

# CARMEN MUBBAY communications

FROM SIGNALS TO STRATEGY





# introduction

01

# about *us*



**We are a future focussed marketing and communications businesses  
founded by Carmen Murray.**

We are a little off beat but always on point with our innovative, strategic approach to marketing.

We translate signals from culture, human behaviour, and technology to help brands see what's coming  
and communicate more effectively in a changing world.

By cracking the code of cultural shifts and emerging trends, we transform complexity into clarity, turning insight into growth  
opportunities that keep brands resilient, relevant, and impossible to ignore.





# our *services*





WE DIG FOR THE DATA +  
TRENDS ANALYSE EVERY  
ANGLE



### Business and Consumer Trends Report

Objective and Subjective study of your business, the brand, and facing paradoxical landscapes to prepare your business for the future.



### Client Trend Report

Painting a landscape of your clients future, challenges and disruption on the horizon.



### Trend Monitoring + Trend Vault

Building a bespoke trend vault for your business, keeping you ahead of the curve, including briefing sessions and workshops.



### Shadow Futures Report

With the rise of the Analogue Renaissance, what is happening offline in communities.



### Competitive Analysis Trend Report

Know what the competition is doing, then do something better. What trends are they responding to.



### Topic Vault

Let's create a dashboard of all the themes, the trends, to keep your comms team topical for future ready content.



### Bespoke Qual & Quant

Solving every challenge from every angle.



### Communications X-Rays

The future won't hear you if you're still speaking the language of yesterday. Deep dive into Buyers Journey to audit adaptability.



### Trend analysis Deep Dive

Let's get to the root to the problem.



### AI Visibility Audit

Based on the trends, the movements, and how your clients and consumers research you, how are you being relevant, where do you need to do work?



### Emotional Index Report

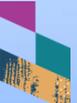
Emotional state of your market and the emerging trends.



# Our 5 Labs

Each lab represents a unique channel we tune into to help you understand business and culture trends.

Different paradigms, cultural shifts, and signals that businesses need to decode to stay relevant, resilient, and future-ready.



## HERintel Lab

Over 7000 women having HERVoice heard and experiencing the the future through her lens.



## OUTSIDERS Lab

Over 4000 polymaths, academics, communities, activists, youth, and humans at grass roots level.



## YOUTH Lab

Access to our Networked Youth Communities



## NETNOGRAPHY Lab

Understanding the online communities free behaviour and considered behaviour and your alignment with where the change is going.



## TECH Lab

Understanding you brands AI Readiness and Alignment.

# 2

**THINK**



**Business Strategy**



**Growth Strategy**



**Thought Leadership  
for Executives**



**Marketing and Communications  
Strategy**



**Decision Maps**



SCULPTED FROM THE  
RIGHT SOLID SCIENCE

# 3 CREATE



BRINGING TRENDS AND STRATEGY INTO ACTION  
BRAVE ENOUGH TO BE CREATIVE TO LIVE WITH CREATIVITY



## WRITTEN WORD

Copy crafted to perfection



White Papers  
Trend Reports



## VOICE

Reach the ears.  
Touch the soul.



Podcasts



## VIDEO

Creating with Bravery



Documented Research

Vodcasts

Thought Leadership



## GRAPHICS

Every pixel tells a story



Design



## EVENTS

Future Fit Events



# 4 TEACH



BORROW OUR BRAINS



Round Tables



Trend Briefings



Keynotes



Signal and Case Study  
Workshops



Private Dinners



Strategic Foresight  
Workshops



Wisdom Council



INwithOutsiders  
Immersive Experiences



HERintel  
Immersive Experiences



Confluence Think  
Immersive Experiences



# some of our clients



# CARMEN MURRAY

communications

FROM SIGNALS TO STRATEGY

We would love to tune into the future and  
prepare your business for growth.  
**Then let's talk.**



+27 73 224 6126



carmen@carmenmurraycommunications.com



carmenmurraycommunications.com

