

Our 6-step strategy & innovation process



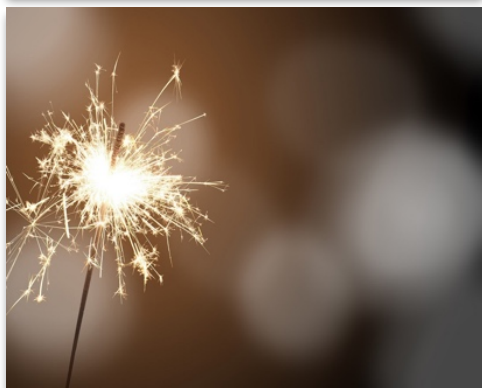
1. Identify

Creatively defining the key challenge and the goals of the program.



2. Insights

Creatively gathering customer/shopper insights to uncover key issues and unmet needs.



3. Inspire

Bringing ideas and concentrated inspiration to ideation & strategy development.



4. Ideate

Leveraging creative tools & techniques to generate winning, insight-led ideas and strategies.



5. Iterate

Customer and cross-functional business iteration to deliver action plans and ideas that perform.



6. Implement

Getting buy-in from key stakeholders and making things happen.