



INNOVATION VISION

SMART PATHWAYS TO MEANING AND MOMENTUM

Marketers face unprecedented pressures—and opportunities—to innovate, but they often forget the reasons why. The minimum goal of innovation should always be to showcase brand values and vitality.

Today's most engaging brands maximise their footprint with small, significant innovations. Frequency and variety drive momentum; relevance feeds belief.

Innovation Vision is a planning service that uses benchmarking, analysis and ideation to give brands pathways to develop through meaningful, sustainable innovation.

It focuses on the strategic value and ROI of brand innovation: mapping out actions that amplify brand strengths, while using the full playbook to surprise and delight.

Maximise the return on your innovative effort. *Innovation Vision* opens doors to more attention, belief and brand momentum.



Pathways to meaningful, sustained momentum:

- ✓ Sequences of smart, significant innovations
- ✓ Tight focus. Wide repertoire
- ✓ Emphasis on connecting brands to culture

Innovation creates most value when it shows brands to be energetic and essential to culture.

Innovation Vision maps out ways for your brand to grow its cultural connectedness, proposing sequences of smart, lean measures that drive meaning and momentum.

Our insights and know-how are backed by extensive experience and data. 20+ years in brand licensing and a vast co-branding database help us identify pathways informed by more than 40,000 real-world campaigns.

We know brand innovation's best practitioners and the behaviours they use to grow their footprint. For less than the cost of a cruise, *Innovation Vision* is a comprehensive service that points your brand to broader, brighter horizons.

“Gavin’s experience and insights into innovation showed us ways forward that we never imagined.”

Dan Aylon, Executive Chairman – The SignatureGlass Company

CORE PACKAGE

Cost: From €2,500

Duration: 2-3 weeks

Includes: Briefing; brand analysis; research; pathway planning; presentation; revisions

Excludes: Travel (where required); rebate on follow-up work

AUXILIARY SERVICES

- Market monitoring
- Lead generation
- Campaign design
- Relationship management

Pricing on request

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Crescendo Brands

INNOVATION · EXPRESSION · COMMUNICATION