



BORDER FRONTIER

**Border Frontier is a company that offers brand advisory services to start-ups, small business and public benefit organizations. We aim to inspire a more human economy by connecting brands to social impact. Our mission is to help brands re-imagine sustainability because we understand that business and organisations need to balance and manage the collective efforts of branding to increase productivity and profitability. Through advisory services in brand communications design, strategy and management, we're advancing an offering that builds brands to be creatively engaging, business oriented and socially impactful.**

**In an economy where big brands have the advantage of multinational consulting firms, creating sustainable brand value is important for challenger brands. Early stage entrepreneurial start-ups, established small-medium enterprises, and non-profit public benefit organisations can benefit from advisory services that help them build strong brand assets and deliver big business quality comparable to mature corporate brands.**

# starting point

Sustainable  
Wellbeing  
Human  
Economy

'An unorthodox, thought-provoking view, which is possibly disruptive but certainly worth considering, on approaching society's progress in response to our troubled world that, above all, cries out for social justice.' – THULI MADONSELA

## WELLBEING ECONOMY



LORENZO FIORAMONTI

## SUSTAINABLE DEVELOPMENT GOALS



**We all love a good origin story. Origin stories are the stuff of legend. They are epic narratives of how something or someone came to be [prominent and memorable]. And every origin story begins with an idea. Ideas are about identity, purpose and legacy. Even better, homegrown ideas with world-changing potential. We believe in ideas, from the least to the greatest. With this conviction, our creation story began.**

**We're in the era of responsible business where the sustainable development agenda is becoming more important in business practice and organisational management. And big brands are facing challenges from newcomers that are building brands on the premise of social impact. Sustainability is a trend that's not going to go away anytime soon. But organisations are faced with the challenge of navigating what sustainability means to them and how to craft that into practical designs and strategies that align brand with purpose, innovation and social impact. And that's where Border Frontier comes in.**

# lungiswa mzimba

Opportunity  
Community  
Responsibility



**As founder and lead brand consultant, I bring a market-facing brand culture. My starting point in academia was communications and international relations. I graduated into the corporate FMCG industry with a career spanning several years in sales and trade marketing. After attaining a postgraduate in strategic brand communications, my role is to facilitate business processes where branding is a strategic driver for growth and optimization. My efforts are now focused on helping brands leverage opportunities, engage communities and responsibly deliver on their promise. With membership representation in the Brand Council of SA, the Marketing Association of SA and the Institute for Public Relations in Southern Africa, I'm committed to delivering value and advancing best practice in branding, communications and sustainability.**

# brand practice

Marketing  
Advertising  
Design  
Communications  
Research



**The brand economy is a marketplace where ideas connect people to value for money, whether in the form of a service or a product. It's an economy which, to a large extent, is dominated by privately owned corporations sourcing the traditional bouquet of services in Marketing, Advertising and Design in order to secure the loyalties of consumers. But there's a noticeable shift in power ... corporates may be the major brand custodians, but the real ownership lies in the hands of the consumers. There's a new trend in the marketplace of ideas. Consumers are increasingly conscious and beginning to shift focus to the 'minor' brand custodians who are more ethically engaged and the brand response to conscious consumers is still formative. The era of digital proximity means that consumers are now co-creating with brand custodians. The brand response to these trends in sustainability, wellbeing and innovation is a corporate shift from brand promise to brand purpose.**

# the new wave

Sustainable  
Wellbeing  
Conscious  
Ethical



**Border Frontier understands that sustainable development is a customer pain point in terms of design, strategy and management. We propose building a brand asset from the earliest stages possible with sustainability and social impact at the core of design, strategy and user experience. We know that business wants sustained value creation. We also know that customers simply want to be valued. Our approach in crafting brand-led sustainability is to ensure we design and build brands for shared value. We know that every big business brand started as a small business and we're committed to delivering big business quality.**

**For us consulting is more than giving advice. We're a new breed of management consultant focused on merging the strategy and management consulting with creative agency and social development priorities. We believe every brand has a sustainable development agenda and our strategies are essentially about designing for real impact.**

# brand advisory

Creative  
Analytical  
Strategic



# global local

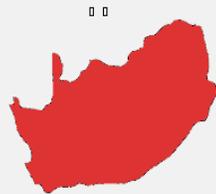
Bridging the  
gap



Sustainable Development Goals



Southern African Development  
Community



National Development Plan

**Sustainable development is not just a global agenda. It also bears local significance. In the age of increasing interconnectedness, development priorities, macroeconomic forces and fluctuating industry trends our challenges across the globe are increasingly similar.**

**At Border Frontier, we believe that the borders that set us apart are the frontiers where we discover that the human experience is what makes us more alike than different. We're committed to serving our brand community from all corners of the globe and with virtual technologies and remote access, there's no reason why we can't make the connection to your brand journey.**

# our process

Brand  
Impact  
Innovate



## PLANNING

We consult and do brandstorms

## DESIGN

A plan to craft your brand design

## MAPPING

Touchpoints designed for best impact & UX

## TRACKING

Brand analytics to ensure you stay the course

## EVALUATION

Bridging the gap between brand and impact

**Working with Border Frontier means that your brand is our brand. As an independent consultancy, we're responsive to customer needs for value-oriented services with low-cost offerings. Our flexibility in adapting from onsite engagement to technology and digital nomad trends ensures that we're consistently accessible to our customers. Online operations and digital engagement support customer needs for data-driven processes and electronic management. In our brand community customers are not touchpoints, they are partners and our collaborative efforts are our enduring advantage.**

# what you can do

Be part of  
our story

