

# SAME OLD?

# FRESH APPROACH!

Got to do... SOMETHING!  
Change the plan? To what?

Surely, 'change' means Change Agency!?

It's okay, thanks.  
We can just re-brief The Agency!

They know us.  
They'll have ideas.  
They know this stuff, right? Right?!

No time to breathe!  
This is a global crisis.  
There's no way to plan for an uncertain future!?

This is no time for a new process – we can just hold off until the future is clearer.

This sofa is SO comfy...

No time for 'Strategy'; we have work to do!

Let me dig out those old KPI's...

I got it! 'New Normal', right? Let's go Virtual! Just 'lift & shift' our old plan? Easy!

Oh dear. The agency are asking a LOT of questions...

They're still great at creative execution and delivery.

They can do it, right?

So, there's a GAP between business needs and the process to deliver?

Then we DO need to change the agency...!

Quick! Find me someone who can help with... er...

'Strategic Contingency Planning & Experience Design Mapping'!

Ah, no thanks. All good over here. I've got this nailed!



Let's take a moment ...and relax.

We bring an **OUTSIDE PERSPECTIVE**: a fresh approach to planning for your business, your audience, your message.



Shoulders down, and breathe... We're experts in brand experience strategy and engagement design. We've done this before – big projects with big brands (and big results.)



Calm. We've got this.

Our **STRATEGIC PROCESS** ensures business alignment and gets to insights quickly so we can help you move forward.



Hmmm... are the competition waiting to "see what happens?"

Uncertain times require a **CLEAR STRATEGY** to drive measurable business results through a flexible approach to the tactics.

From there we help you **BRIEF YOUR AGENCY**, and we deliver the criteria for you to evaluate potential solutions in a changing world.



We develop **NEW MEASUREMENT** models to guide KPI's and reporting based on market evolution.



Okay, that's a thing. And going 'virtual' may help, but it requires a **DIFFERENT APPROACH** and a **NEW MODEL**.



Your agency is fully capable, but the current disruption requires new alignments. **WE CAN HELP.**



You're breathing too fast again. Don't ditch the agency just fill that gap.

We provide **STRATEGIC CONTINGENCY PLANNING AND EXPERIENCE DESIGN MAPPING.**



We help guide agency briefs and creative development to **ENSURE ALIGNMENT WITH BUSINESS OBJECTIVES THROUGH CHANGING TIMES.**



Let's chat.

Strategic Brand Experience



CANNES LIONS

