



Tribal Skills



LET'S DISCOVER OUR CORE BELIEVE

Connecting the dots, making things work and building bridges. Making sure that growth, development and operational feasibility goes hand in hand, and there for integrating commercial operational excellence and digitalization with marketing and sales.

Acting and reacting on a non-intrusive, open and transparent way. Not knowing everything but knowing where to get everything to add value to our partners and clients.

We, as an agency, will assure you can find your way in the fast changing and highly competitive world of sports with the right partners and solutions. Helping your business run smoother, making the transition to a more digital ready business and creating the tools and structures to generate sales. We will create clarity, consistency and growth.



OUR VALUES

TRIBAL

'The whole is greater than the sum of its parts.' We believe in serving those that serve others. In our tribe everybody is valued and respected. We all work for the best end result, regardless of politics or personal gain. We are bluntly honest but will always deliver and will never leave you or our peers hanging.

SKILLS

Current day and age demand a flexible skillset adapting to the needs and desires of us and our clients. And if we can't deliver the skills ourselves, we will make sure that our partners will provide them at the same quality level with the same client commitment.



Tribal Mavens (Rights Holder & Brand Consultancy)

Sport sales & marketing is rapidly changing due to the integration of the on- and offline world in a more consultative selling market. Simply delivering a product or storyline isn't enough anymore. Your proposition has to deliver sales conversion, has to be social responsibility, increase brand presence and preference, as well as that the storyline needs to have brand alignment.

But how do you make this Tangible?



Tribal Wizards (Esports Consultancy)

'The fastest growing and innovative sports ecosystem'

How do you commercialize and monetize your market entry in the complex esports ecosystem to create a sustainable marketing or business case.

Knowing the fans, the stakeholders and the 'tone of voice' of the industry is instrumental in this well-educated and engaged ecosystem.



Tribal Dignitas (Commercial Digitalization)

In an era, where everything changes at a rapid pace and digital consumers are becoming more and more demanding, we lead brands and rights holders in the digital world. Creating scalable but personalized products which directly monetize your digital presence is what we believe in and will deliver.

1. STRATEGIC CONSULTING

- / Market Research, analysis and explanation
- / Strategy Development (vision, objectives & market entry scenario)
- / Brand Building
- / Proposition Building
- / Interconnection with Rights Holders
- / Evaluation of Rights Holders
- / Business case modeling
- / Budget control and forecast
- / Project management and planning
- / Team organization and recruitment advice

2. SPONSORING

- / Full service offering in all partnership types for local, national and/or global activities
 - / Brand Approach
 - / Valuation
 - / Negotiation
 - / Packaging of rights
 - / Proposal build up
 - / Reporting

3. BRAND ACTIVATION

- / Creative storytelling
- / Brand building
- / Implementation operations
- / Digital product creation
- / Service provider management
- / Media management
- / Market research management & analyzing

Mavens

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Wizards



1. STRATEGIC CONSULTING

- / Brand Building
- / Strategy Development (vision, objectives & market entry scenario)
- / Scalability advice
- / Revenue stream creation
- / Business case modeling
- / Project management and planning

2. PRODUCT CREATION

- / Fully individualized and enterprise build of digital products
 - / Websites
 - / App (ios & Android)
 - / Loyalty Programs
 - / Databases

Dignitas



CYBERSPORT



mastercard





Tribal
Skills

NEW LOOK AT THINGS