



Imagineering is the blend of imagination and engineering. It is about implementing creative ideas into a practical form. At IMAGINEERING we simplify the complex through the use of the TRI-MID® and generate usable, tangible, creative solutions to any business problems through CREATIVE TONING®

THE TRI-MID®



No brand exists in isolation. It is owned by a business, managed by its people and offered to a market to be chosen by its customers and consumers. The Tri-Mid® is a model that covers all the critical areas of any business. It has three faces – one for the business, one for the market and one for the brand. To manage a brand successfully, all three faces of the Tri-Mid® must be brought into balance.

The Tri-Mid® allows you to adopt a total business approach to marketing. When used as a checklist it will ensure that all audiences are considered when developing any brand activity. When used as a strategic tool it will bring new perspectives and interpretations to your existing thinking.

THE TRI-MID®

The Tri-Mid® offers you a new way to approach to Marketing By breaking things down into smaller units, decentralised and modular in design is the first step to being able to simplify the complex. But you have to start with one single purpose, de-construct and reconstruct. And that's the Tri-Mid®. It will form the basis for a new way to approach marketing. The creative part largely consists of re-arranging what you probably already know in order to find out what you don't know. It will help you look afresh at what you normally take for granted.

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With increasing pressures on time and resource, an element of reductionism is required – but not to the detriment of thoroughness. The Tri-Mid® offers you a robust structure which, when applied to today's marketplace gives you both the rigour and creativity required to manage your brands. The Tri-Mid® allows you to adopt a total business approach to marketing. When used as a checklist it will ensure that all audiences are considered when developing any brand activity. When used as a strategic tool it will bring new perspectives and interpretations to your existing thinking

A completed Tri-Mid® acts as a visual summary of the here and now. It clearly defines your current position and allows you to adopt a total business approach when considering any project. It is a strategic tool that will bring new perspectives and interpretations to your existing thinking. It enables you to clearly define “where you are now” – INSIDE the box.

