

Corporate Profile

TILT

WE GO BY THE NAME OF

TILT Influence Architects

OUR CORE SPECIALITY IS

Influencer marketing and digital content creation

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

Business is an Adventure with Sir Richard Branson

OUR BIG CLIENTS

Kellogg's, Pringles, The Estée Lauder Company, Times Media Films, Virgin Atlantic

OUR OLDEST ACCOUNTS

n/a

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

All

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

none

WHO OWNS US

Independent

OUR BEE RATING

EME

OUR REVENUE BAND

R2.5m-R5m

THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

4

WHO'S THE BOSS

Arye Kellman

OUR BUSINESS IN 140 CHARACTERS

We are influence architects. We create magnetic branded content and amplify it like wildfire. We are the unfair advantage.

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

Our amazing first 100 days (during which we won four blue chip clients)!

SO YOU LIKE US, THIS IS HOW YOU GET IN TOUCH WITH US

+27 (0) 84 581 5479

hello@tilt.co.za

www.tilt.co.za

@TheTiltEffect

@TheTiltEffect

@TheTiltEffect



Jason Levin and Arye Kellman, Co-Founders of TILT

A whirlwind six months ago,

Arye Kellman and Jason Levin teamed up to open TILT Influence Architects – an agency founded and based on the principles of influencer and social marketing. The success of the start-up is a true testament to how bringing a fresh and different approach amid a sea of clutter and sameness really can pay off.

Kellman points out that perhaps because they have been in the thick of things, he and Levin have not always been fully conscious of the rapid growth that has taken place within the agency.

He adds that it has been a huge privilege to work on brands the likes of Estée Lauder, Kellogg's, Pringles, Virgin Atlantic and Times Media Films, with influencer-driven campaigns that have been groundbreaking in nature. "For instance, the photo essay we did for the launch of the IT movie was a first, and Estée Lauder chose us based on our 'agile, mobile first production capability,'" he says.

One may wonder at the success that TILT has experienced, given that the economy is tough and the market is somewhat depressed. "There is no such thing as a depressed climate," Kellman argues. "If you are able to show real ROI to clients and collaborate with the brand to show that what you're

doing is actually influencing audiences, clients will take a chance on you. Moreover, through digital, clients can see exactly who, when and how consumers respond to their brands."

While the fundamentals of marketing prevail, Kellman believes that, as far as content creation goes, optimisation for mobile is one of the key trends to come through in 2017 and beyond. Mobile first strategies are becoming increasingly vital and agencies need to start thinking about how a campaign will translate onto the screen of a phone before they think of anything else. "It's about going where the people are, and people are on their phones," he insists.

Culture is key to making TILT what it is, as is the creation of content that drives brands forward and engages consumers in the right ways.

TILT is to clients what Google Maps was to map books, says Kellman. "Before Google Maps, you pretty much had to take the route that your map book showed you. Google Maps changed that by showing a host of different ways to get to the same place. That's essentially what we're doing, showing clients that there are different – and better – ways of getting their brands to where they need to be, not just the route they've always used to reach the

same outcome," he says.

Perhaps one of TILT's strongest selling points, says Levin, is its ability to work quickly – it's not unusual for the agency to deliver a project in under 10 days. Large, lumbering agencies simply can't deliver work as quickly, or cost effectively," he says. "But it's also not just whacking out a banner ad, poster or piece of 'brand propaganda'; creativity is key, but so is authenticity." And as much as the word is thrown around of late, Levin maintains brands today are looking for objective communication – "almost the antithesis of classical marketing".

As such, making use of a third party to tell a story does make for more authentic brand communication. It's about getting the audience to tell the story – which is the very essence of influencer marketing.

In the next 12 months, says Levin, TILT will be working on global and local projects making it both a global and local agency, producing work that continues to drive an audience response for brands, but also other non-commercial entities.

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