



Welcome to our

# CREATIVE STUDIO

Where kickass ideas become realities.

Creative Studio Portfolio

**2024**

# Why is Creativity important?

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Creating is all about making innovative connections with strategy, aesthetics and amazing experiences. Our creative department is ready to take on any challenge, with the right connections to bring your vision to life.

**"We encourage you to trust your project with our creative department.**

Whether the result is a beautiful design or a captivating video, we can bring every idea to life".



**Valentina Daza**

Creative Director



**Karla Mira**

Art Director

# We specialise in crafting creative concepts that capture your brand's identity and help you reach your objectives.



## Collaborate and Innovate: TIF's Secret Recipe Revealed!

At TIF, we understand the importance of collaboration and transparency in fostering creativity. So, to be honest, we're not like the rest... We're willing to share our "Secret Recipe" to help you gather innovative ideas for your brand!

In our creative kitchen, every recipe for a great idea consists of a unique combination of the following ingredients:

- 1 cup of playfulness
- 2 teaspoons of resilience and learning from mistakes
- 1 litre of life contemplation, often found in moments of wall-staring while searching for inspiration
- 3 pints of effective communication and idea-sharing
- 4 gallons of team collaboration and brainstorming
- 1 teaspoon of constructive feedback
- And the one and only "AHA moment!" (Which is notoriously difficult to obtain. Best of luck with this)

We know that some of these ingredients may be challenging to acquire on your own. But, as always, TIF is more than happy to help!

We encourage you to trust your project with our creative department. Whether the result is a beautiful design or a captivating video, we can bring every idea to life.

# Creative Studio & AV Storytelling Projects

Impactful storytelling to resonate with your audience, winning their minds and hearts.

## Graphic Design

- Branding
- Advertising
- Editorial
- Packaging
- Digital
- Illustration

## Audio Visual

- Corporate videos
- Animation
- 2D & 3D
- Video Production & Direction



# Our Services

We specialise in crafting creative concepts that capture your brand's identity and help you reach your objectives.

## Agile Branding Marketing Materials & Sales Collaterals

Include processes such as graphic brand ideation, business logo, product branding, event branding, or brand persona.

## Audiovisual Production & Post-Production

We bring your brand to life through audiovisual products. From beautiful storytelling aligned with your internal narrative, to simple GIFS, we make sure to apply movement, rhythm and beat to your brand, making it more alive than ever (and on trend).

## Storytelling

We see storytelling as something more than just words. We understand it to be a way to transmit a message that is part of something bigger for your brand – a purpose based on strategic decisions.

## Creative Campaigns

Creative concepts will make your brand stand out from the crowd. Whether it is a concept for a BTL activation, or for a digital campaign, we have minds ready to generate the best ideas that adapt to your brand, being smart & creative along the way.

## Graphic Design

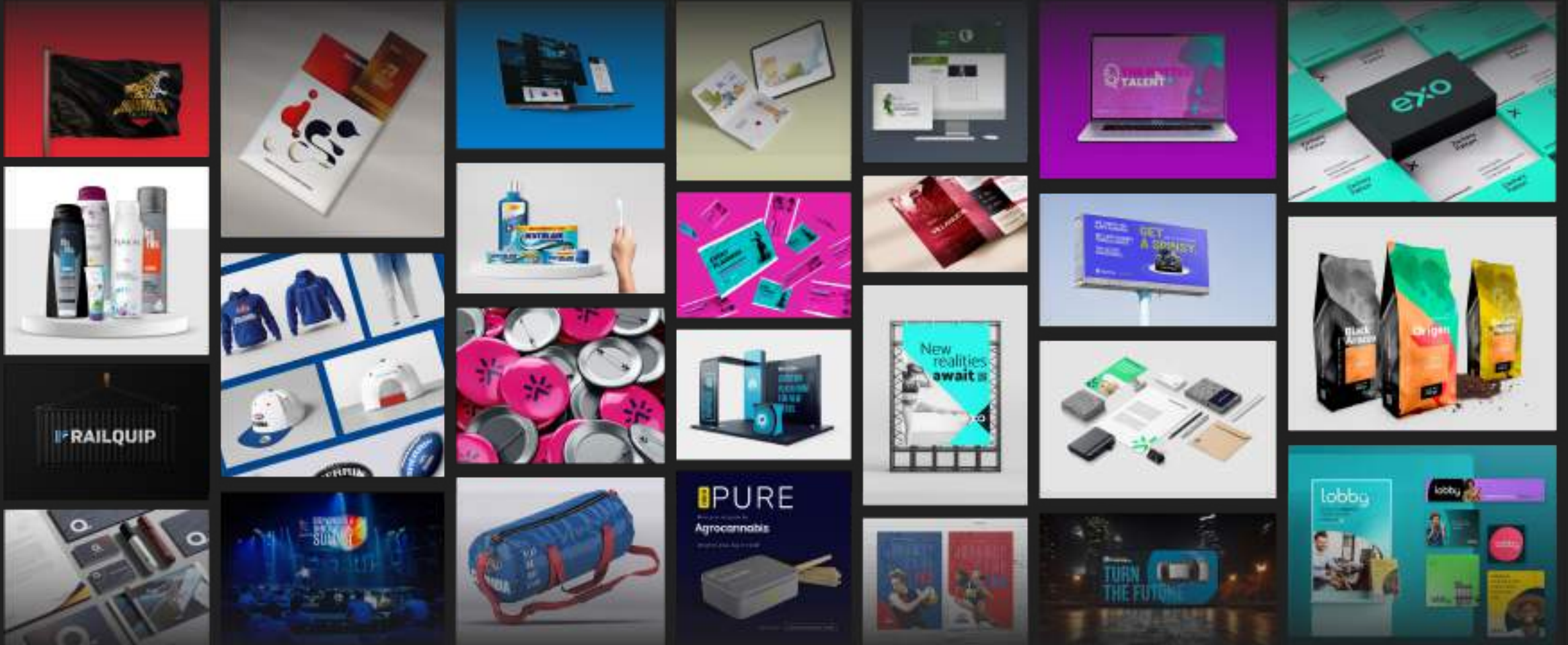
Elevate your brand with our comprehensive graphic design solutions. We blend creativity and strategy to develop visually striking and unique designs that resonate with your audience. From cohesive branding to dynamic designs, we ensure your brand's vision and universe is consistently communicated across all media.

## UX / UI Design

We offer you both editorial and graphic design, applied in what is considered crucial for your brand's digital blueprint today. Ranging from websites to digital advertising campaigns, we develop a graphic narrative for your brand's digital world.



# Case Studies



# Case Studies



# Our Work & Testimonials



Brand & Marketing Partnership  
**Australian Turntables**



**Ben Chapman**  
CEO

The Ideas Factory has been the ideal ally to support us in the goals we have set. The development and expansion of our brand have been an example of the great things we can achieve together.



Brand & Marketing Partnership  
**Railquip**



**Louie Schroeder**  
President

Having The Ideas Factory (TIF) as our marketing partner has been a pivotal part of the strategic development of the new Railquip branding and digital transformation.

Working with TIF we feel like that they really understand and believe in our business. We love the way the company is growing and how they help us maintain our family business values while we continue to help America move.



Brand & Marketing Partnership  
**The Functionary**



**Jenna Stanfield**  
Director of Business Strategy

Working with TIF as our marketing partner this year has helped us streamline our marketing efforts across the business. We love that the TIF team feels like an extension of our team and that they provide the marketing and strategic expertise to help us to build our brand and showcase the solutions we have to offer our clients. They've been an excellent partner.





# Our Clients

Spanning across

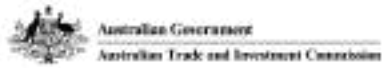
**20 countries**

Delivered more than

**500 projects**

Launched more than

**100 brands**



A stylized world map is centered in the background, rendered in a light gray, dotted pattern. It shows the outlines of the continents. There are three small white star-like symbols: one in the upper left quadrant, one in the lower right quadrant, and one near the bottom center.

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