# unscene.™

BRANDS BUILD BETTER BUSINESS

Company Profile | 2023

FULL-SERVICE BRAND PRODUCTION COMPANY

If a scene is a single moment in space, the unscene is a continuous connection between all places – a collective singularity. Human connection.

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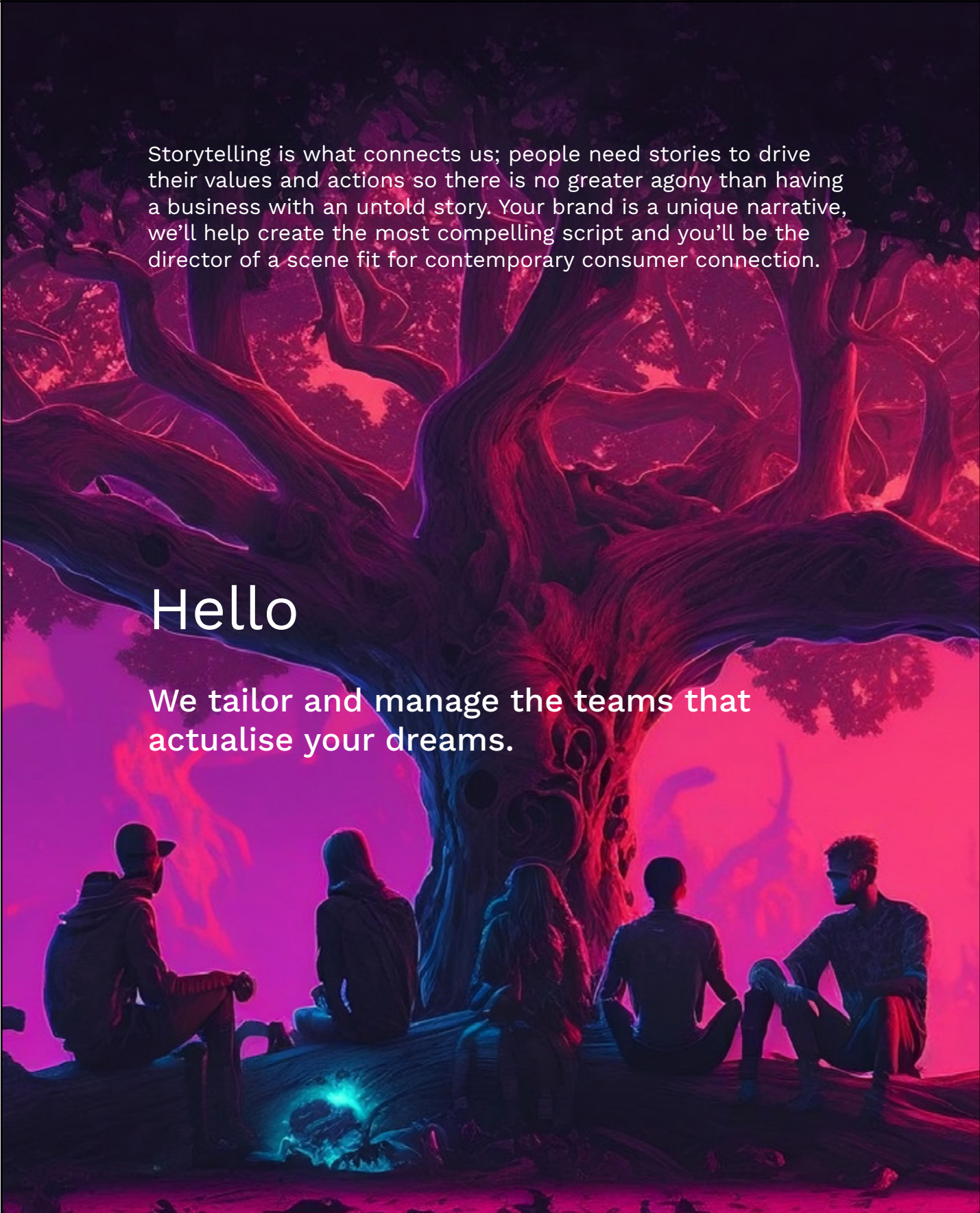
Storytelling is what connects us; people need stories to drive their values and actions so there is no greater agony than having a business with an untold story. Your brand is a unique narrative, we'll help create the most compelling script and you'll be the director of a scene fit for contemporary consumer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

Hello

We tailor and manage the teams that actualise your dreams.

i

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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This Document is Interactive

Content

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.

Founder

Chris K. is a seasoned storyteller with over 15 years of experience, leaving an indeliblemark on the creative landscape. From his early beginnings, he has captivated audiences with his innovative storytelling approach. With a diverse background in indie-film screening and brand narrative strategy, Chris synthesises strategy with creativity to deliver impactful solutions. His work at Vas MedTech's FlexiGyn has revolutionised women's healthcare, providing convenient and flexible options. Recognised with numerous awards for his forward-thinking brand strategies, Chris's

dedication and tenacity have shaped his journey as a self-made storyteller. Driven by a passion for transforming business in the Fourth Industrial Revolution, Chris crafts narratives that inspire positive change. With unwavering dedication and a wealth of expertise, he continues to shape the future of storytelling and business.

Chris K. - a storyteller who weaves tales that resonate and leave an authentic and customer-focused impact.

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
2019 - Present Unscene / Founder
2020 - Present Vas MedTech / Co-Founder

Find Chris in LinkedIn

Brands serve as the ultimate expression of business, evolving stakeholder perceptions, and interactions by engrossing the value chain in meaningful purpose to every engaged individual. Through conversations, transactions, and the transcendence of our communities of shared value and purpose, these connections become the lifeblood of our collective growth, shaping the world and propelling us towards a brighter future.

- Chris K.

Flat rate on-demand graphic design

Give your executives the power of a design team to deliver consistently clear visual communications and maximise marketing appeal and legitimacy.

Learn More ↗
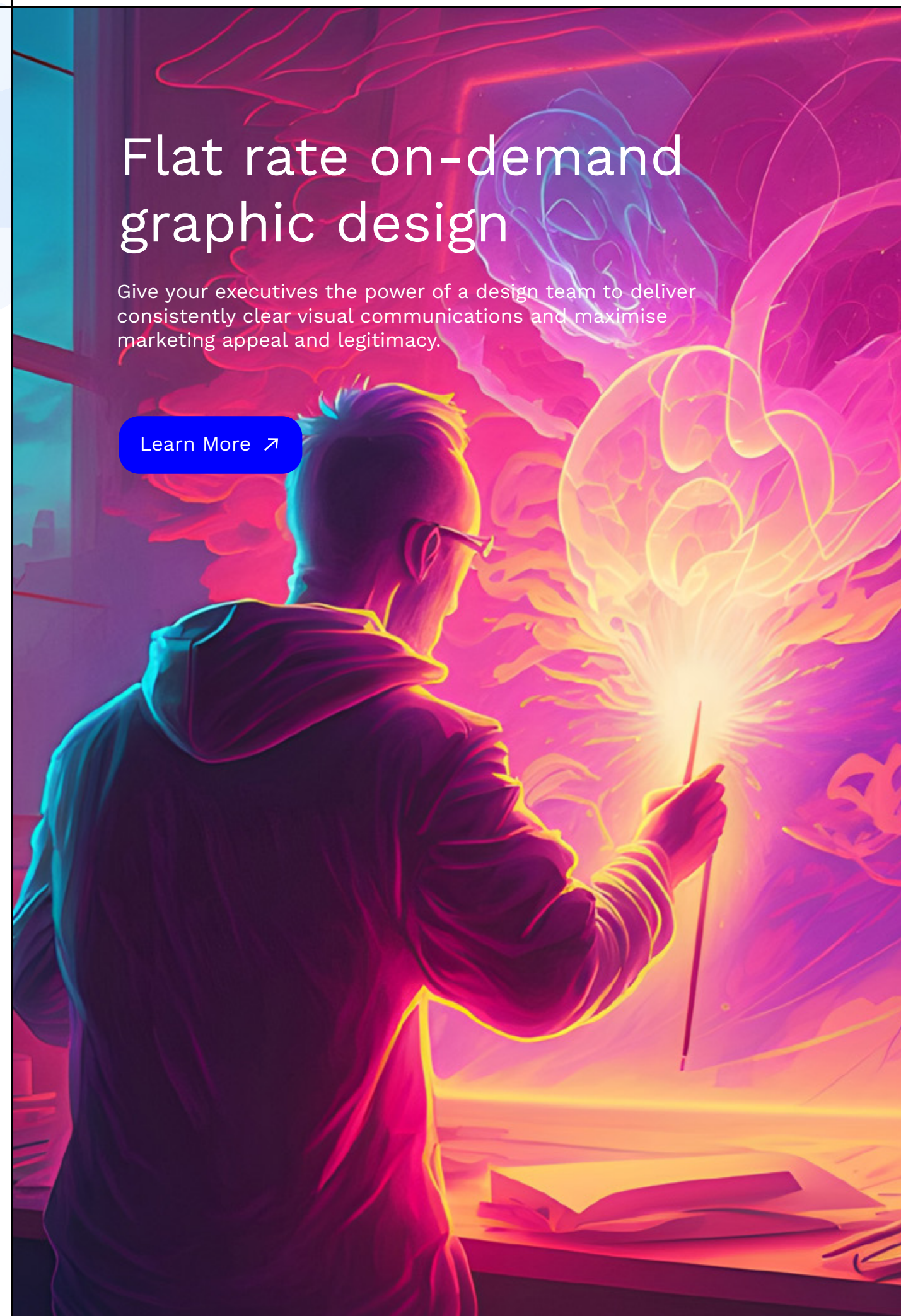
Our Intention

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

Connecting to a world where our talents' independence means organisational strength and vice versa.

Mission

We seek and produce opportunities for synergy between institutions and humans by connecting brands to our community of strategists and creators.

Belief

Healthy brands go beyond business by striving for social significance and impact.

Purpose

Facilitate meaningful brand solutions through the synergy of art, design, and business.

Our Virtues

Connections with people that are better, bolder, and braver than ourselves is what keeps us moving forward with a brazen sense of optimism.

Adapt

There are two constants: change and rising complexity. Adaptability remains the only tool to combat the everincreasing number of challenges and opposition.

Co-Create

Innovation comes from the synergy of diverse thinkers. Our matrixed corporate hierarchy and digital client integrations are examples of our investment in crossfunctional collaboration.

Differentiate

Uniqueness should provide or be as a result of useful innovation. Being one-of-a-kind is easy but remarkability is a science, we help talent develop their niches and clients their positioning.

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.

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i 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.

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

i 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.

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.

Our Capabilities

Our capabilities 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.

Satelite Departments

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

Demand Management

Our specialists assist in market penetration and expansion by forecasting, planning, communicating, and managing consumer demand with a special focus on regionality.

Organisational Development

Long-term planning is conducive to a corporate process strategy that allows you to on-board professional staff or better develop the skills of your current configuration. Change managementdiminishes the need to outsource in the long run.

External Management

Managing market expansion means careful consideration of long-term returns on capital expenditure and frugal use of resources. We evaluate market opportunities, plan the necessary resources and manage the workforce that will be responsible for growth.

Our Products

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

Whether you need creative marketers, strategic designers, or both – we've assembled our members into conveniently assorted products to effortlessly complement and plug into your existing organisational structure.

Unscene Ultra

Full-Service Per-Project Solutions Empowered By Top-Tier Talent.

Co-create something completely unique with our multi-talent approach for meaningful customer connections. For expert clients in need of robust full-service offerings.

Simple solutions for complex problems are custom built in our cross-discipline environments – tailoring fit-for-purpose communications.

Visit Wesbite

Unscene Creative

Limitless Design Department. Single Subscription Fee.

Our department becomes your design division so that novelty, dexterity & creativity elevate your brand. We manage your design projects to amplify quality and reduce turn around time.

Visit Wesbite

Unscene Insight

Month-To-Month Marketing Manager.

Outsourced marketing acting as an internal department to inspire cross-discipline thinking while avoiding the risk of several permanent members. Equip your designers with clear and insightful marketing plans to decide what, where, when, and how to talk to your new customers to maximise conversions.

Visit Wesbite
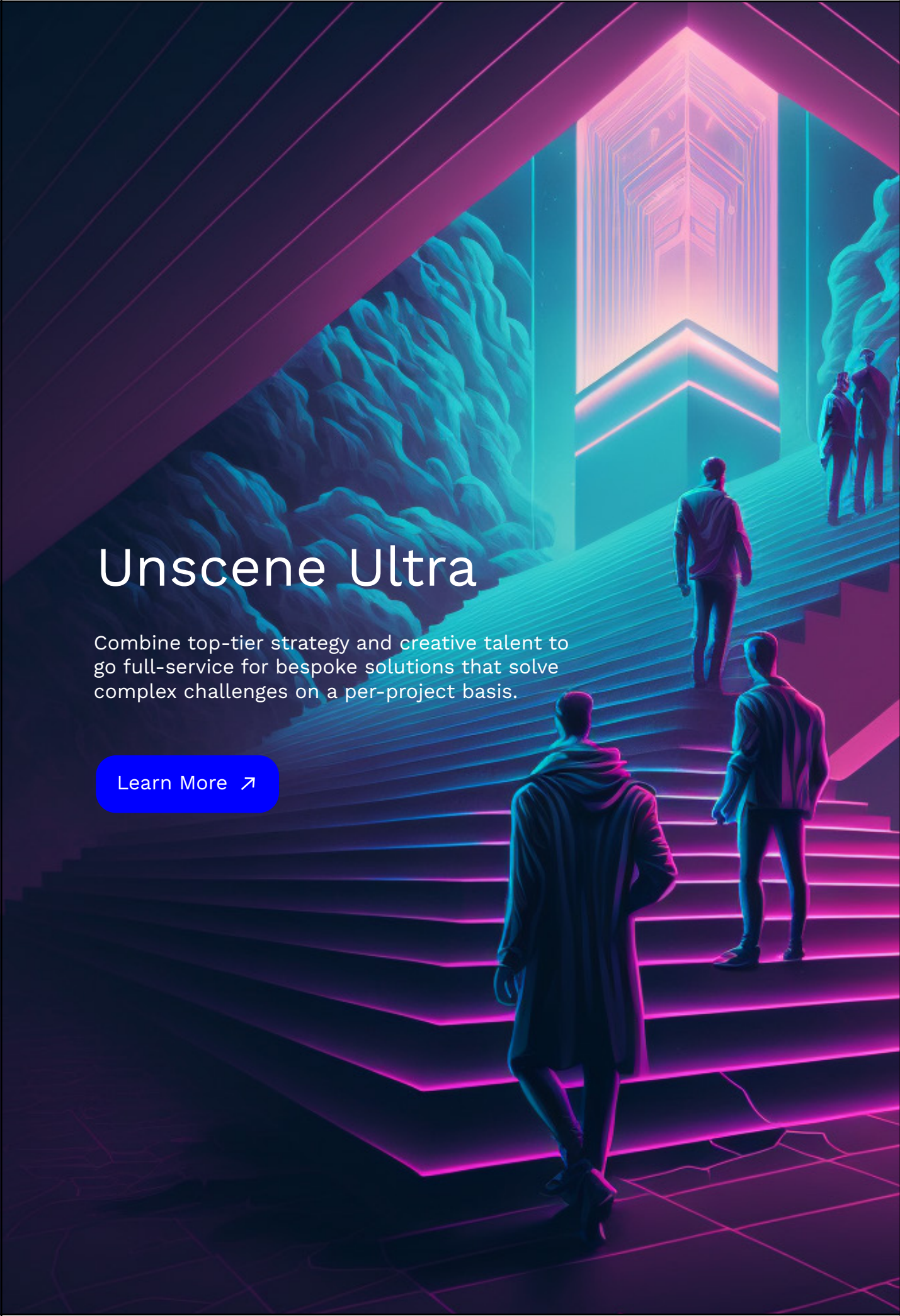
Unscene Ultra

Combine top-tier strategy and creative talent to go full-service for bespoke solutions that solve complex challenges on a per-project basis.

Learn More ↗

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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.

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**

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
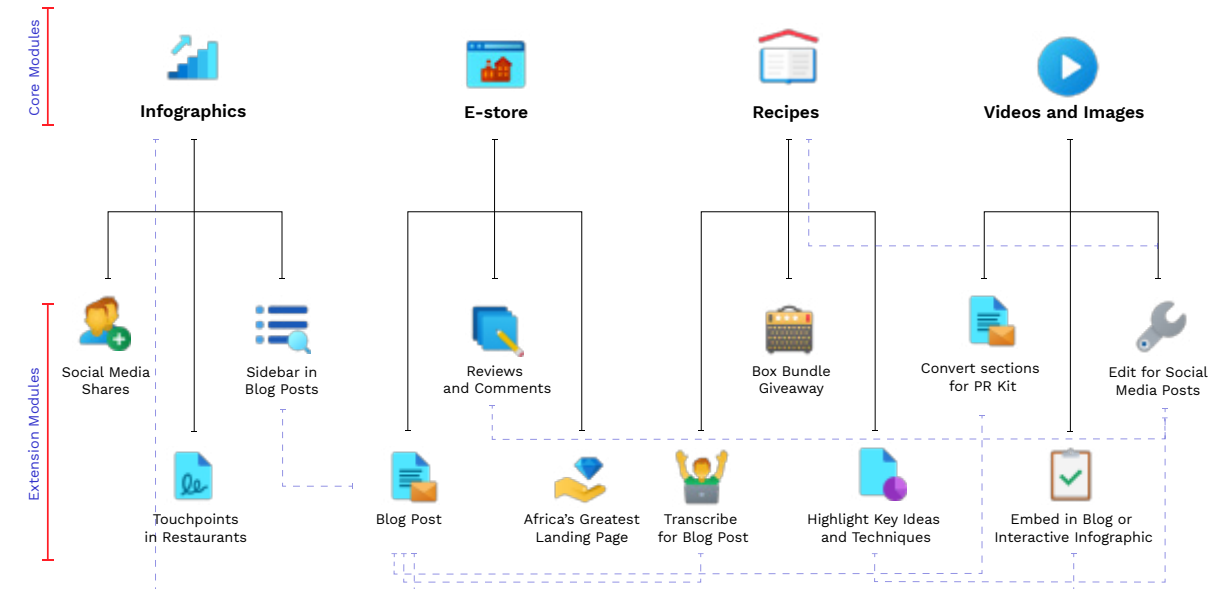
Portfolio

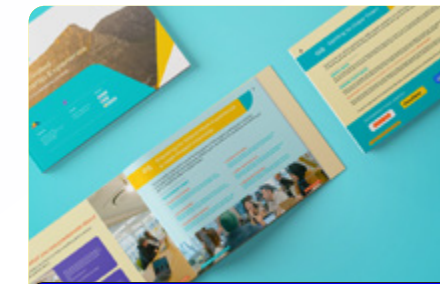Have a look at some of our past experiences.

VitaZeal - Packaging

Pescaluna - Photography

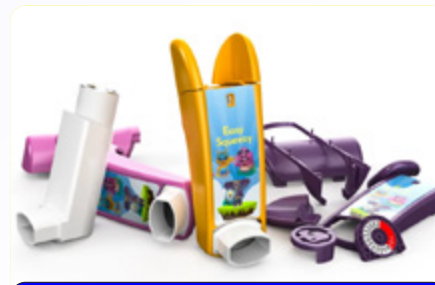**gather -** Illustration

PageBeats - Branding

diiVe - Branding

Katlego - Website

Litehouse - Packaging

Blackland Industries - Photography
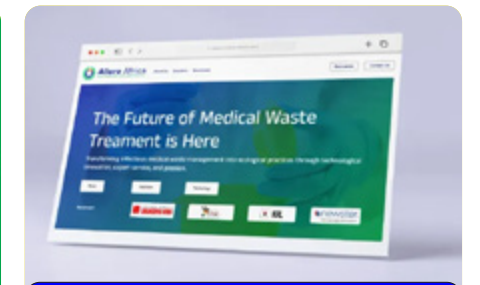

Easy Squeezy - Illustration

Tonchem - Branding

spekboom - Branding

Alloro Africa - Website

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Connect with Us

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connect@the-unscene.com

Socials

in LinkedIn

⊙ Instgram

🐦 Twitter

f Facebook

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