foxtelBrands.

Brochure

Every great impact starts with a step.

Reimagining Everything

In a world of continuous evolution, staying ahead requires **embracing change, defying norms, and pushing boundaries**. This is where we excel, with a steadfast dedication to innovation, we are transforming industries, exploring new possibilities, and changing how brands engage with their audiences & how products and experiences are developed.

Through the essence of holistically looking at things differently and exploring new horizons, we deliver optimal solutions for our clients.

foxtelBrands revolutionizes user experiences, by reimagining the way things are done and inspiring brands & individuals to make a positive impact on the world.

Discover - Re-imagine - Implement

re-imagining everything means, we must embrace innovation, creativity, & let go of preconceived notions in all aspects of life.

By embracing reimagination, we foster growth, transformation, and new opportunities, breaking free from limitations to explore new horizons and shape a future based on our dreams and aspirations.

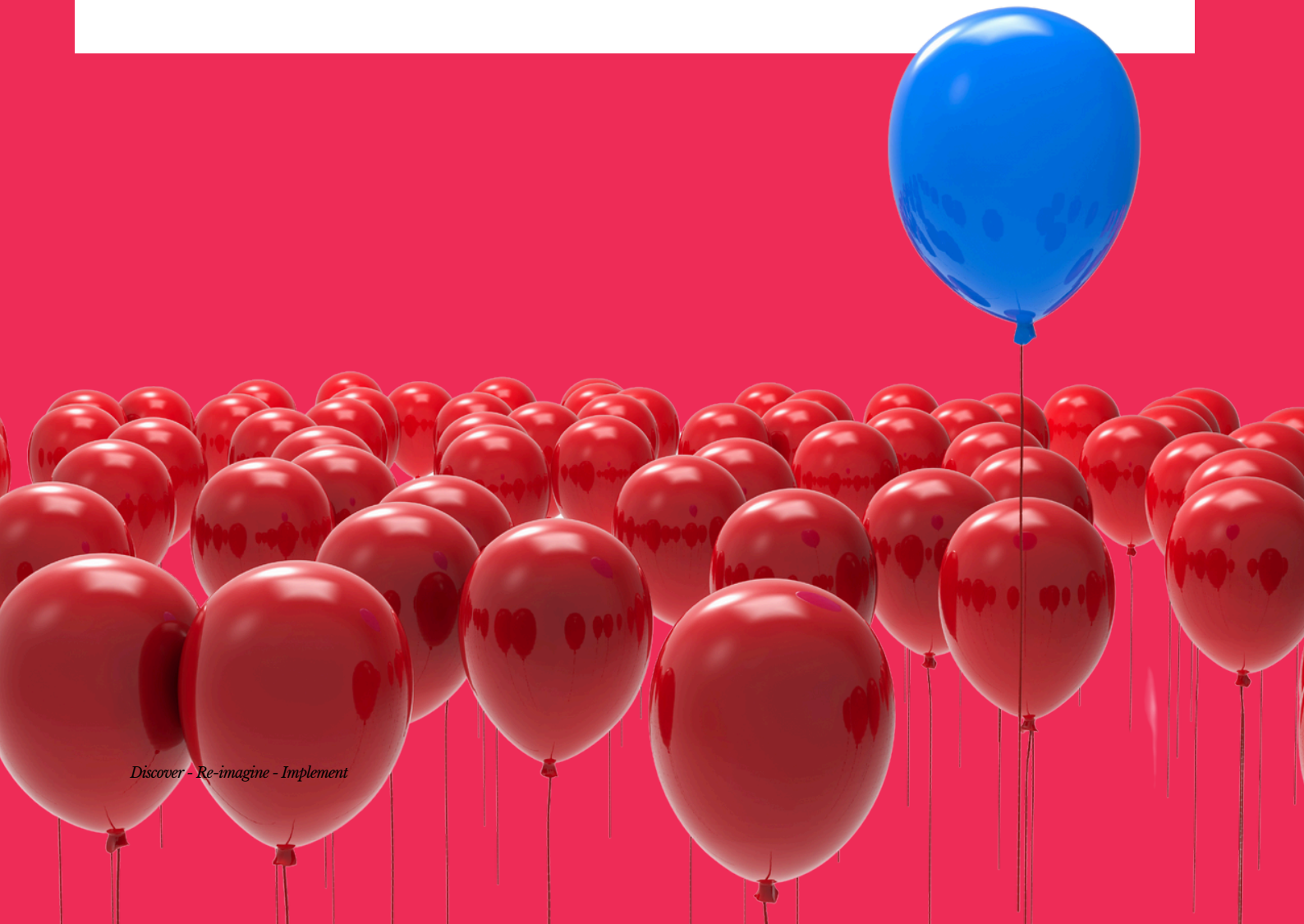
about Us

foxtelBrands is an Integrated Design & Strategy agency that leverages on the power of Design thinking to help our clients achieve their goals.

We believe in the transformative power of design to **drive innovation, solve complex problems, & create meaningful experiences** to our clients & their potential audience.

We make data driven decision to deliver solutions that not only meet but exceed expectations.

We also believe in collaboration, creativity, results and excellence.



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core values

Innovation

We value innovation as a driving force behind its problem-solving process.

It embraces creative thinking, design thinking methodologies, and strategic planning to develop innovative solutions that address complex challenges and drive meaningful change.

Empathy

With a human-centered approach, we prioritize empathy in its interactions with clients and stakeholders.

It helps us to deeply understands our clients' needs, challenges, and aspirations, ensuring that solutions are tailored to meet their unique requirements & create positive impacts.

Collaboration

We believes in the power of collaboration & partnership.

We collaborate closely with our clients, stakeholders, and experts across different disciplines to co-create solutions that is tailored to there needs

Sustainability

We recognizes the importance of sustainability in its approach to problem-solving.

It considers environmental and social impacts in its solutions, promoting sustainable practices and responsible stewardship of resources.

Guided by our core values, we **deliver simple, effective solutions across business, branding, technology, and environmental domains.**

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understanding design & strategy

Design & Strategy are two distinct concepts, but they often intersect and complement each other in various contexts, especially in the realm of business and innovation.

What **Design** means to us.

Design is the process of creating solutions to problems or fulfilling needs through the thoughtful arrangement of elements.

It encompasses a broad range of disciplines, including graphic design, industrial design, user experience design, and architectural design, among others. Design involves creativity, problem-solving, and aesthetics to develop products, services, or experiences that are functional, user-friendly, and visually appealing.

Design is not just about making things look good; it's also about making them work effectively and efficiently.

What **Strategy** means to us.

Strategy, on the other hand, refers to a plan of action designed to achieve a specific goal or set of objectives.

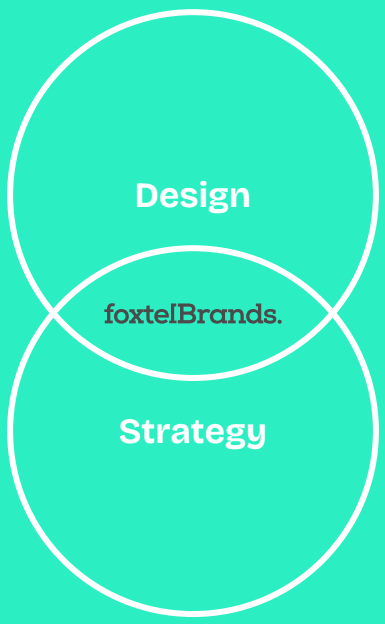
It involves making choices about where to allocate resources and how to position an organization or project in order to maximize its chances of success. Strategy requires analysis, foresight, and decision-making to navigate complex environments and anticipate future challenges. It encompasses various levels, including corporate strategy (for the entire organization), business strategy (for individual business units or divisions), and functional strategy (for specific areas such as marketing or operations).

The **Intersection**

Design & Strategy often intersect in the context of business innovation and development. Design thinking, for example, is a problem-solving approach that incorporates principles of design into strategic decision-making processes.

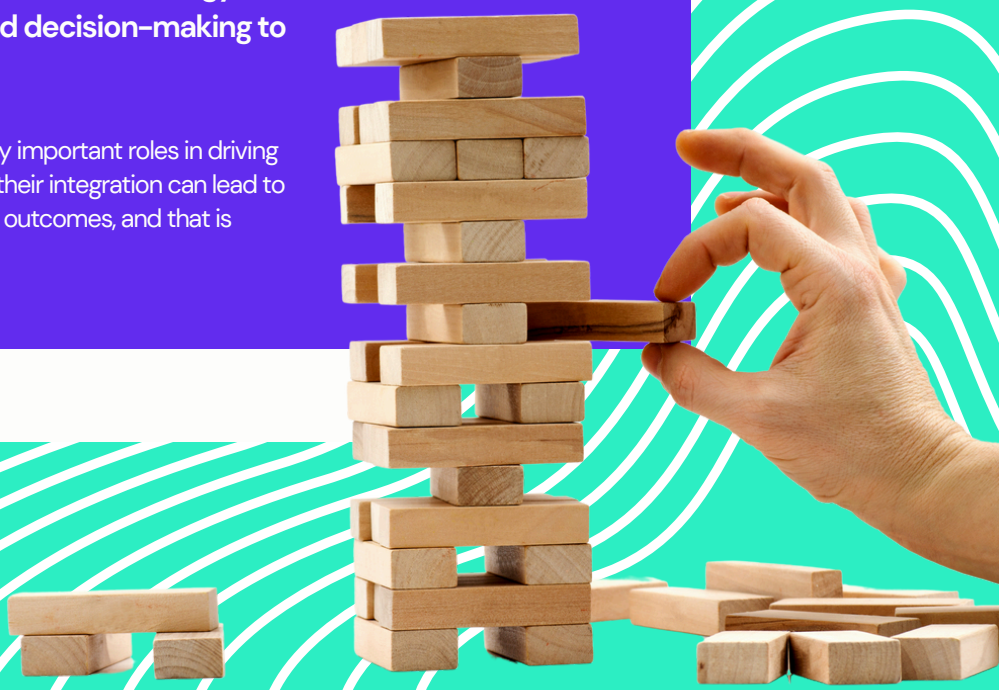
By integrating design thinking into strategy development, organizations can create innovative solutions that address customer needs and market opportunities more effectively.

Similarly, strategic design focuses on using design principles to inform strategic decision-making and drive organizational change.



While **design focuses on creating solutions through creativity & aesthetics, strategy focuses on planning and decision-making to achieve specific goals.**

However, both disciplines play important roles in driving innovation and success, and their integration can lead to more effective and impactful outcomes, and that is where we come in.



discover
re-imagine
implement

our mission is to keep making impact through creativity and innovation.

Discover

We kick off our problem-solving process by deeply understanding the needs, challenges, and aspirations of our clients across diverse sectors, including business, brands, technology, and environmental solutions. Through immersive research and empathetic engagement, we uncover insights that inform our design thinking and strategic planning approach.

Re-Imagine

Drawing upon our expertise in design thinking and strategic planning, we creatively re-imagine possibilities for our clients' businesses, brands, and environmental solutions. We collaborate closely with stakeholders to generate innovative ideas and concepts that address complex problems and capitalize on emerging opportunities

Implement

With a focus on practicality and feasibility, we translate our re-imagined solutions into tangible outcomes, seamlessly integrating business strategies, brand development, technological innovations, and environmental considerations. Through iterative prototyping and testing, we refine our solutions to ensure they not only meet but exceed our clients' expectations, delivering transformative results across all facets of their endeavors.

what we do

discover / re-imagine / implement
our mission is to keep making impact
through creativity and innovation.

- Brand Strategy Development
- Logo Design & Identity Design System
- Communications Design
- Website & App Design & Development
- Product Design *(Digital & Physical)*
- User Interface & Experience Design
- Architectural Design & Visualization
- Data Visualization
- Operation strategy development & implementation

View all our services

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We tackle intricate challenges with creativity and hold the belief that impactful design can make a positive difference in the world.

Why we are different

We are the compass that guides you in the right direction.

We serve as the link that connects you to your objective & goals.

We are your closest companion, ready to assist whenever things aren't going as planned.

FEATURED
BRAND IDENTITY DESIGN PROJECTS

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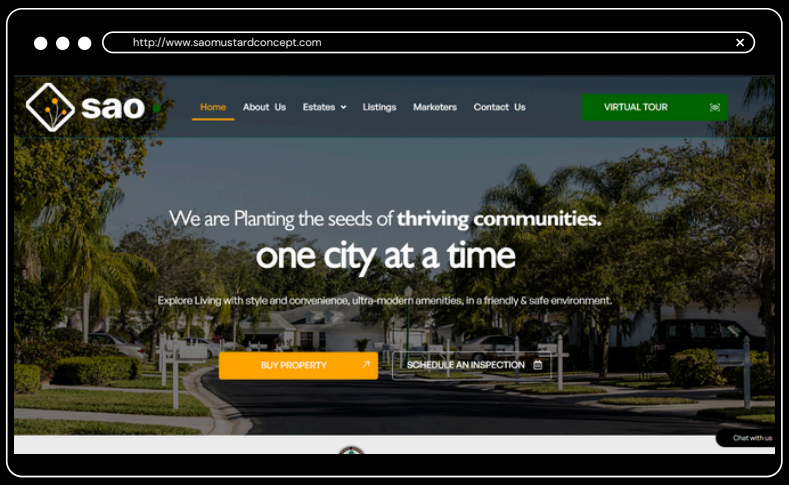
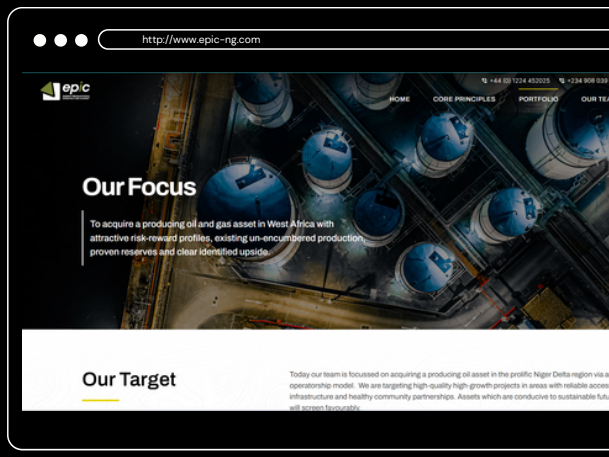
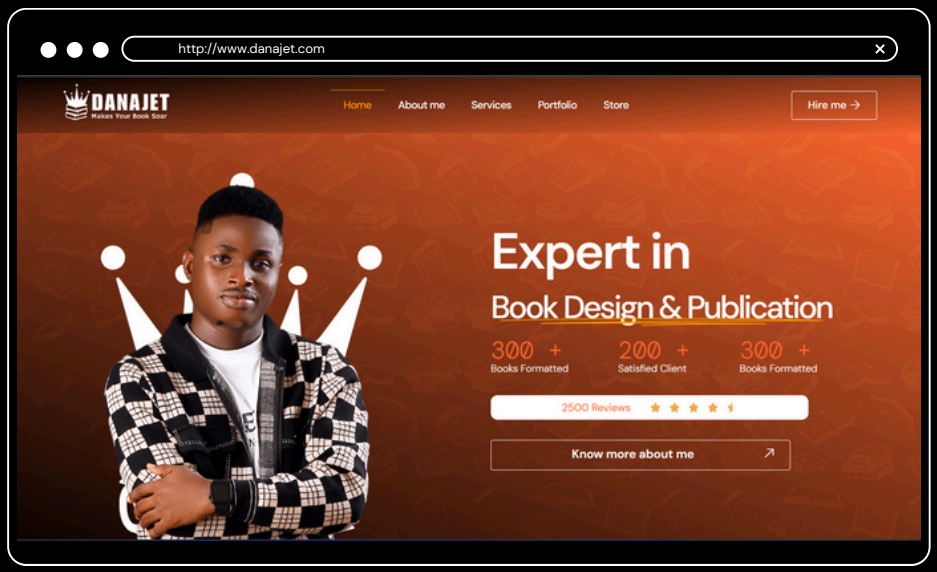
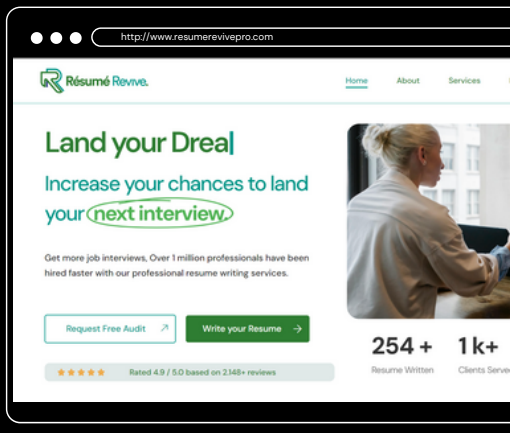
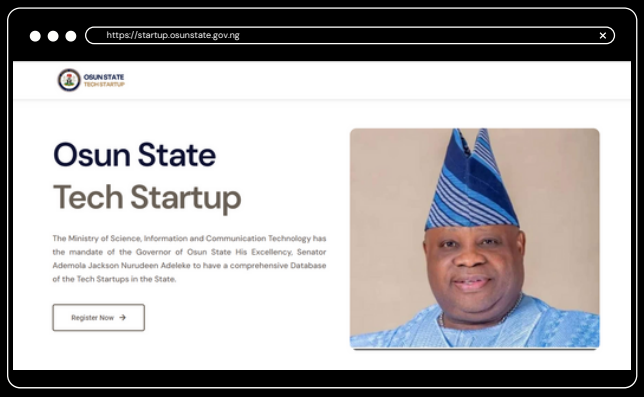
FEATURED
DIGITAL DESIGN PROJECT (WEBSITE)











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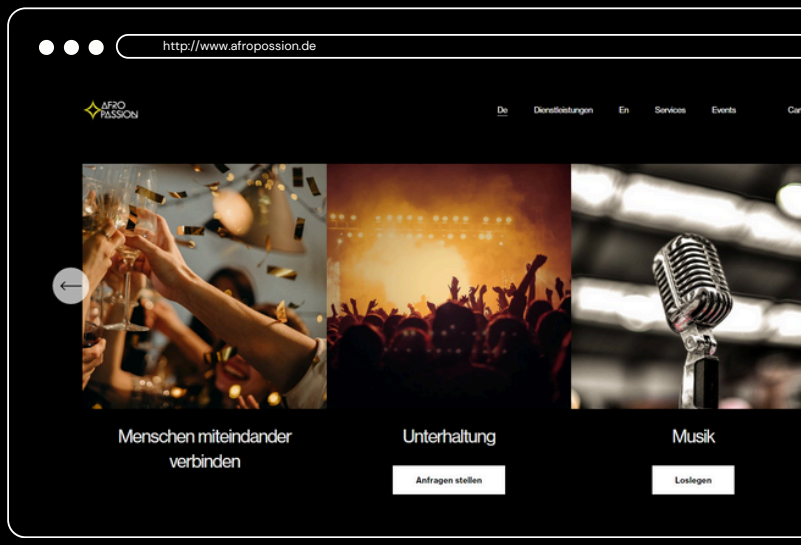
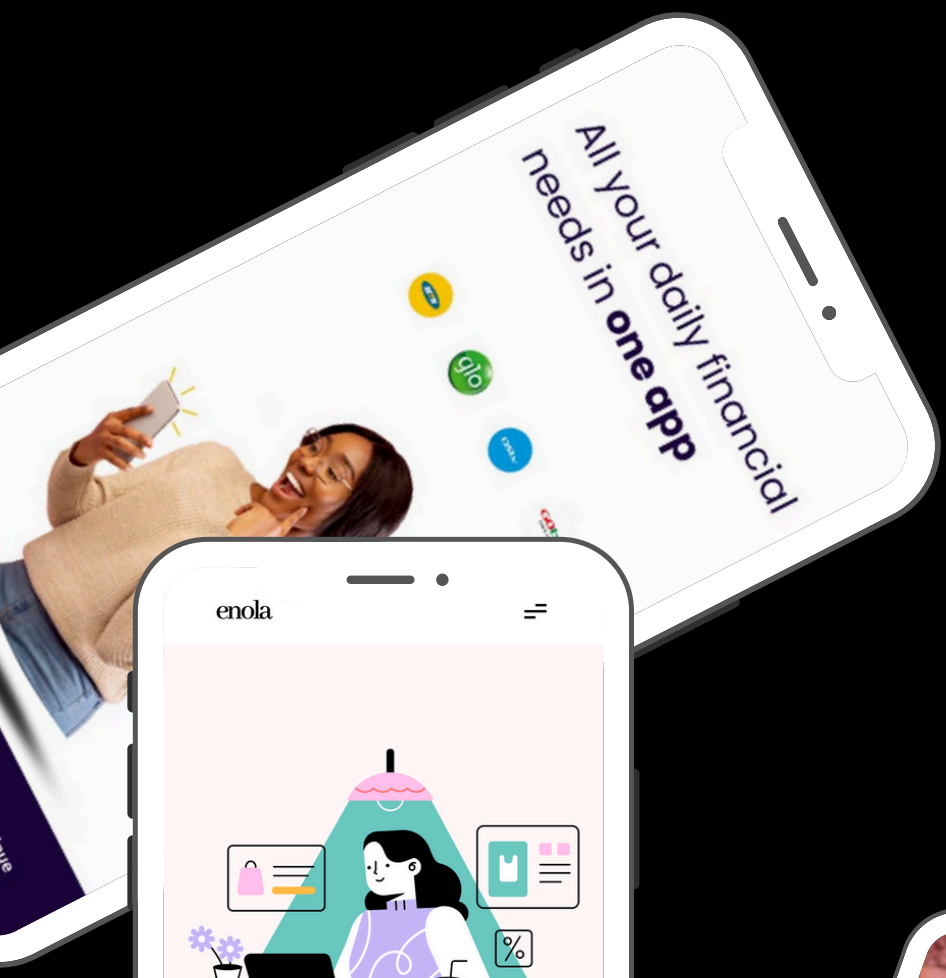
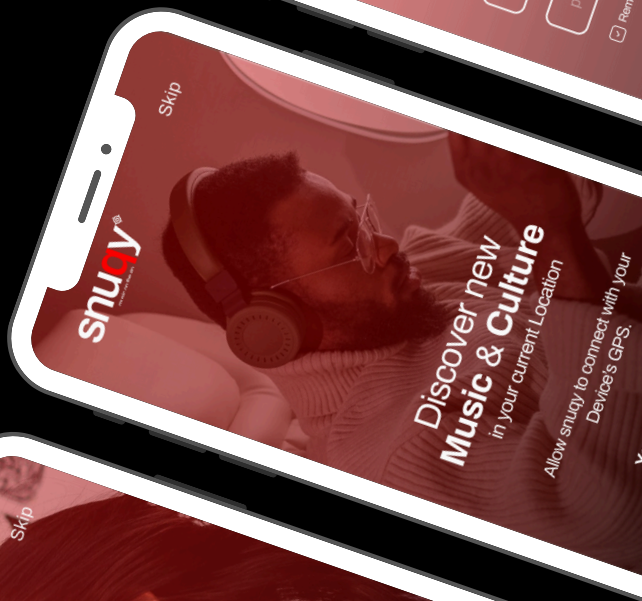


FEATURED
DIGITAL DESIGN PROJECT (APP)





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FEATURED
PRODUCT DESIGN & PACKAGING

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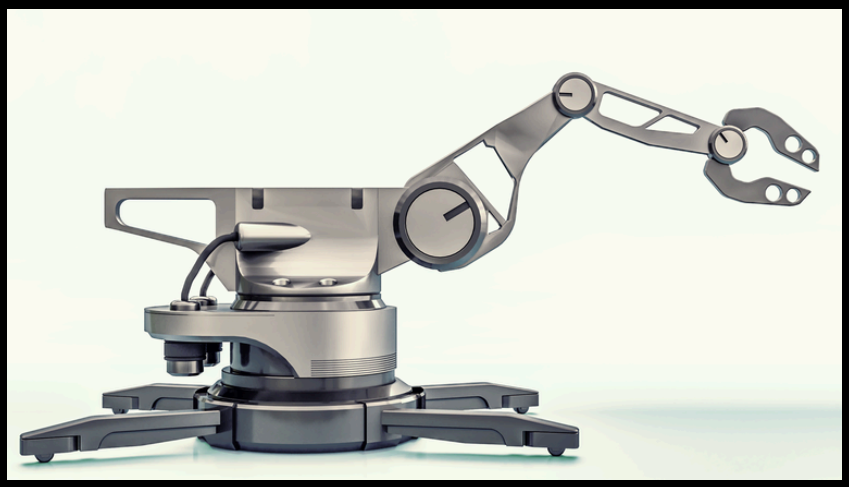
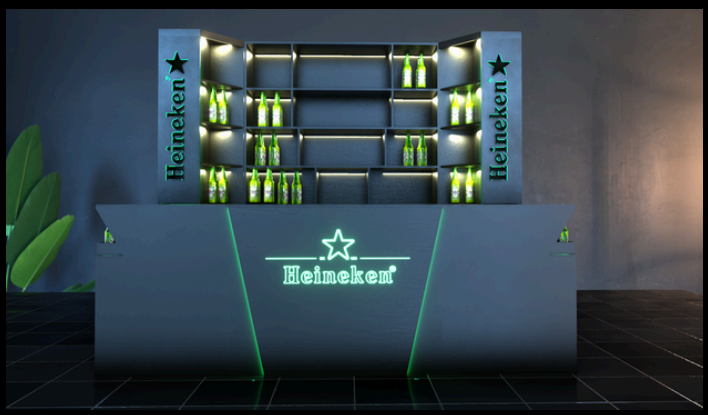
FEATURED
PRODUCTS DESIGN & VISUALIZATION





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FEATURED
ARCHITECTURAL DESIGN & VISUALIZATION

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why work with us

- **Innovative Solutions:** We are at the forefront of innovation, employing cutting-edge methodologies and creative thinking to develop solutions that set our clients apart in their industries.
- **User-Centric Approach:** We prioritize understanding and meeting the needs of your target audience, ensuring that our solutions are intuitive, engaging, and effectively drive results.
- **Collaborative Partnership:** We believe in collaboration and partnership, working closely with you throughout the process to ensure that your vision is realized effectively and efficiently.
- **Excellence in Execution:** With a commitment to excellence, we deliver high-quality solutions that meet and exceed your expectations, on time and within budget.
- **Sustainability:** We consider environmental and social sustainability in our solutions, promoting responsible practices and minimizing negative impacts.
- **Proven Track Record:** Our team has a proven track record of success, delivering impactful solutions for clients across various industries and domains.
- **Client-Centric Approach:** Your satisfaction is our priority. We listen to your needs, provide responsive communication, and adapt our approach to best serve your goals.

CONTACT

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If it's not realistic,
we won't pursue it.

foxtelBrands.

2024