



**Tenacious Limited** is a design and branding consultancy based in North London. We specialise in Design, Advertising and Multimedia for corporate sector and the computer games industry.

Our business model allows us to offer high-end strategic design and communication solutions at a lower cost base than your typical design agency. We manage to reduce your costs by maintaining a small, but highly qualified and multi-disciplined team.

Able to fully fuse a great creative idea with the business objective at hand, we are most comfortable assisting you, and it really doesn't matter if it's a corporate identity, an advertising campaign, digital mastering or a simple DL flyer that's needed.

**Tenacious Limited** bring an in-depth knowledge and experience of agency and workflow process which will ensure delivery both effectively and efficiently while meeting the needs of clients, a role including support of the Marketing and Sales departments in creating a vision and then leading the design through to production.

Our ethos is simple. To provide a complete design service.



## Who are we?

Tenacious is headed up by a duo of ex 'BIG agency' and Games industry partners. No bureaucracy, no hierarchies and no intimidating account teams trying to justify their fees. It's just the right measure of experience, talent and passion needed to get things done.

### Andrew Philp – Creative Director

With a career spanning over 17 years, he has been involved in creating a myriad of marketing, design and business success stories. He is responsible for re-branding multi-nationals and just about everything else that can possibly be placed under the creative remit. Delivering creativity, quality and assurance and the understanding of clients needs, led him to the formation of Tenacious, an agency that would seamlessly marry traditional design and new media design within a small but perfectly formed team.

### Haydon Farrar – Technical Director

A highly experienced technical services manager with 16 years experience in the computer games industry, covering a broad range of technical and creative responsibilities. His skills are wide ranging and include Video Storyboarding and Editing for game trailers, Video Games Producing, Creation and Coding of Install Shield Installers and Installers, Copy Protection, IP and Licensing Control, Internal Duplicating and Product Quality Control.

Haydon liaises with company marketing teams for development of game footage and external video production companies, for tape format conversion and capture of HD footage. Producing trailers on time and on budget and involves problem solving in encoding video from different consoles and formats have always been a key objective.

### Our Team

We have a core group of talented, highly-adept designers and a professional production specialist who assist in the smooth transition of concept to finished product. While our agency is new, we're not! We have all the creative experience and technical knowledge you'll need to achieve creative and effective design with measurable results.



## What we offer?

We are a design agency that specialise in creative and technical services.

### Creative Services

- Brand design and management (audit, corporate identity, guidelines, positioning and copywriting).
- Web-site design, set-up and management.
- Design and print production (brochures, direct mail, exhibitions and stationery).
- Advertising.
- Forum moderation.
- Localisation of code and artwork.
- 3rd Party submissions and approvals.
- Video Production and Editing.

### Technical Services

- Product Mastering.
- Product Installation and Front-end Production.
- Master Archive, IP security and Manufacturing Asset Control.
- Archive and Retrieval service.
- Copy Protection Management and implementation.
- Disc duplication and replication services.

## Tenacious Limited Packaging





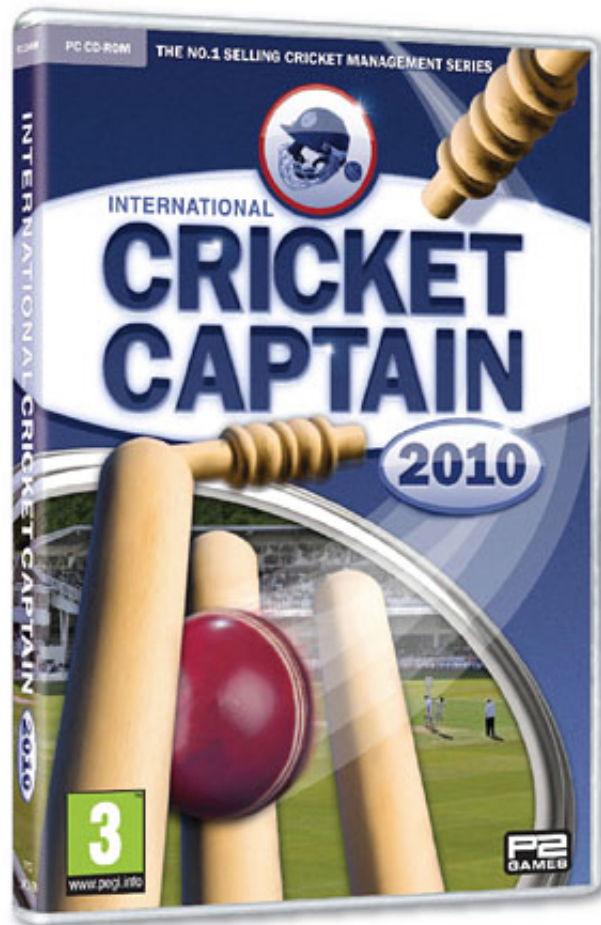
# Tenacious Limited Packaging



## Tenacious Limited Packaging







Installer



Front End

We were asked to design the artwork for Cricket Captain 2010 and build the installer and front end for the download version and disc version for Childish Things. The look and feel of the product was carried throughout from the packaging to the contents on the disc.

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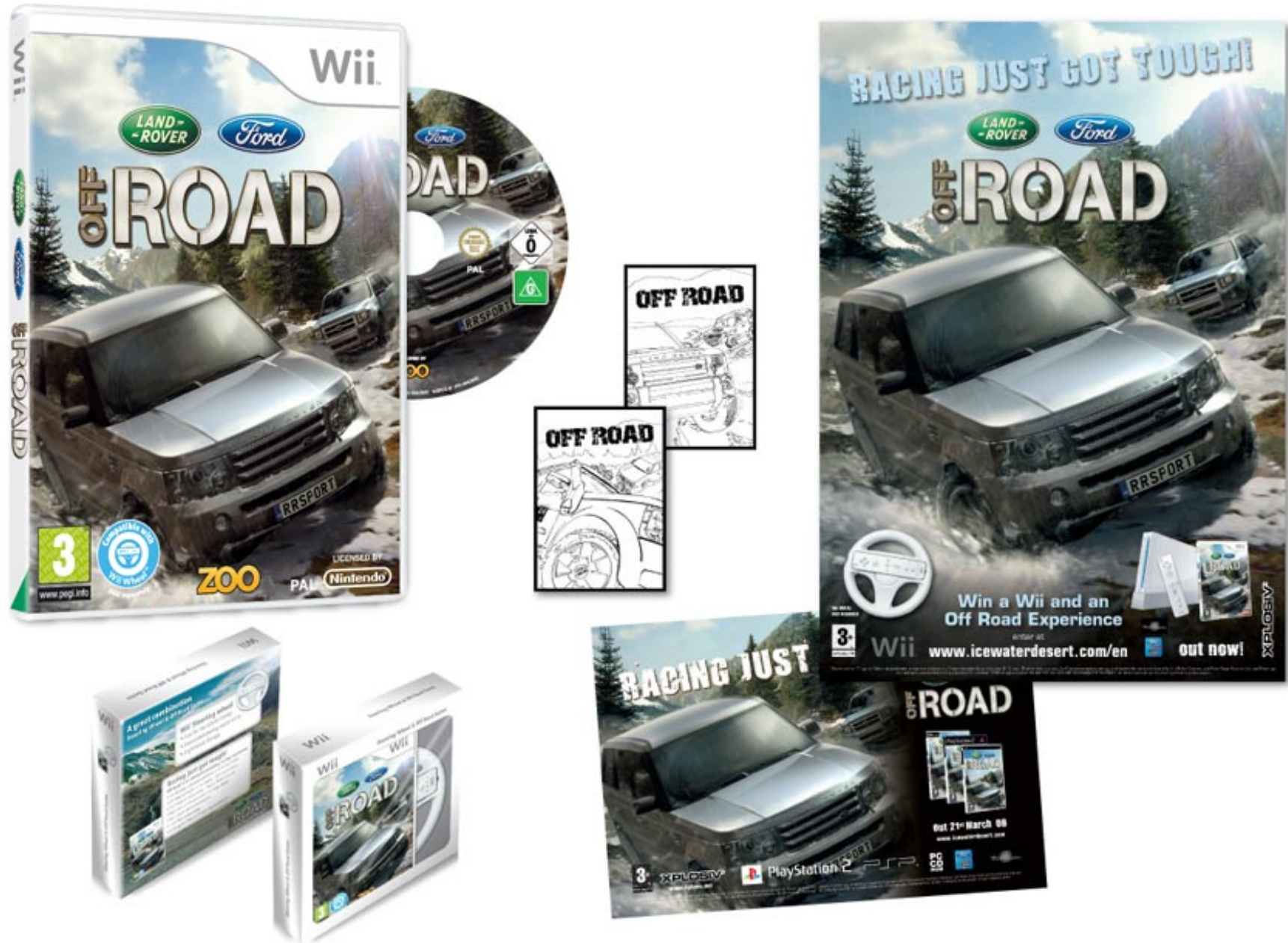









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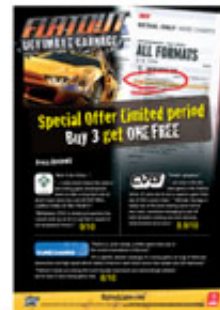
Available on the App Store











## Tenacious Limited Marketing











