



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, tactical innovations. Frequency fuels momentum. Relevance builds meaning and belief.

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

We build plans that boost innovation's strategic impact with informed analysis and ideation. We devise actions that amplify brand strengths, and use the full activation spectrum to heighten surprise and delight.

Maximise the payback on your innovative effort. Let *Innovation Vision* point the way to brand momentum and meaning.



Action plans for sustained momentum:

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

Innovation contributes more 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: designing sequences of smart, lean measures to continually 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 the best practice of more than 2,500 of the world's most inventive brands.

We follow the best exponents of brand innovation and the behaviours they use to grow their footprint. Available for less than the cost of a cruise, *Innovation Vision* points 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