

THE ANYTHING GROUP

TAG SPARKLE

# Portfolio.



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# Introduction

THE TEAM

# MEET THE CREATIVE TEAM

Our goal is to create captivating and effective visual experiences that elevate your brand. By combining bold creativity with forward-thinking, we deliver innovative solutions that stand out in competitive markets. We approach every project with passion, precision, and a commitment to bringing each client's vision to life.



Selim Bourdoukan

VICE PRESIDENT OF SPARKLE



Cris Gora

SENIOR GRAPHIC DESIGNER

CLIENTS & SERVICES

# WE CREATE EXTRAORDINARY THINGS WITH EXTRAORDINARY PEOPLE.

## BRANDS THAT TRUST OUR WORK

Caribbean Hotel & Tourism Association (CHTA)  
Acceleration Academies  
Le Voyage  
We Are The People

## OUR SERVICES & SOLUTIONS

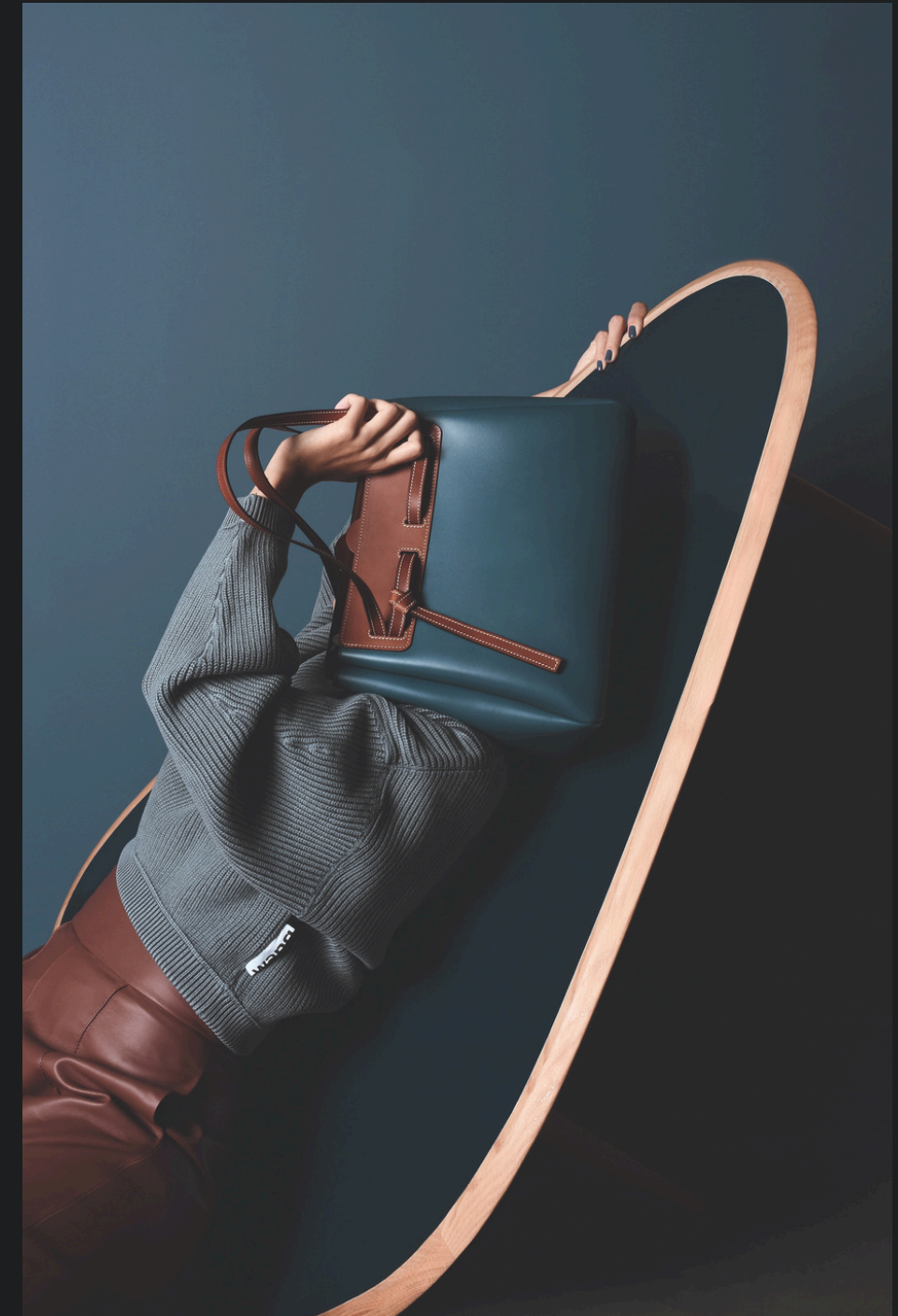
Branding / Rebranding  
Space Design  
Visual Identity  
Space Design & Visual Merchandising  
Store Display  
Packaging  
Creative Direction & Production

WHAT WE ARE BEST AT  
**WE MAKE YOUR  
BRAND SEEN,  
REMEMBERED,  
AND IMPOSSIBLE  
TO IGNORE.**

**BRANDING**



**VISUAL MERCHANDISING**





# Case Studies

BRANDING

# REBRANDING CARIBBEAN HOTEL & TOURISM ASSOCIATION [CHTA]



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

[www.theanythinggroup.com/](http://www.theanythinggroup.com/)





**Deep Ocean**

**#211e51**

Contrast Check: 15.33:1 to White

RGB 33 30 81

C100 M99 Y36 K34

**Coral #f16b66**

Contrast Check: 5.13:1

to Deep Ocean RGB 241 107 102 C0

M73 Y54 K0

**Turquoise**

**#24b9a2**

Contrast Check: 6.23:1 to Deep Ocean

RGB 36 185 162

C73 M0 Y47 K0

**Royal Blue**

**#4a56a5**

Contrast Check: 6.63:1 to White

RGB 74 86 165

C82 M75 Y0 K0

**Lemon**

**#f2db57**

Contrast Check: 10.98:1 to Deep Ocean

RGB 242 219 87

C7 M8 Y79 K0

**Palm Tree**

**#057023**

Contrast Check: 6.27:1 to White

RGB 5 112 35

C89 M31 Y100 K21

**White**

**#ffffff**

Contrast Check: 15.33:1 to Deep Ocean

RGB 255 255 255

C0 M0 Y0 K0

OFFICIAL LOGO

Before



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

After

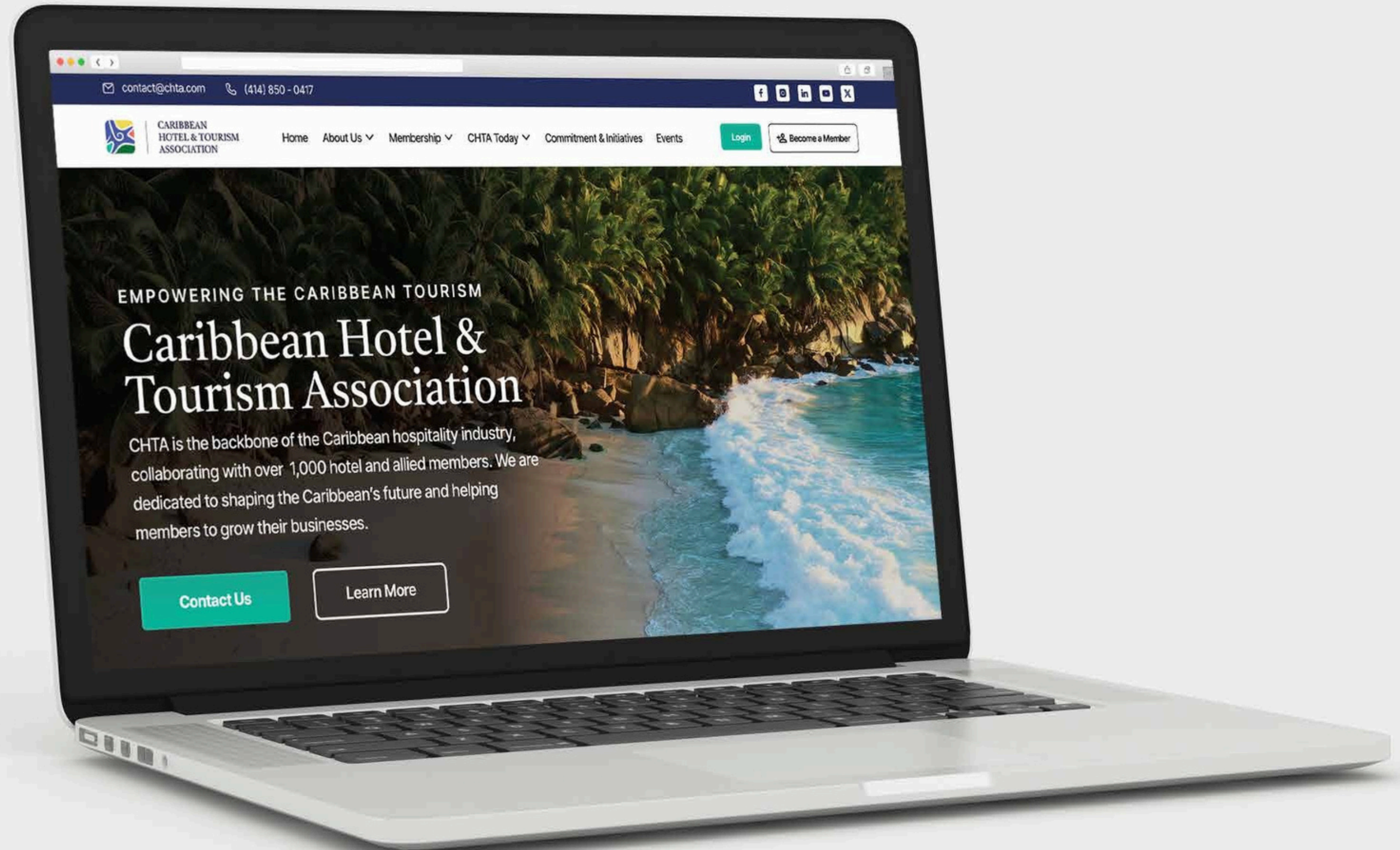


CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

FULL BRAND DEVELOPMENT:  
SUB-BRANDS, TAGLINE, EVENTS



# WEBSITE REDESIGN



# MERCHANDISING



# BRAND AWARENESS




EVENTS





AVEL  
place 42  
naca

 CARIBBEAN TRAVEL  
**marketplace 42**  
Montego Bay, Jamaica





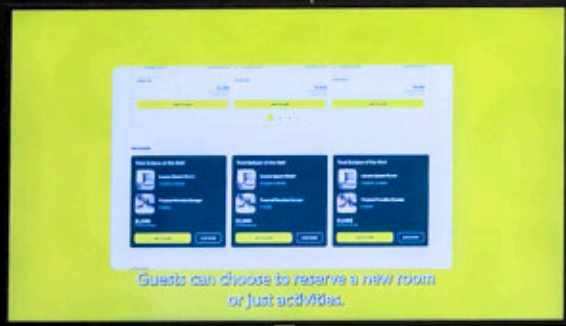
BRAND ACTIVATION

# ENHANCING BRAND AWARENESS & CREATED LASTING CONNECTIONS WITH VISITORS

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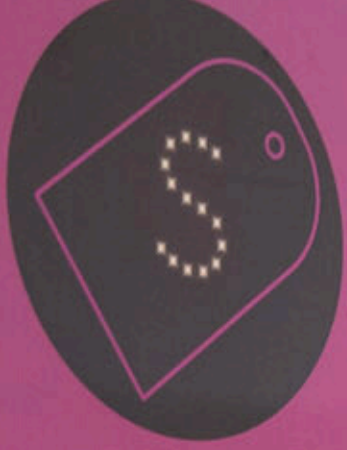
# The Anything Group



Digital Marketing	Photography	albia. Booking Engine	Branding	Brand Negotiation
Meta Search	Pre & Post Production	TAGALITICS <sup>®</sup> Marketing Budget Control	Brand Activation	Construction & Project GC Management
Public Relations	Videography	tittas <sup>®</sup> Channel	Events	FFE Design, Supply & Install
Social Media	Visual Content Creation		Space Design	PIP Mana
Website			Visual Merchandising	

shine	shoot	software	sparkle	stay
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Digital Marketing  
 Meta Search  
 Public Relations  
 Social Media  
 Website



Photography  
 Pre & Post Production  
 Videography  
 Visual Content Creation



albia.  
 Booking Engine  
 TAGALITICS®  
 Marketing Budget Control  
 titas®  
 Channel Manager  
 vadovas®  
 MEWS  
 Maestro  
 PMS



Branding  
 Brand Activation  
 Events  
 Space Design  
 Visual Merchandising



Brand Negotiation  
 Construction Project GC Management  
 FFE Design, Supply & Installation  
 PIP Management  
 Software Install & Management



WINDOW DISPLAY

**WHERE CREATIVITY  
MEETS STRATEGY:  
A SHOWCASE OF  
IMPACTFUL DESIGNS  
THAT CAPTIVATE,  
INSPIRE, & SELL**

[www.theanythinggroup.com/](http://www.theanythinggroup.com/)



AISHTI











VISUAL MERCHADISING  
**BRINGING SPACES  
TO LIFE: ELEVATING  
THE SHOPPING  
EXPERIENCE.**



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FENDI



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GUCCI



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VALENTINO



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SPACE DESIGN

# BLENDING FUNCTIONALITY & AESTHETICS TO CREATE UNIQUE ENVIRONMENTS

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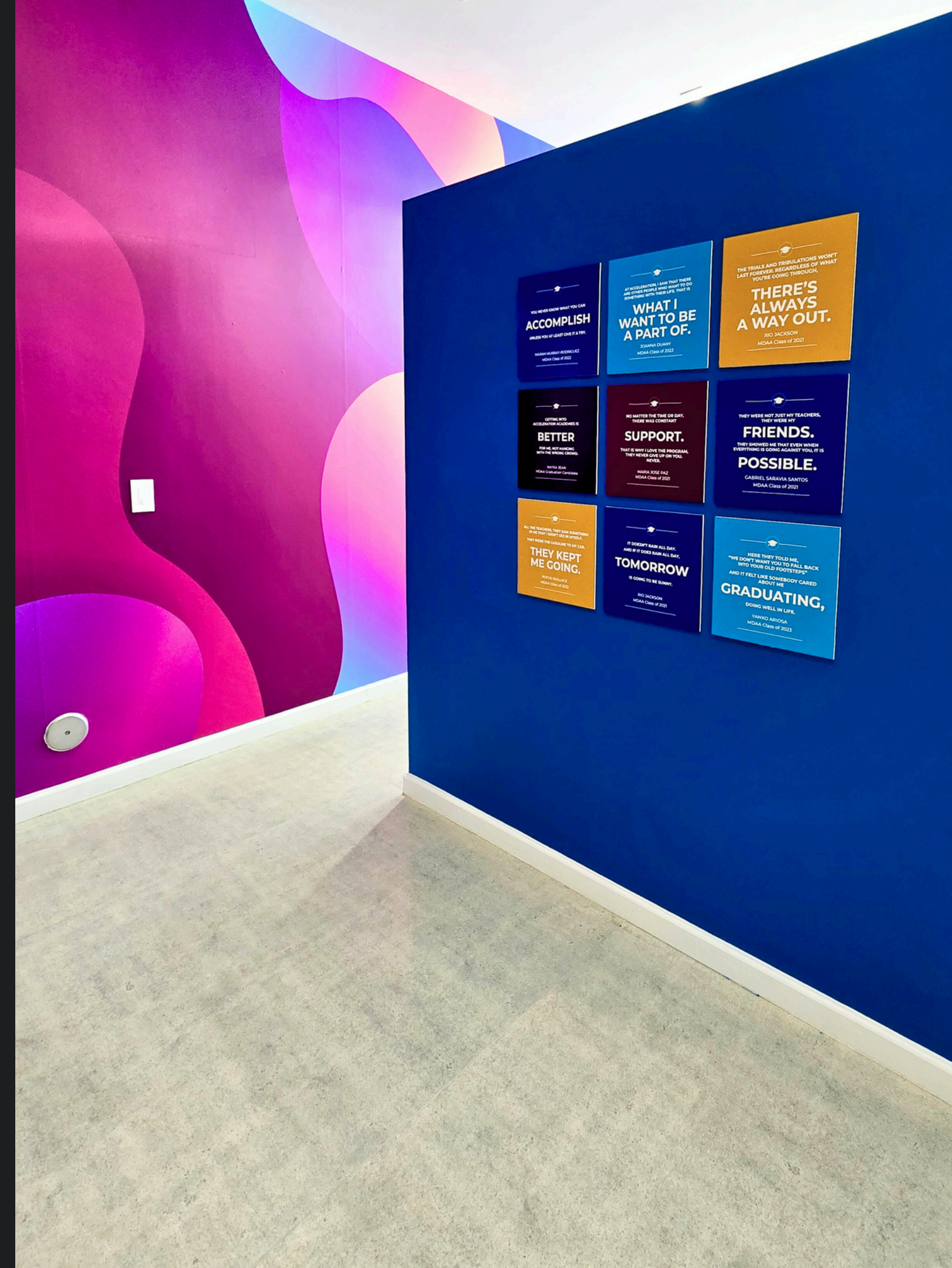
WE ARE THE PEOPLE











We can't wait to *create* for you.



**Rich Tuckwell-Skuda**  
CEO of The Anything Group

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**Selim Bourdoukan**  
Vice President of Sparkle

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# Contact Info

TAG SPARKLE | PORTFOLIO

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