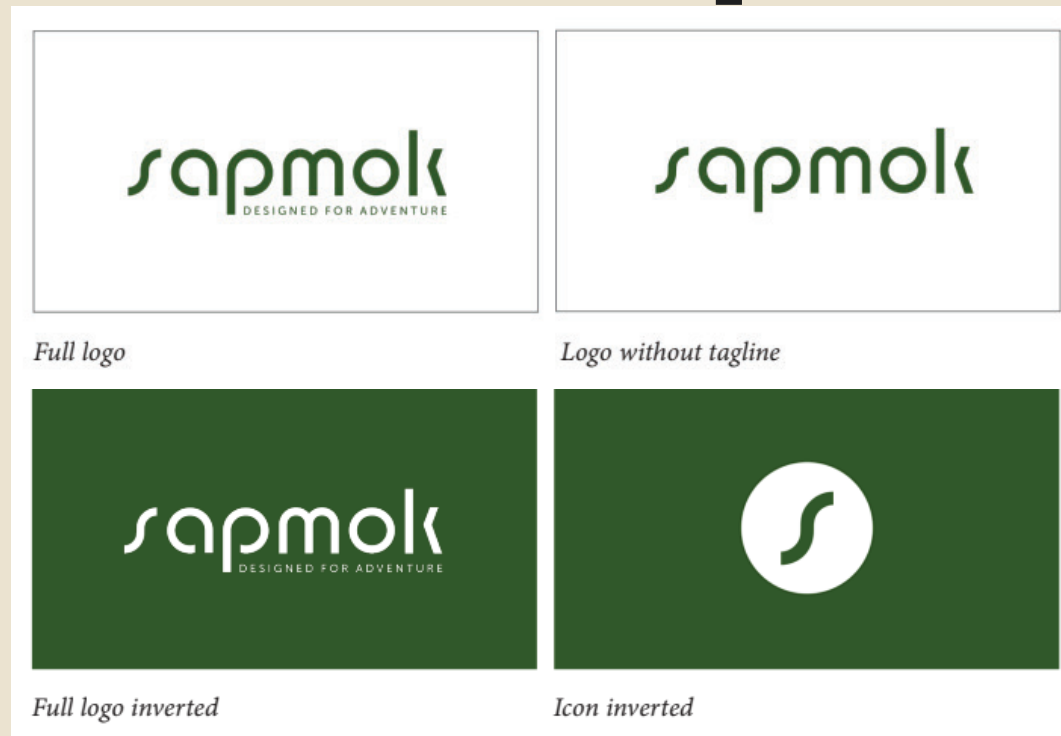
Value Prop

Emotional: Community

Self-expressive: Contributor to the environment

Functional: Confidence in the quality

Brand Blueprint



History

Pursuing a more fulfilling life, Werner Winterboer, merged his passion for adventure with his ideals to create Sapmok launched in February 2017. Sapmok represents a journey of discovery, emphasizing the importance of adventure and the realization that it holds direction and purpose.

Type of customer

Outdoor adventure seeking individuals

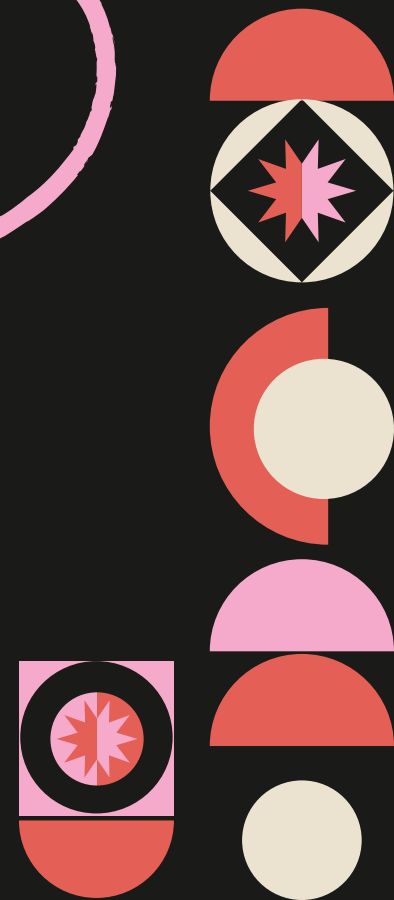
Tone of voice

Inviting
Encouraging (encouraging adventure)



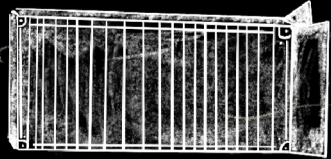
Positioning Statement

For eco-conscious adventurers, Sapmok is the outdoor apparel brand that provides quality, comfort and is made right here in South Africa so you can go explore nature knowing you're doing your part to preserve it.



Customer Contact Journey

Sees the Sapmok portal



Awareness

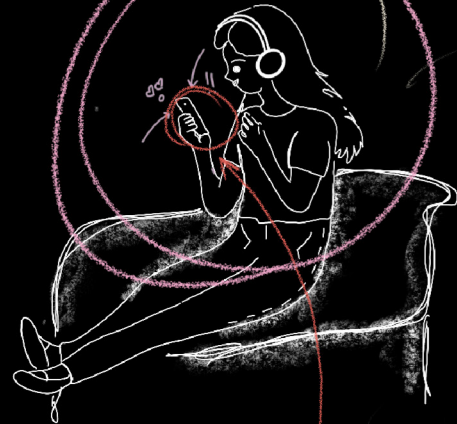
Interest

Desire

Action

Loyalty

Advocacy



Visits Sapmok Instagram

Asks her friends about Sapmok



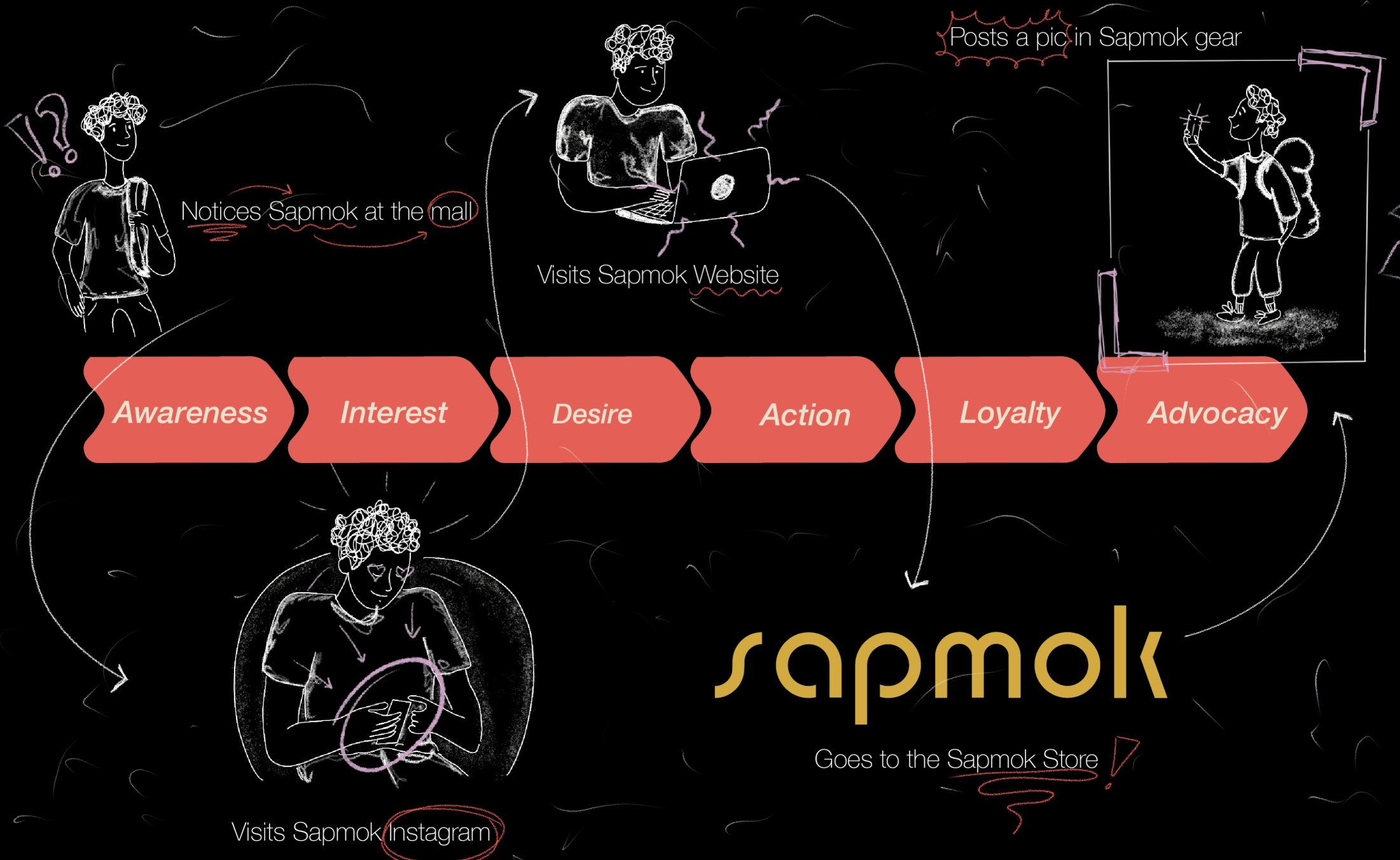
Shows off her boots to her friends



Buys a pair of boots online



Customer Contact Journey



Notices Sapmok at the mall

Visits Sapmok Website

Posts a pic in Sapmok gear

Awareness

Interest

Desire

Action

Loyalty

Advocacy

Visits Sapmok Instagram

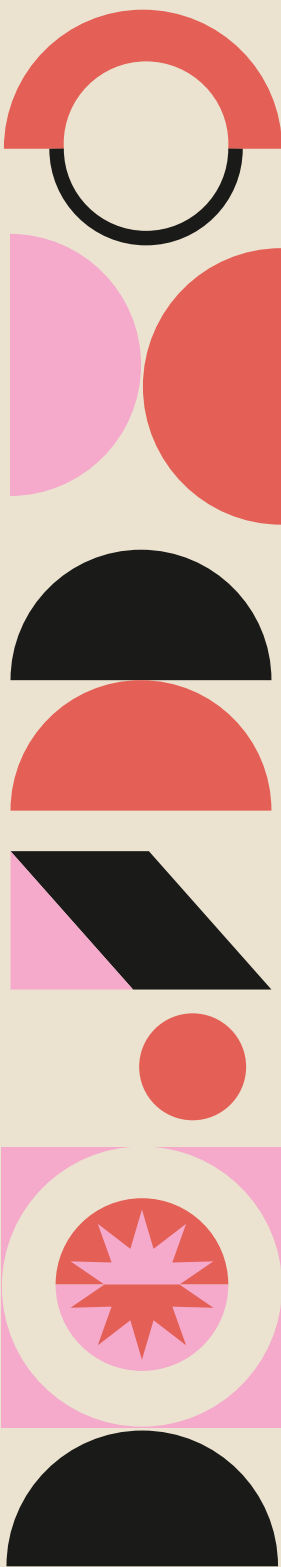
sapmok

Goes to the Sapmok Store

**"Adventure Awaits:
Where Quality Meets
Conservation, Style
Meets Innovation,
and Every Journey
Begins In-Store!"**



Our big idea



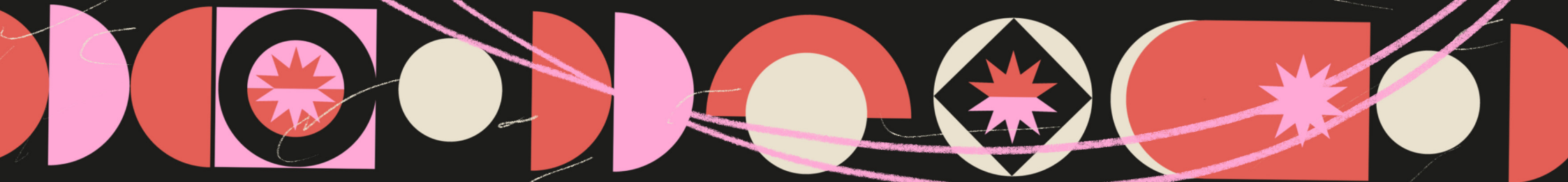
Introducing



LIVE ADVENTURE

sapmok

↗
so cool!



Breakdown of Live Adventure

A getaway

An activation



A marketing campaign

A competition

New clothing items

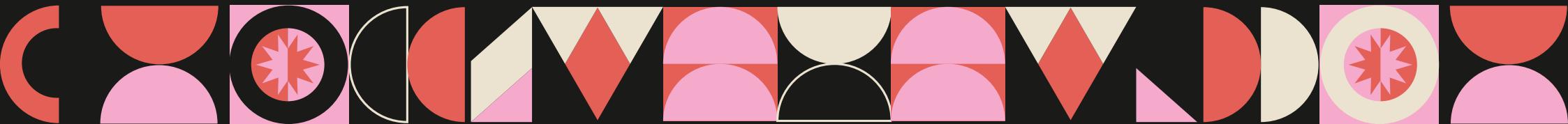


Sapmok Container



Competition

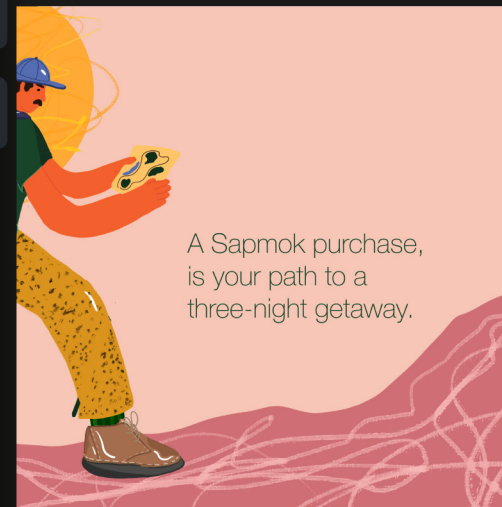
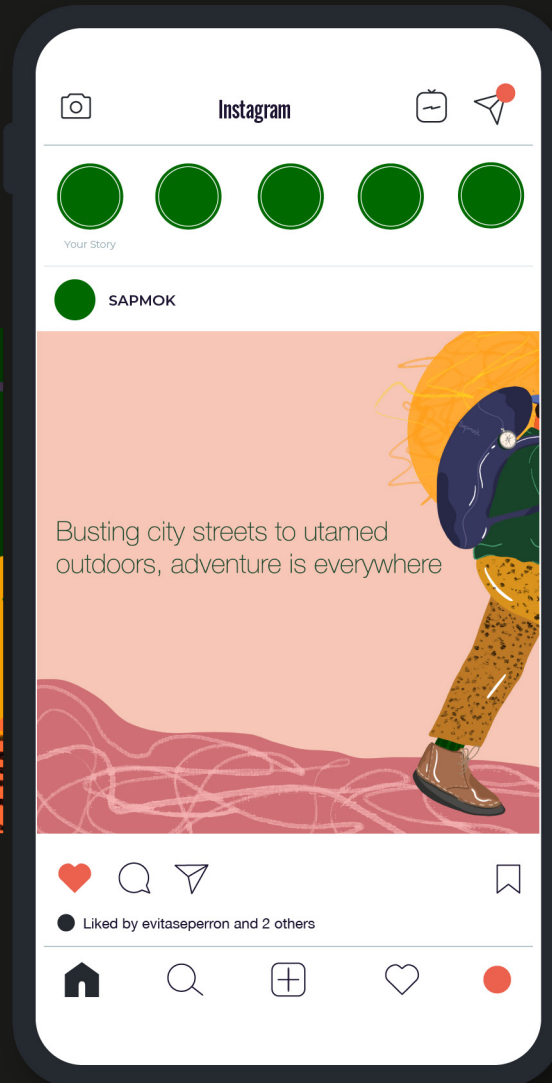
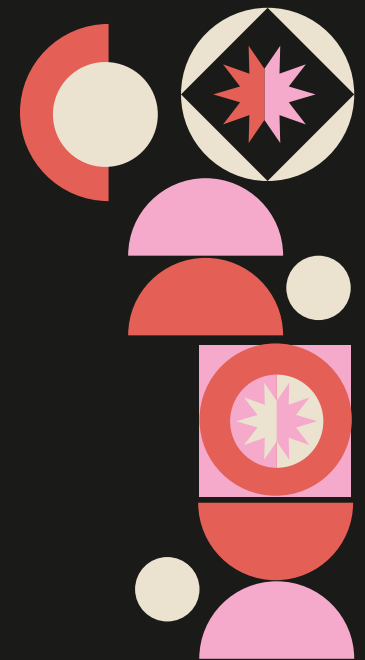
- Five nights Conservation getaway with Responsible Travel
- Earn points by shopping Sapmok or engaging with our Sapmok Portal
- A percentage of the new range sales are donated to Hluhluwe
- Umfolozi Big 5 Game Reserve
- Winner is randomly drawn on April 1st 2024





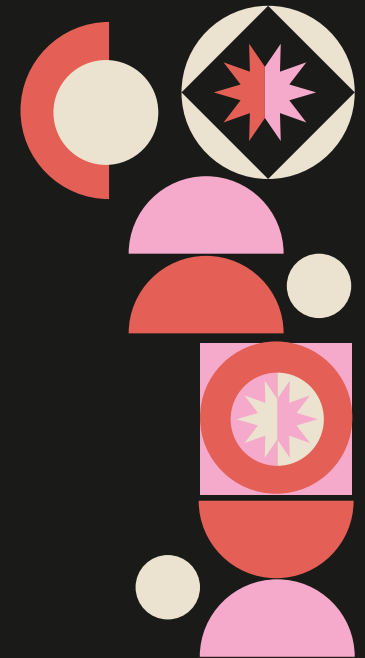
Digital Advertising

Instagram



Digital Advertising

Facebook



We're redefining what it means to be on an adventure is.
Exploring the bustling streets of an unknown city, diving into that natural spring you spent hours hiking for, or looking for your cellphone which you left in the fridge...



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Sapmok · Follow

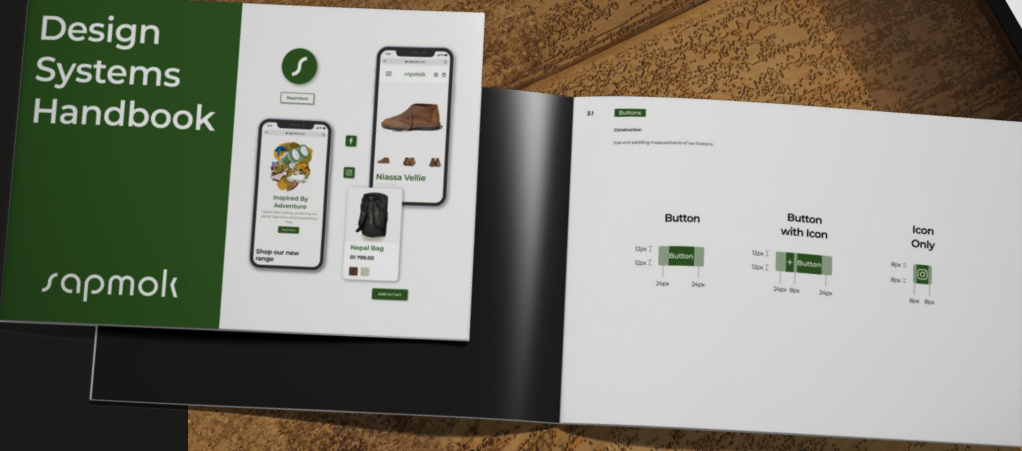
Sep 26 · 🌐

Lost in the wild, found in comfort. 🌿
@thelandyexpedition ready for any adventure with my Sapmok vellies. Let's write our story, one epic step at a time.

Outdoor Advertising



UX overhaul



Roll-out Plan

	January	February	March
Facebook	Jan 1st - Jan 31st	Feb 1st - Feb 28th	Mar 1st - Mar 31st
Instagram	Jan 1st - Jan 31st	Feb 1st - Feb 28th	Mar 1st - Mar 31st
YouTube	Jan 1st - Jan 15th	Feb 1st - Feb 15th	Mar 1st - Mar 15th
TikTok	Jan 1st - Jan 31st	Feb 1st - Feb 28th	Mar 1st - Mar 31st
Posters	Jan 1st - Jan 31st	Feb 1st - Feb 28th	Mar 1st - Mar 31st
Sapmok Portal	Jan 1st - Mar 31st		
UX overhaul	Jan 1st - Jan 10th		
Pillar Wraps	Jan 1st - Jan 31st	Feb 1st - Feb 28th	Mar 1st - Mar 31st
Mall navigations	Jan 1st - Jan 31st	Feb 1st - Feb 28th	Mar 1st - Mar 31st
Activation	Jan 1st - Jan 30th Cape Town	Jan 31st - Mar 1st Bloemfontein	Mar 2nd - Mar 31st Durban

Budget

Category	Amount (ZAR)	Allocation %
Sapmok Portal		
Container	8000.00	36.8
Mirror	3500.00	
Mirror	3689.00	
Lights	400.00	
Speakers	1975.00	
AR Experience	FREE!	
Custom Paint (exterior)	10 000.00	
Sub Total	27 564.00	
Social Media		
Facebook	9304.00	50.2
Instagram	9304.00	
Tiktok (x2 offer)	4304.00	
Youtube	14 734.00	
Sub Total	37 646.00	
UX Overhaul		
Implementation/Labor	6270.00	8.4
Design System Handbook	FREE!	
Sub Total	6270.00	
Out of Home		
Posters	3520.00	4.6
Sub Total	3520.00	
Total	75 000.00	100

Premium Campaign

Category

More information

Amount (ZAR)

Out of Home

Pillar Wraps	Manufacturing/Printing Placement (Centurion Mall)	7800.00 4000.00
Mall Navigation (Digital)	Ballito Junction V&A Waterfront	66 500.00 62 500.00
Total		140 800.00

Sapmok Portal Transport and Rental:

Transport	(TBC)	
Space rental	Neighbourgoods Market (TBC) Langenhoven Market (TBC) Ballito Farmers Market (TBC)	(These amounts need to be confirmed for now)
Total		(These amounts need to be confirmed for now)

sapmok

#DreamTeam

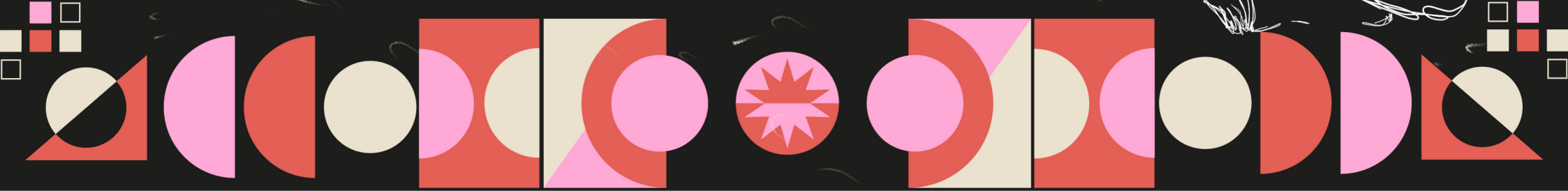
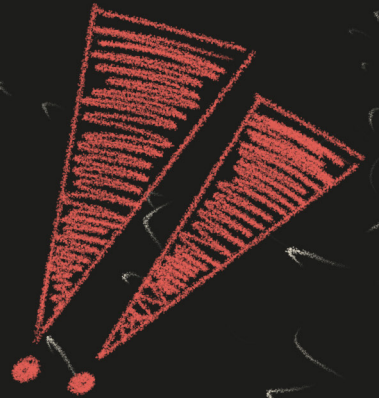
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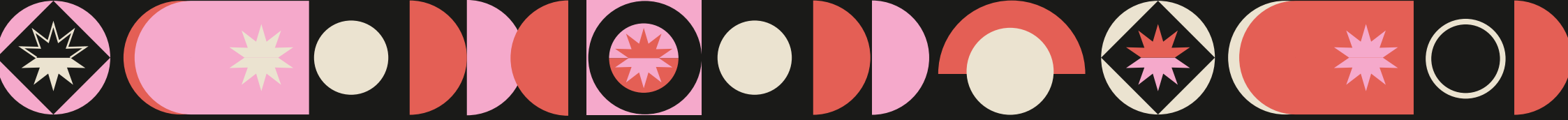
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upgrading creative skills



#LiveAdventure





Thank you!

