

TAG8

About us

Tag8 is an independent brand consultancy that has spent the last decade helping leading organisations and brands to innovate faster and smarter. We're on a mission to build brands that add value to people's lives. Meaningful brands that make an impact, now and in the future.

Value proposition

- Building future brands to perform in a digital-first world. We have recently teamed up with an award-winning, data & technology led, digital media business, obsessed with performance
- We develop strategies and build brands that grow audiences and maximise ROI
- A truly digital-first approach to sales and marketing rests upon a strategic imperative to build meaningful digital interactions that deliver a series of messages with one overarching goal: trust

Services offered

Tag8 offers the following services: partnership, purpose and performance.

- **Strategy:** We understand your business, identify objectives and create a tailored brand, marketing, social or media strategy to achieve those objectives
- **Branding:** With an eye on global trends, we craft brand strategies, develop creative concepts, brand identity, content and produce brand collateral
- **Digital:** Whether we're brainstorming a brand's digital game plan, building a website, online store or content calendar our goals are always to create engaging and memorable experiences
- **Multi-platform solutions:** Premium partnerships with Google, Facebook, LinkedIn, Twitter, SEO, Research and Real time Reporting and analytics dashboard
- **Media:** We offer integrated media strategy, planning and buying across digital and traditional media. Reaching your customers at micro-moments, both online and offline to drive conversion
- **Activation:** We combine skills from experience in premium brand activation with those of a relevant, socially connected 'content' generation to deliver both brand and commercial return

Key individual

Andrew Franks

Contact person

Andrew Franks

Contact details

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Regions supported

- We work with ambitious founders to build, launch and grow companies
- We partner with existing companies and work alongside your teams to evolve brands and position the business for growth
- We engage with established companies to help disrupt categories and ensure continued relevance and leadership
Cape Town, Gauteng, KZN, UK, US

Reference and pricing

- We scope each project individually and provide client quotations with proposals
- Once approved and signed off we require 50% deposit before commencement
- We then provide a project timeline
- Client is happy and signs-off work
- Client pays balance
- Pricing: Discount of 10% on market price
- Redeem Code: Tag8%