



INNOVATION VISION

ACTION PLANS FOR MOMENTUM AND MEANING

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

Today's most charismatic brands feed their legend with sequences of small, strategic innovations. Frequency drives momentum; relevance fuels meaning and belief.

Innovation Vision is a planning service that maps out pathways for brands to achieve sustained, constructive innovation.

Using analysis, benchmarking and ideation, we build plans to maximise innovation's strategic impact. We focus on actions that amplify brand strengths and use the full creative spectrum to surprise and delight.

Get the maximum payback from your innovative effort. Let *Innovation Vision* point the way to brand momentum and meaning.



Action plans for sustained momentum:

- ✓ Sequences of small, smart innovations
- ✓ Sharp focus / wide repertoire
- ✓ Connecting brands to culture

Innovation contributes most when it frames brands as energetic and essential to culture.

With *Innovation Vision*, we map out ways for your brand to grow its cultural presence. Sequences of smart, lean measures are designed to drive momentum and meaning.

We offer know-how backed by deep experience and data. 20+ years in brand licensing and a vast campaign database help us identify pathways based on best practice and real-time tracking of 2,500+ innovative brands.

We follow the best exponents of brand innovation and the behaviours they use to grow their footprint. For less than the cost of a cruise, *Innovation Vision* is the ideal way to point your brand to bigger, brighter horizons.

“Gavin’s experience and innovation insights 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