



ENIGMA

ENGAGE

We are
fearless,
independent
and original.

ABOUT US

Enigma is a Global Digital Transformation Agency

We build forward thinking bespoke digital business transformation models & solutions where the main competitors can't deliver.

It's the synergy of real time strategy and analytics combined to offline data sets that delivers an immersive experience for your needs.

In today's market where our customers have more choices than ever and competition fierce on their heels, they need to know what's relevant, what interests and what inspires them as best as possible.

Your data might not tell you everything you need to know, but it's the best place to start.

The rest, that's all in the approach you take to execute a strategy or communication and how enticing your engagement is. It's the interpretation of insight that makes the real difference.

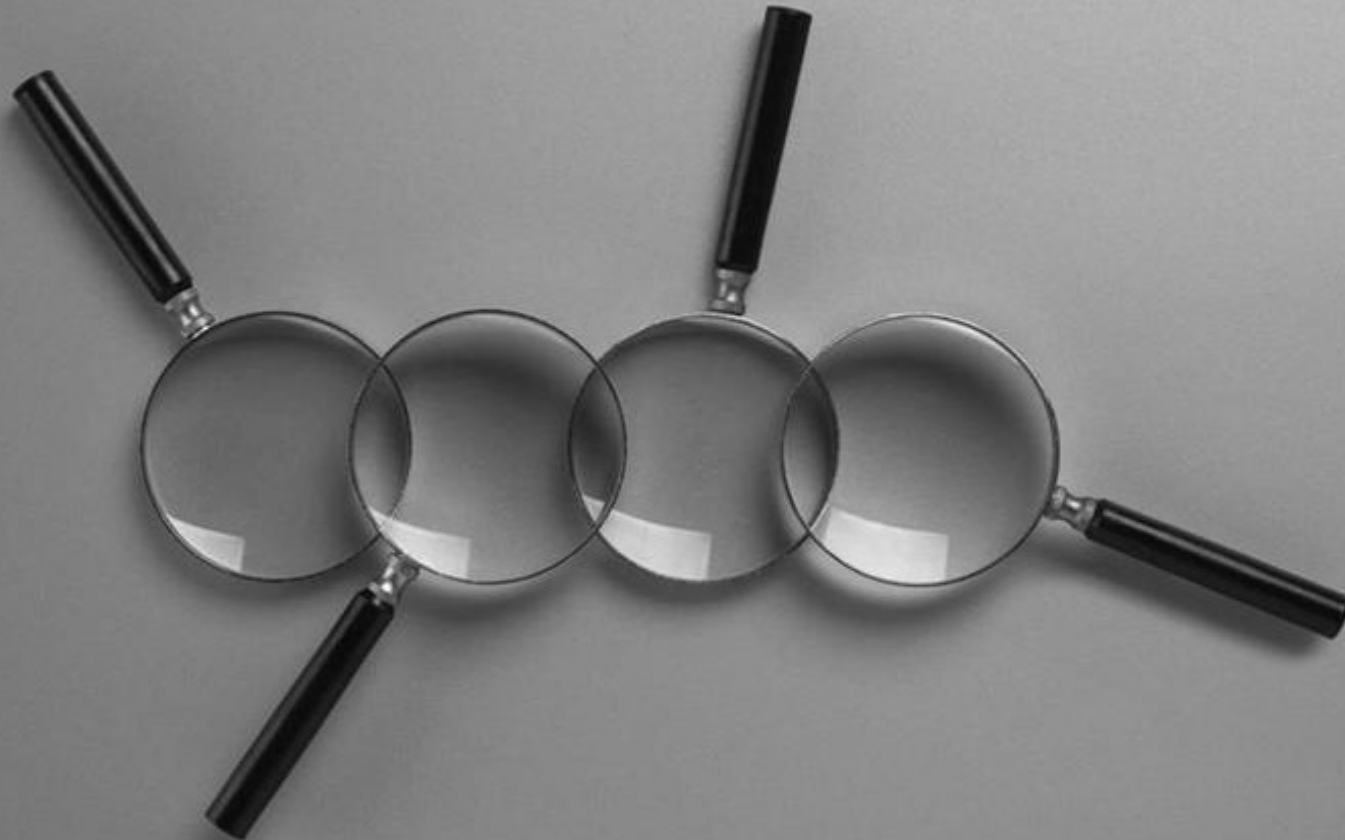


Successful brands have a solid foundation rooted in great brand values

Andrew Trovaioli (Enigma's – Global Brand Strategist and Business partner) and Tom Lambert (Founder and CEO of Enigma) started their relationship over social media, sharing thoughts and ideas on the digital industry. This relationship took a big leap forward when Enigma was formed. The two started to collaborate on ideas and concepts and this found them forming a solid business relationship and more importantly, friendship!

Andrew has brought his brand methodology and thinking to the Enigma team. Andrew has applied this thinking to a myriad of creative projects he has worked on throughout his successful career to date, this has now developed into our ENIGMA ARCHITECTURE that follows:

Audi Pre-owned



1 // OUR VALUES



OUR DESTINIES ARE LINKED. PROTECT BIODIVERSITY.



1 // OUR VALUES

Successful brands have a solid foundation rooted in great

Standout brands have solid foundations rooted with great brand values & strong positioning, real time brand and sentiment data analytics that include a coherent response driven implementation.

To build and sustain a unique and successful brand in today's ecosystem it is necessary to rely on a data driven process that can identify opportunities in expressing and improving all core brand values and track their reach.

We have engernied our own approach that we call our E-DNA (Enigma-Data Networking Analytics) is:- "E-DNA architecturally bricklayers a brand from the ground up. E-DNA reinforces that brand from the inside out."



Brand Led.
Data Centred.
Value Driven.



2 // WE ACCOMPLISH 3 THINGS



ORIGINALS
NEVER FIT

Levi's

levi.com



2 // WE ACCOMPLISH 3 THINGS



BRAND STRATEGY LED

- Market Study
- Company Mission & Vision
- Company Strategy
- Strategy Portfolio
- Brand Identity
- SWOT Analysis
- Marketing Plan
- Communication Platforms
- Social Media Optimisation



E-DNA
is brand

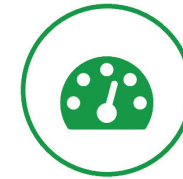


BIG DATA CENTRED

- Diagnostics
- Analysis
- Implementation
- Optimisation
- Visualisation Tools
- Ring Fenced Data control
- Agility (Adapt to your audience)
- Speed – (work in real time)
- Cloud Innovation – (data anywhere)
- Social Media Matrix



E-DNA
data
analytics



BUSINESS & TECH DRIVEN

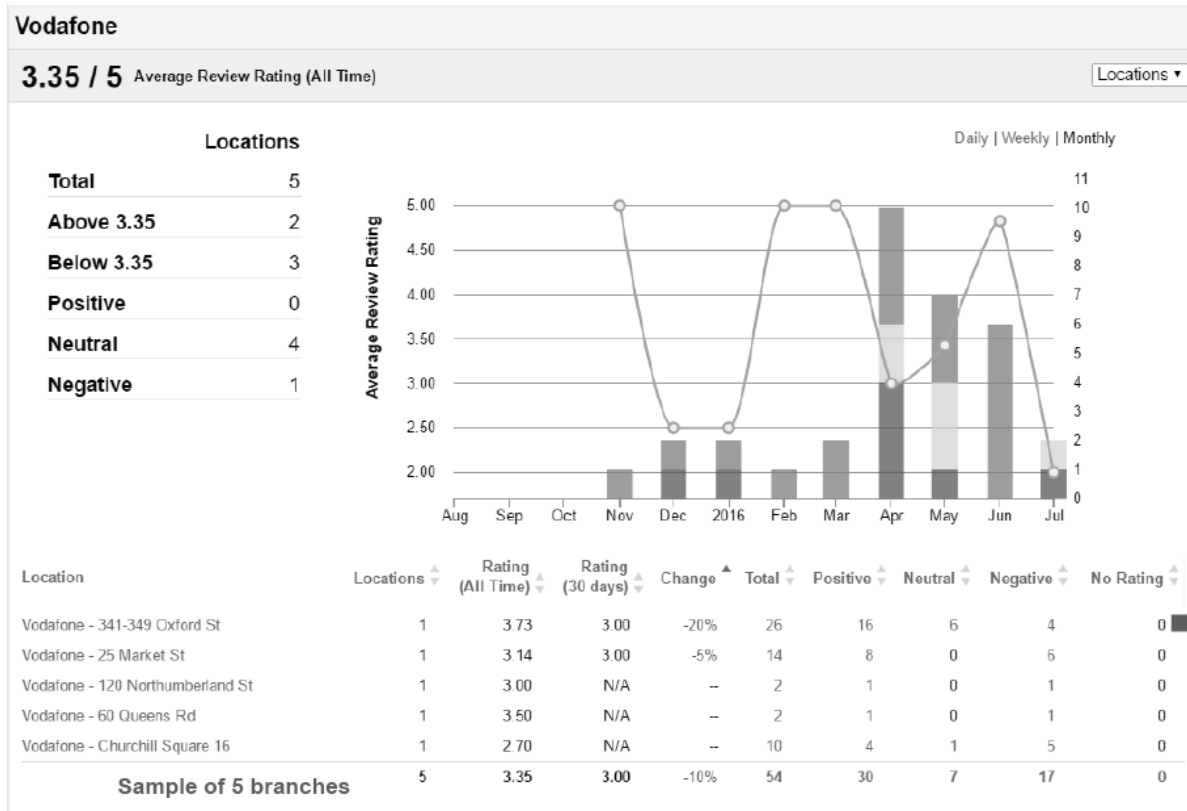
- (Digital) Business Transformation
- Cross Media Ecosystems
- Search Engine Optimisation (SEO)
- Pay Per Click (PPC)
- Bespoke Listening Tools
- E-commerce
- Monitoring
- Return On Investment (ROI)
- Conversions
- Statistics That Work
- Adapt to the data, do more of whats working!



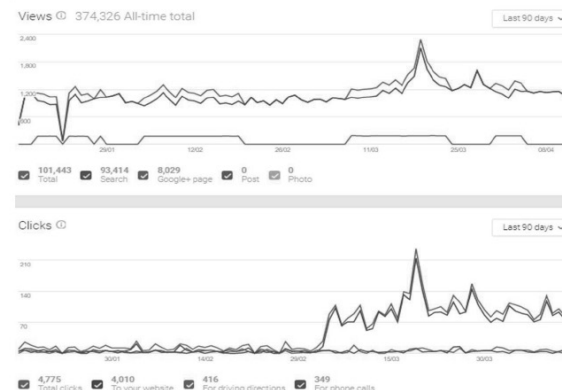
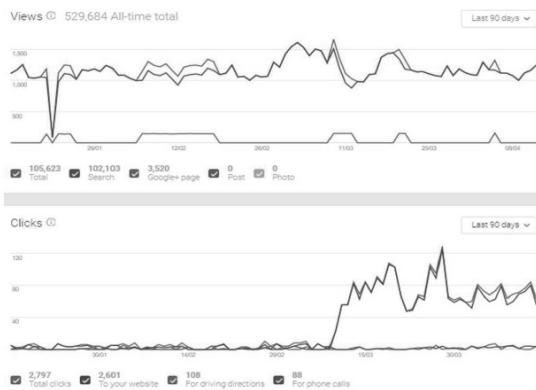
E-DNA
business
transformation

3 // DATA NETWORKING ANALYTICS

Measure and compare ratings across the branch network



Drill down on a branch level trends and issues



3 // DATA NETWORKING ANALYTICS

In the 21st century, we live a large part of our lives online. Almost everything we do is reduced to bits and sent through cables around the world at light speed.

But just how much data are we generating?

This is a look at just some of the massive amounts of information that human beings create every single day.



2.4
billion

EMAILS SENT EVERY
SECOND



344
gigabytes

DATA CONSUMED DAILY
BY HOUSEHOLDS



500
hours

VIDEO UPLOADED TO
YOUTUBE EVERY MINUTE



3.5
billion

SEARCHES PER DAY
PROCESSED BY GOOGLE



500
million

TWEETS PER DAY



2.5
hours

ON FACEBOOK EACH DAY
FOR THE AVERAGE USER



53
percent

WEB TRAFFIC ON MOBILE
DEVICES IN 2019



306
products

ORDERED ON AMAZON
PER SECOND



4 // VIRTUAL REALITY & AUGMENTED REALITY



4 // VIRTUAL REALITY & AUGMENTED REALITY



RESPONDENTS FAMILIAR WITH VR

39% "very familiar"
50% "somewhat familiar"

77%

RESPONDENTS FAMILIAR WITH AR

38% "very familiar"
42% "somewhat familiar"



RESPONDENTS WITH HANDS-ON VR/AR EXPERIENCE

37%

Respondents whose companies are currently using VR

39%

Respondents whose companies are currently using AR



RESPONDENTS WHO STATED COST AS AN "IMPORTANT" OR "VERY IMPORTANT" FACTOR IN THEIR DECISION TO USE VR/AR.



48% are considering adopting VR

23% within the next 3 years

OF RESPONDENTS NOT CURRENTLY USING VR/AR...

67% are considering adopting AR

30% within the next 3 years

TOP 3 AREAS OF INTEREST FOR USING VR



Simulation exercises



Employee testing and training



Computer modeling



Simulation exercises



Employee testing and training



For use in products

TOP 3 AREAS OF INTEREST FOR USING AR



5 // INTERNET OF THINGS



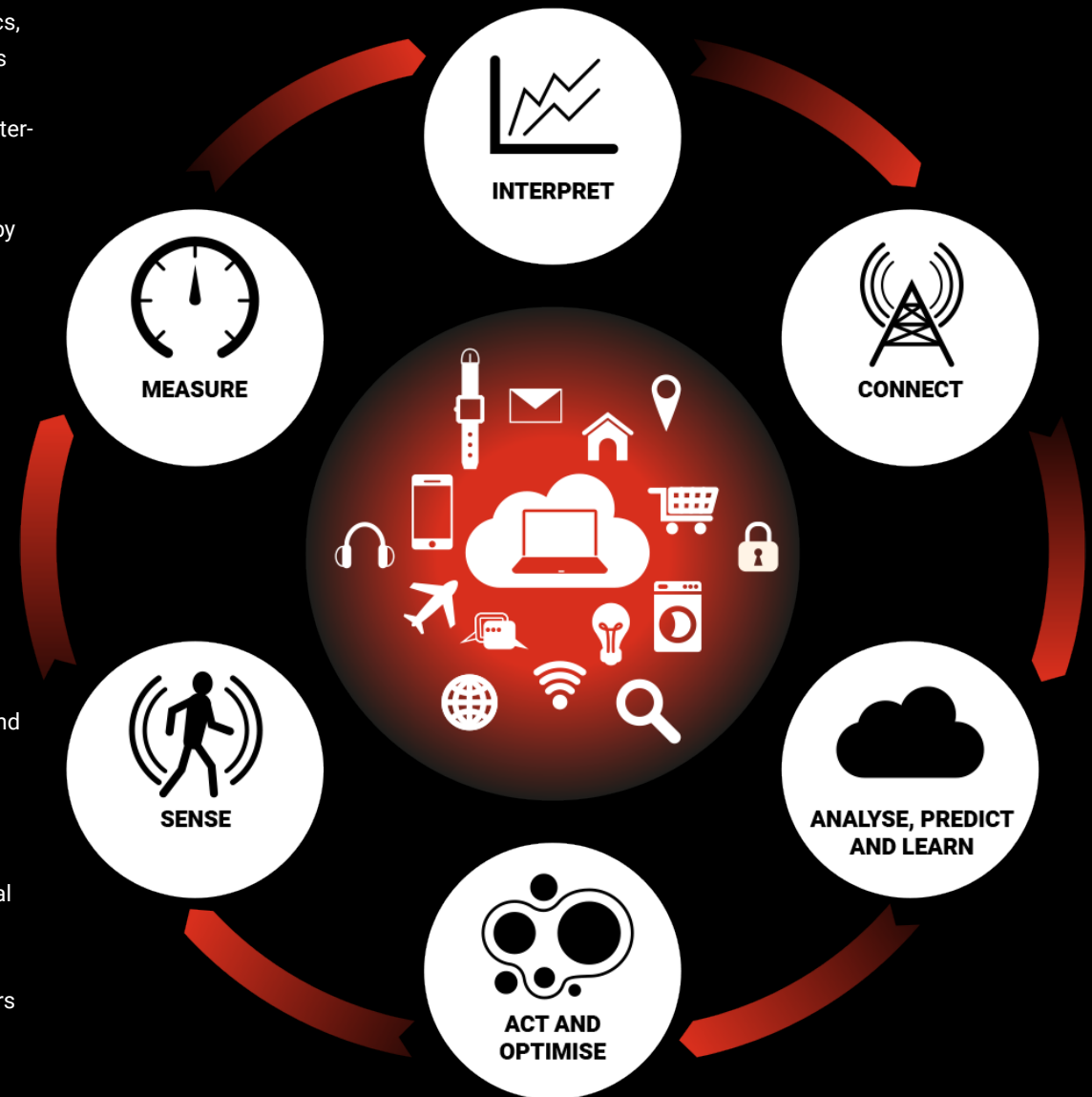
5 // INTERNET OF THINGS

The Internet of things (IoT) is the network of physical devices, vehicles, home appliances and other items embedded with electronics, software, sensors, actuators, and network connectivity which enables these objects to connect and exchange data. Each thing is uniquely identifiable through its embedded computing system but is able to inter-operate within the existing Internet infrastructure.

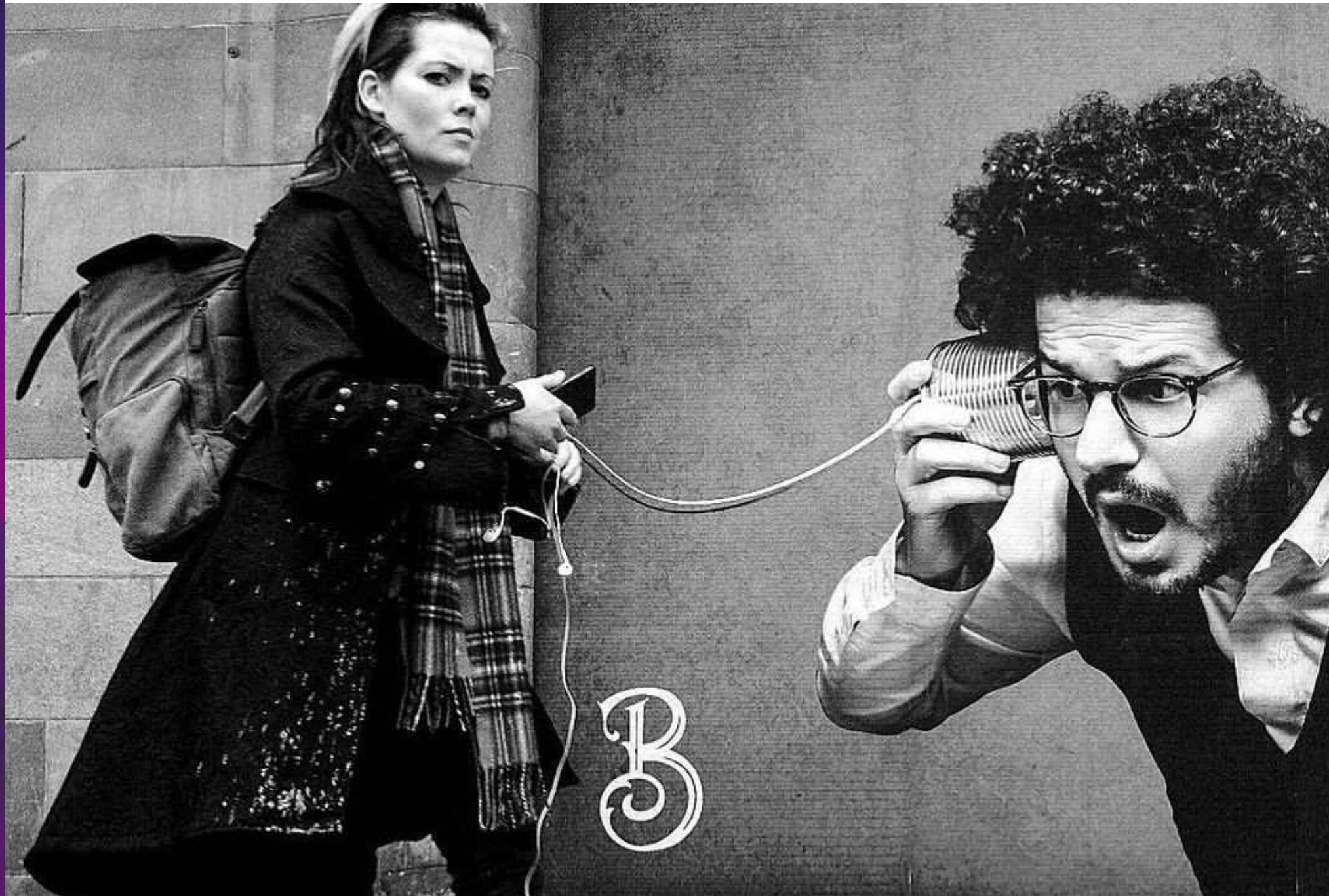
Experts estimate that the IoT will consist of about 30 billion objects by 2020. It is also estimated that the global market value of IoT will reach \$7.1 trillion by 2020.

The IoT allows objects to be sensed or controlled remotely across existing network infrastructure, creating opportunities for more direct integration of the physical world into computer-based systems, and resulting in improved efficiency, accuracy and economic benefit in addition to reduced human intervention. When IoT is augmented with sensors and actuators, the technology becomes an instance of the more general class of cyber-physical systems, which also encompasses technologies such as smart grids, virtual power plants, smart homes, intelligent transportation and smart cities.

“Things”, in the IoT sense, can refer to a wide variety of devices such as heart monitoring implants, biochip transponders on farm animals, cameras streaming live feeds of wild animals in coastal waters, automobiles with built-in sensors, DNA analysis devices for environmental/food/pathogen monitoring, or field operation devices that assist firefighters in search and rescue operations. Legal scholars suggest regarding “things” as an “inextricable mixture of hardware, software, data and service”.



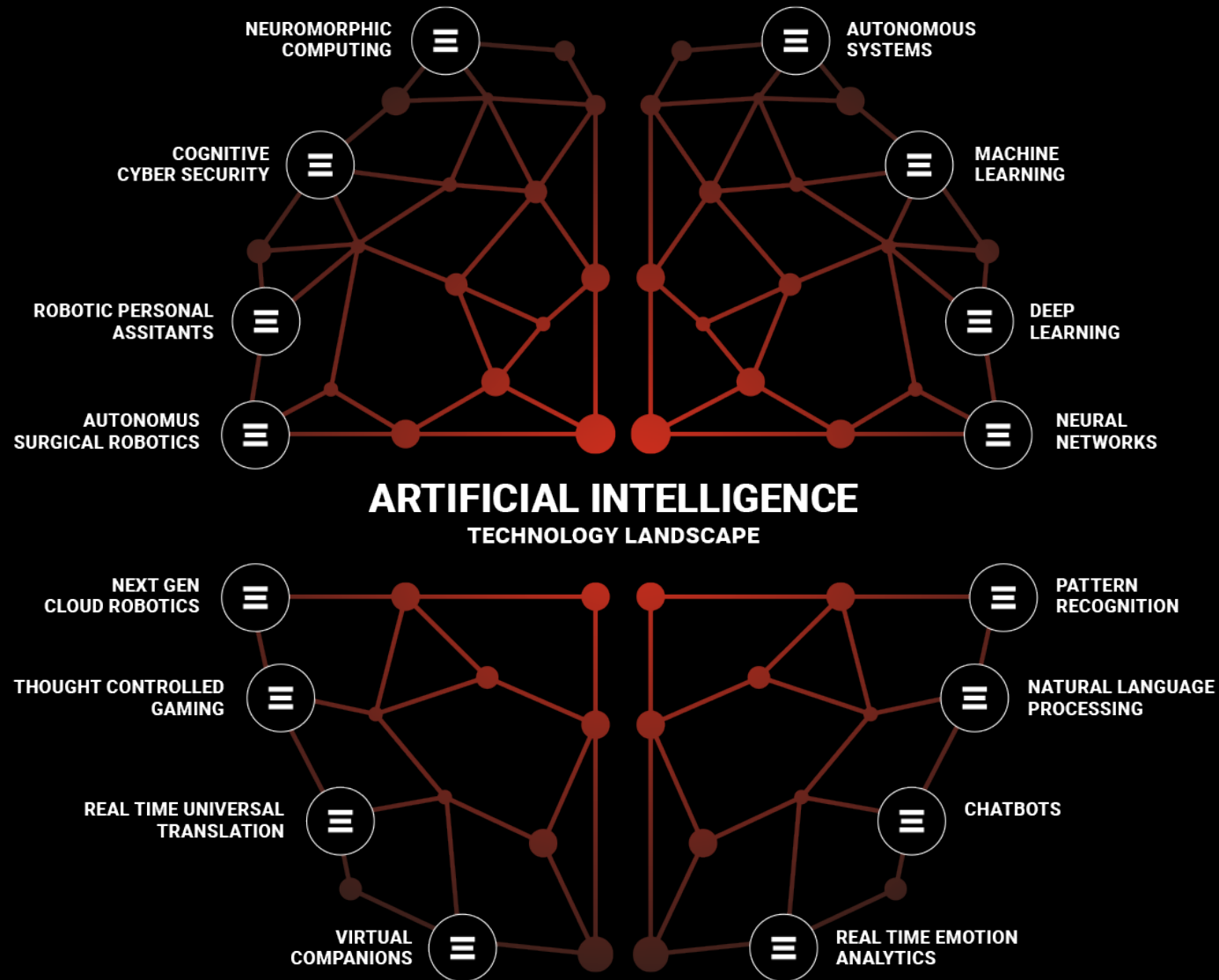
6 // ARTIFICIAL INTELLIGENCE



6 // ARTIFICIAL INTELLIGENCE

Artificial intelligence or AI is the simulation of human intelligence processes by machines, especially computer systems. These processes include learning (the acquisition of information and rules for using the information),

reasoning (using the rules to reach approximate or definite conclusions), and self-correction. Particular applications of AI include expert systems, speech recognition and machine vision.



7 // E-DNA = A GLOBAL BRAND



7 // E-DNA BRAND STRATEGY, HOW WE ACHIEVE IT

MARKET ASSESSMENT

- Market requirements
- Brand assessment
- Competitive environments

BUSINESS OBJECTIVE

- Define business objectives
- Client interviews
- Internal assessment

BRAND NARRATIVE

- Brand & Corporate Strategy
- Marketing & Communication Plans
- Accelerated Digital Ventures (ADV)
- Business – Marketing Strategy
- Communication Mainframes
- Corporate Brand Identity

BRAND EXECUTION

- Marketing and corporate sales execution
- Brand standards
- Corporate guidelines



A GLOBAL BRAND

- Define business objectives
- Client interviews
- Internal assessment



8 // E-DNA MEETS “DATA BUSINESS INTELLIGENCE”

We Advise on and prepare Name, Address & Post Code (NAP) details

Ensuring they are consistent and correct and map your website

We prepare business descriptions

Ranging from 1500 down to 1200, 1000, 800 and 200 characters

We prepare categories and keywords

Telecommunication services provider, mobile phones

We prepare upload brand specific images



We configure logos



- Business descriptions offer keyword content, but they also need to engage readers.
- We advise and can also write content

▪ Listing site uses different Category descriptions.

▪ We use Categories that map to Google.

▪ Incorrectly sized logos can be distorted.

▪ We re-size logos to fit the sites.

▪ Branch images need to be correct for the location & individually uploaded

▪ We prepare and upload .JPG images using Key Words in the file name.

8 // E-DNA MEETS “DATA BUSINESS INTELLIGENCE”

Our E-DNA (data networking analytics) is:

E-DNA – dna diagnostics

E-DNA – dna analysis

E-DNA – dna implementation

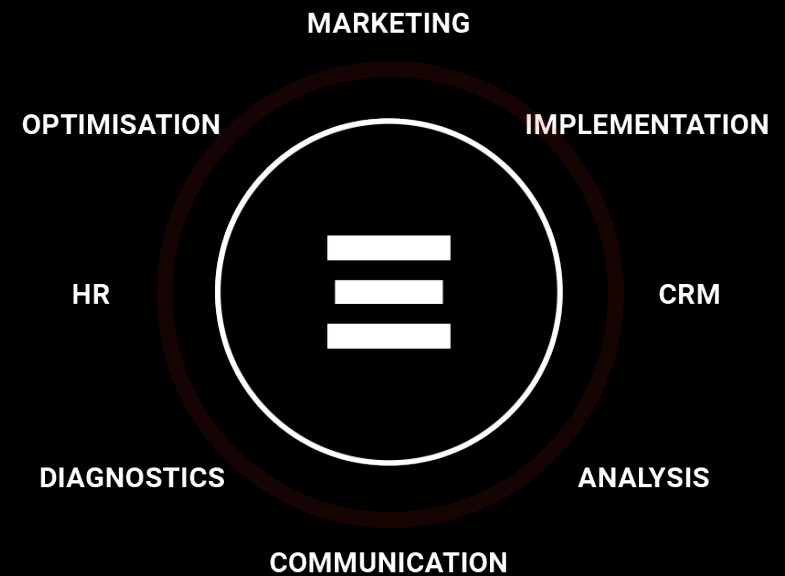
E-DNA – dna optimisation

Today's use of BigData algorithms to identify and address business daily challenges is behind the most significant paradigm shift in recent decades.

Sector groundbreakers such as Google and IBM, including Enigma clients such as Uniqlo, Levis Asia, Italdesign, Mitsubishi, HP, Channel 4, Audi, Vodafone, Pepsico, Acer, River Cottage, Enel and Luxottica have seen benefits in the form of enviable growth trends which contributed to the complete redesign of their communication and marketing sectors.

BigData is now recognised as a necessary competence in any consumer service or goods sector. New players operating in these sectors need to fully grasp the opportunities and the implications of implementing BigData into their commercial, marketing and operations departments.

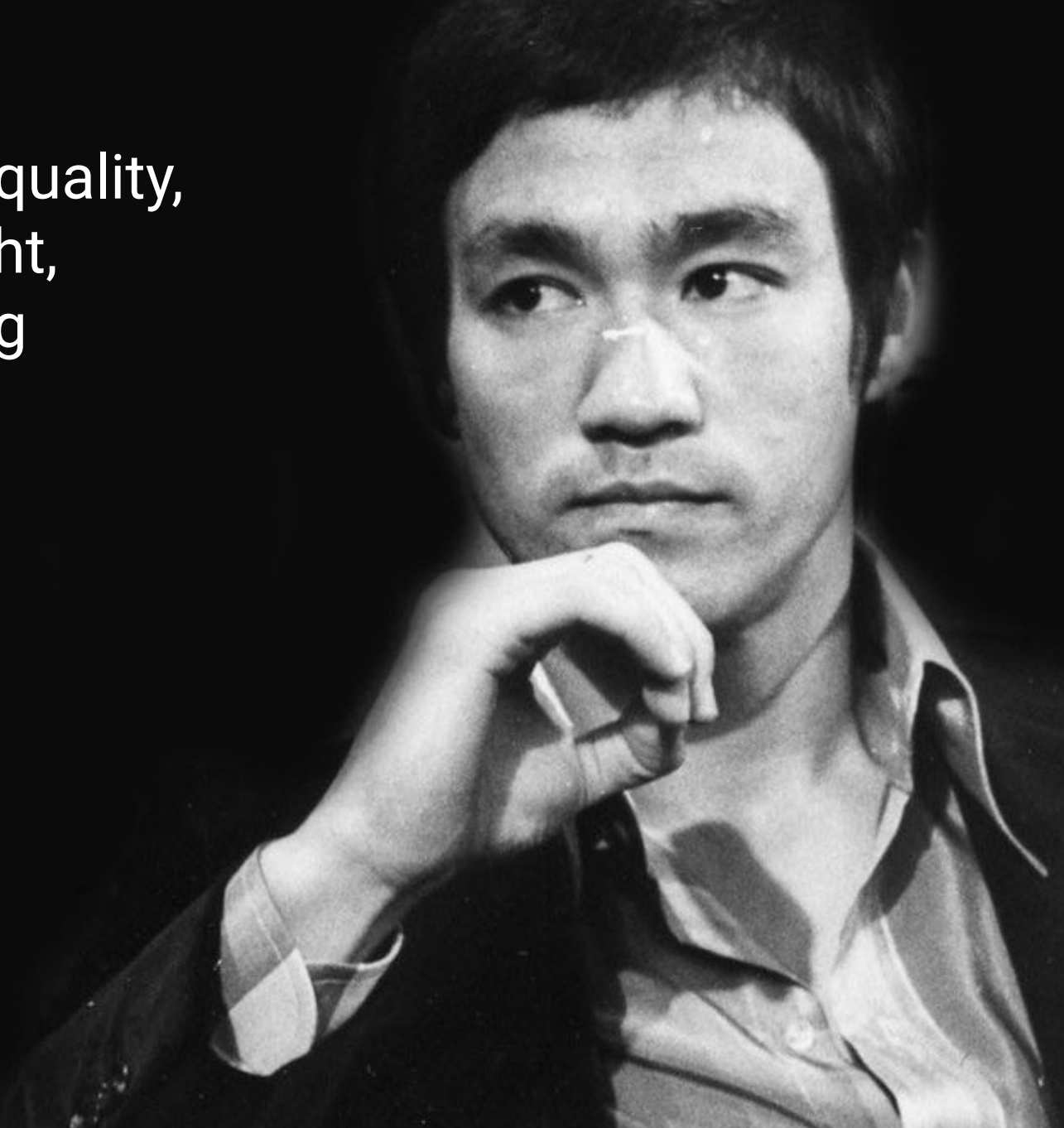
Enigma brings industry, domain and implementation expertise to understand and quantify the opportunities and the investments that companies face when integrating BigData into their processes and supports the enterprise to forge a path to digital proficiency for today's ecosystem.



9 // DELIGHT / SELL / CONVERT / ATTRACT

“Quality, man, quality,
If quality is right,
then everything
else is right”

Bruce Lee



9 // DELIGHT / SELL / CONVERT / ATTRACT

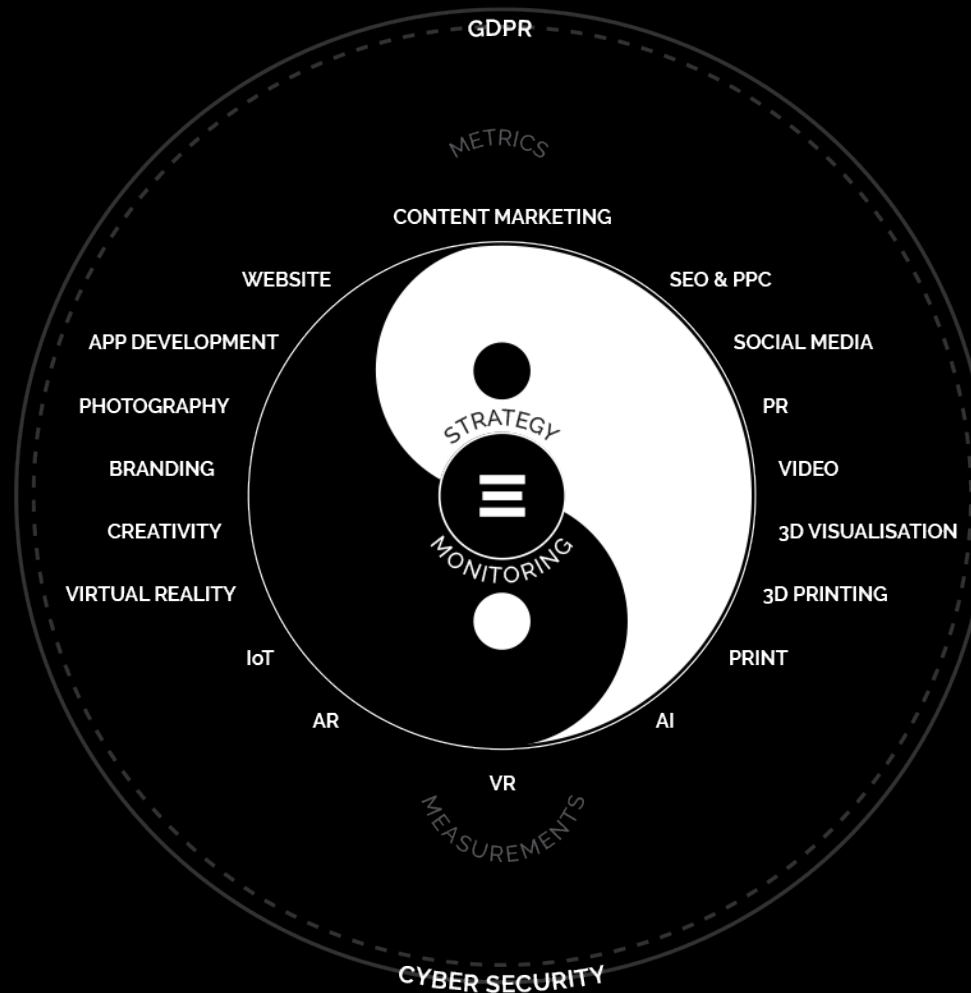
At Enigma Digital we are always looking to provide excellent services that deliver results. To achieve this we have created an universal strategy system which we apply to all our projects. Represented as a solar system, it demonstrates how this system works as one.

The sun represents the internal activities strategy and monitoring utilised to achieve goals in line with the clients Key Performance Indicators (KPI's).

The planets represents the client facing services.

The KPI's are met with the over arching satellites these are the metrics and measurement, these then complete the life cycle by influencing any changes at the core sun level.

If the highlighted KPI's are not being met, we revisit them at the strategy monitoring level and adjust accordingly.



10 // E-DNA (DIGITAL) BUSINESS TRANSFORMATION

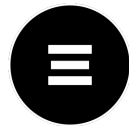


10 // E-DNA (DIGITAL) BUSINESS TRANSFORMATION



Customer Centric

Business is built around the belief that consumers and rapid uptake of technology are the drivers of change.



Agility and Speed

The ability to pivot and the notion of speed itself being a competitive advantage.



Visionary Leadership

A CEO and leadership team that leads digital business transformation within the organisation and drives ongoing change and improvements.



All-Embracing Approach

A holistic, company-wide commitment to reshape and retool for a digital future.



Collaborative Structure

Organisational culture and/or defined processes by which key executive stakeholders and functions unite behind digital business transformation.



Ongoing Commitment to Change

Recognise that change is iterative and permanent.



Digital Core

Digital innovations as a core competence not a bolt-on.



Hybrid Skills

Marketing and technology skills and roles are increasingly hybrid.



Disruptive Culture

A willingness to challenge norms and disrupt itself in order to enter new markets and categories.

11 // E-DNA ROI, PLUG, PLAY, PROFITS!

PLUG
QUALITATIVE
(think and feel)




PLAY
QUANTITATIVE
(measured and tracked)

BRAND AWARENESS 

CONSUMER OPINIONS 

BRAND RECALL 

CUSTOMER LOYALTY 

MEDIA BUZZ 


EMOTIONAL CONNECTIONS 




 PROFITS

 SALES

 CUSTOMER ACQUISITIONS

 NUMBER OF REFERRALS

 LEADS GENERATED

 MARKET SHARE



12 // E-DNA ROI, PLUG, PLAY, PROFITS!



12 // E-DNA MONITORING



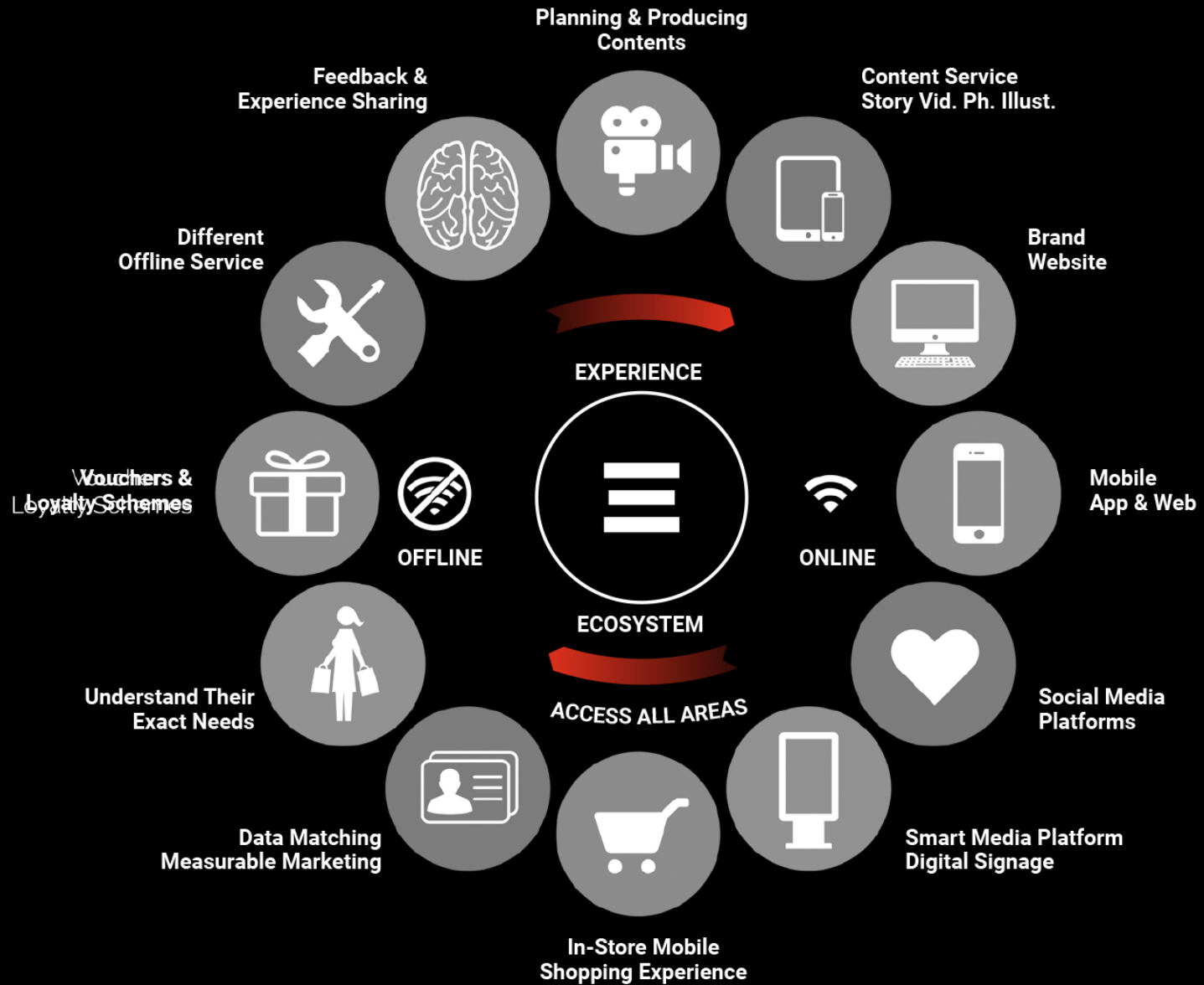
12 // E-DNA MONITORING



13 // EXPERIENCE ECOSYSTEM



13 // EXPERIENCE ECOSYSTEM



14 // ROI

SIMPLY PUT, OUR TAILOR MADE APPROACH TOWARDS DIGITAL MARKETING CONSIDERS YOUR NEEDS FIRST.

By focusing on our three core areas of Brand Lead, Data Centred, Value Driven and with the use of Traffic, Platforms, and the Enigma / Kaizen alliance (<http://www.houseofkaizen.com>), we're able to craft expert digital solutions that deliver top results.

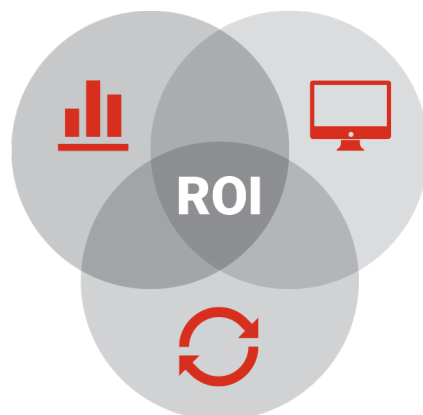
With targeted traffic strategies, we use the right channels to hit your business' unique objectives, while focusing on specific platforms to analyse and enhance your desktop and mobile presence.


Using conversions to measure ROI


To identify ROI, you first need to measure real time conversions, which are customer actions that you believe are valuable, such as purchases (digital-traditional- distribution), signups, web page visits, or leads.


E-DNA conversion tracking technology can also help you determine the profitability of a keyword or ad, and track conversion rates and costs-per-conversion.


E-DNA ROI containment and engagement of raw data = assured profits



 **TRAFFIC**
Targeted traffic delivered to the most relevant platform.

 **KAIZEN**
The art of continuous improvement.

 **PLATFORMS**
Responsive platforms optimised across all devices.

 **ROI**
The sweet spot, only achieved when all three elements are combined.

15 // BLOCKCHAIN

There are three reasons why you need to know about Blockchain

1 // Blockchain technology doesn't have to exist publicly

It can also exist privately – where nodes are simply points in a private network and the Blockchain acts similarly to a distributed ledger.

Financial institutions specifically are under tremendous pressure to demonstrate regulatory compliance and many are now moving ahead with Blockchain implementations. Secure solutions like Blockchain can be a crucial building block to reduce compliance costs.

2 // Block-chain technology is broader than finance

It can be applied to any multi-step transaction where traceability and visibility is required. Supply chain is a notable use case where Blockchain can be leveraged to manage and sign contracts and audit product provenance. It could also be leveraged for votation platforms, titles and deed management – amongst myriad other uses.

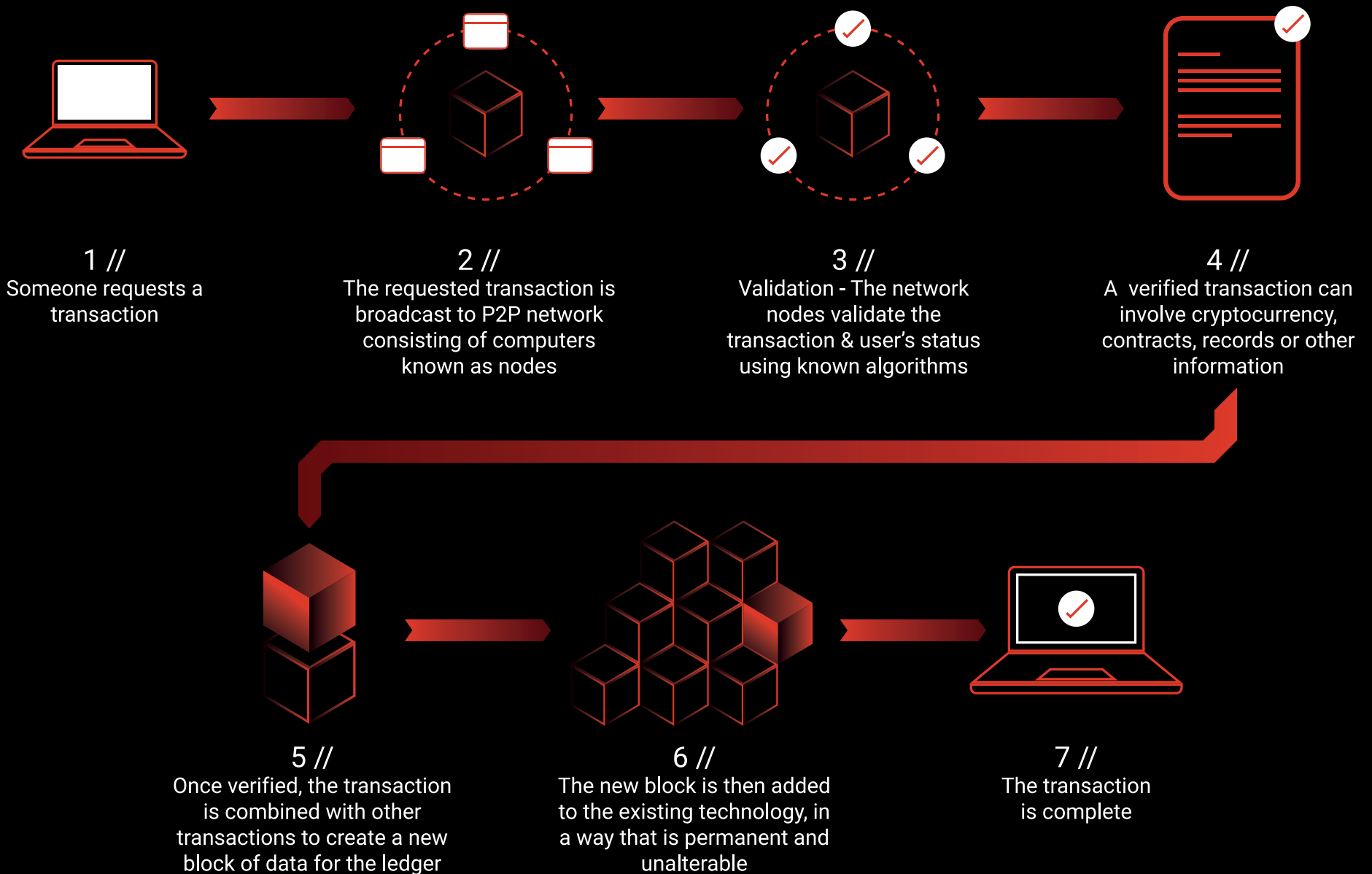
As the digital and physical worlds

3 // The exponential and disruptive growth

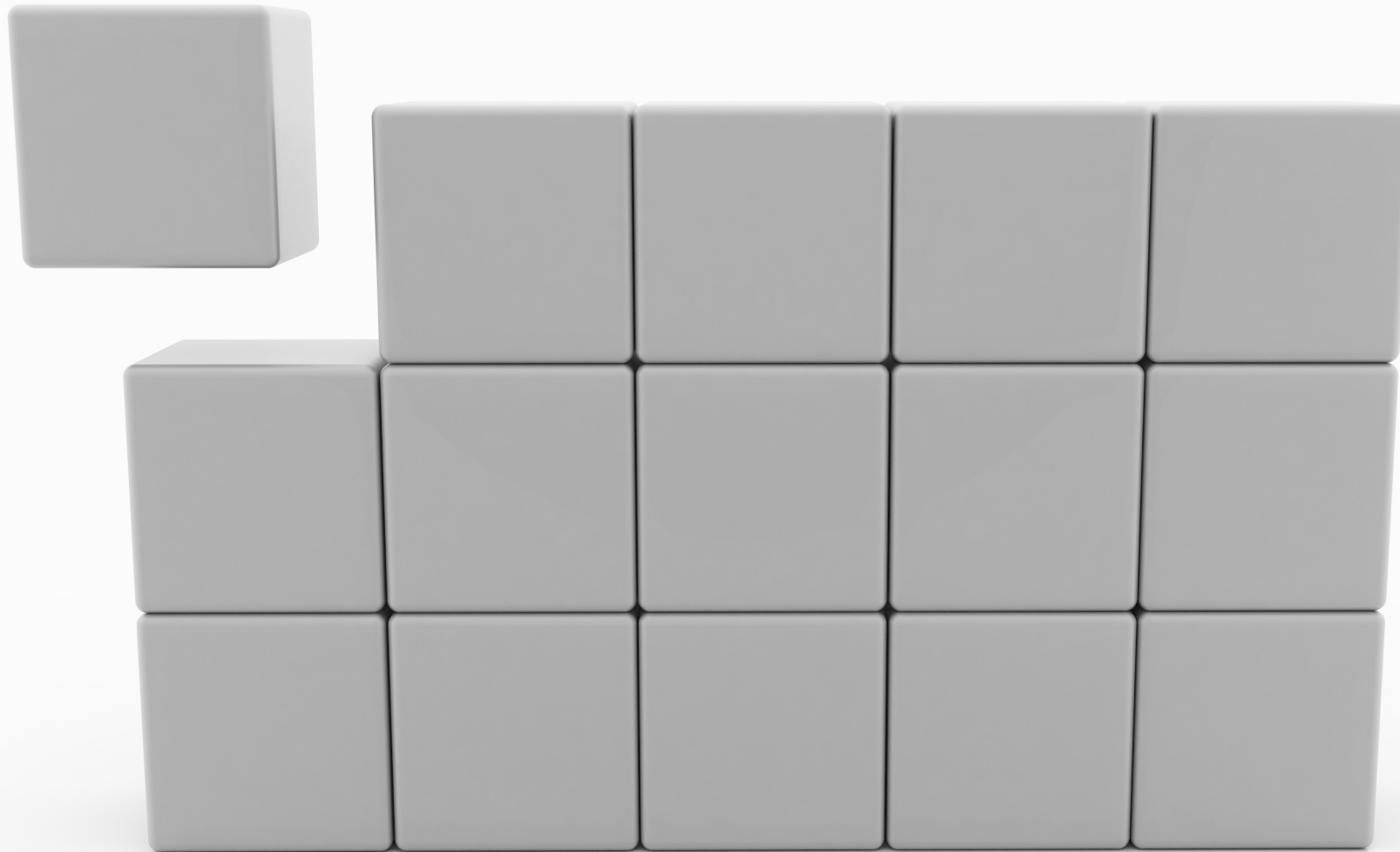
The exponential and disruptive growth of Blockchain will come from the convergence of public and private Blockchains to an ecosystem where firms, customers and suppliers can collaborate in a secure, auditable and virtual way.



15 // BLOCKCHAIN



A HAND PICKED TEAM



- Innovation Manager**
- Data Strategist**
- Brand Strategist**
- Information Architect**
- Data Scientist**
- Graphic Designer**
- Immersive Director**
- UX Interface Manager**
- Growth Manager**
- Development Analyst**
- Social Media Manager**
- SEO Specialist**
- PPC Specialist**

SERVICES



Strategies (Business Transformation)

Developing a joined-up approach to your online and offline assests.



Creativity & Branding

Full application of the desgin process, both on and offline.



Website Development

Developing a website for the internet (world wide web) or intranet (a private network).



App Development

Apps built for both Android and iOS, optimised for each platform for a seamless exprience.



Gamification and E-learning

Highly interactive computer based gamified & immersive experiences for learning, on-boarding, staff retention & global knowledge sharing.



Experiential

Event marketing that directly invites and encourages your audience to participate in the evolution of your brand in a live and engaging environment.



Photography & Video

Capture the moment around your brand.



Animation & Special Effects

Simulate your brand in a story or virtual world.



Muisc Production

Add audio visual effects and music to further bring your assest to life.



SERVICES



The Internet of things

(IoT) Making use of the data generated by the network of physical devices, vehicles, home appliances and other items



Artificial Intelligence

Development of computer systems able to perform tasks normally requiring human intelligence.



Virtual and Augmented Reality

Create your world then invite others to experience your vision in a deep and immersive way.



360 Photography

360 degree photography and virtual tours for your website, Google profile, advertising and social media campaigns.



3D Visualisation

Breathe life into concepts so they can be fully realised.



Social Media

Engage social media to develop relationships with substance.



SEO and PPC

Search Engine Optimisation & Pay Per Click to promote, connect and build an online presence.



Public Relations

Media relations with the right audience for you that support and complement all online activities.



Print

Take your brand offline with style and texture.



www.enigma-engage.com hello@enigma-engage.com

Enigma Digital Enterprises, 22 Wenlock Rd, London N1 7GU

BRAND LED. DATA CENTRED. VALUE DRIVEN.