



Your partner in **human-centred strategy** 

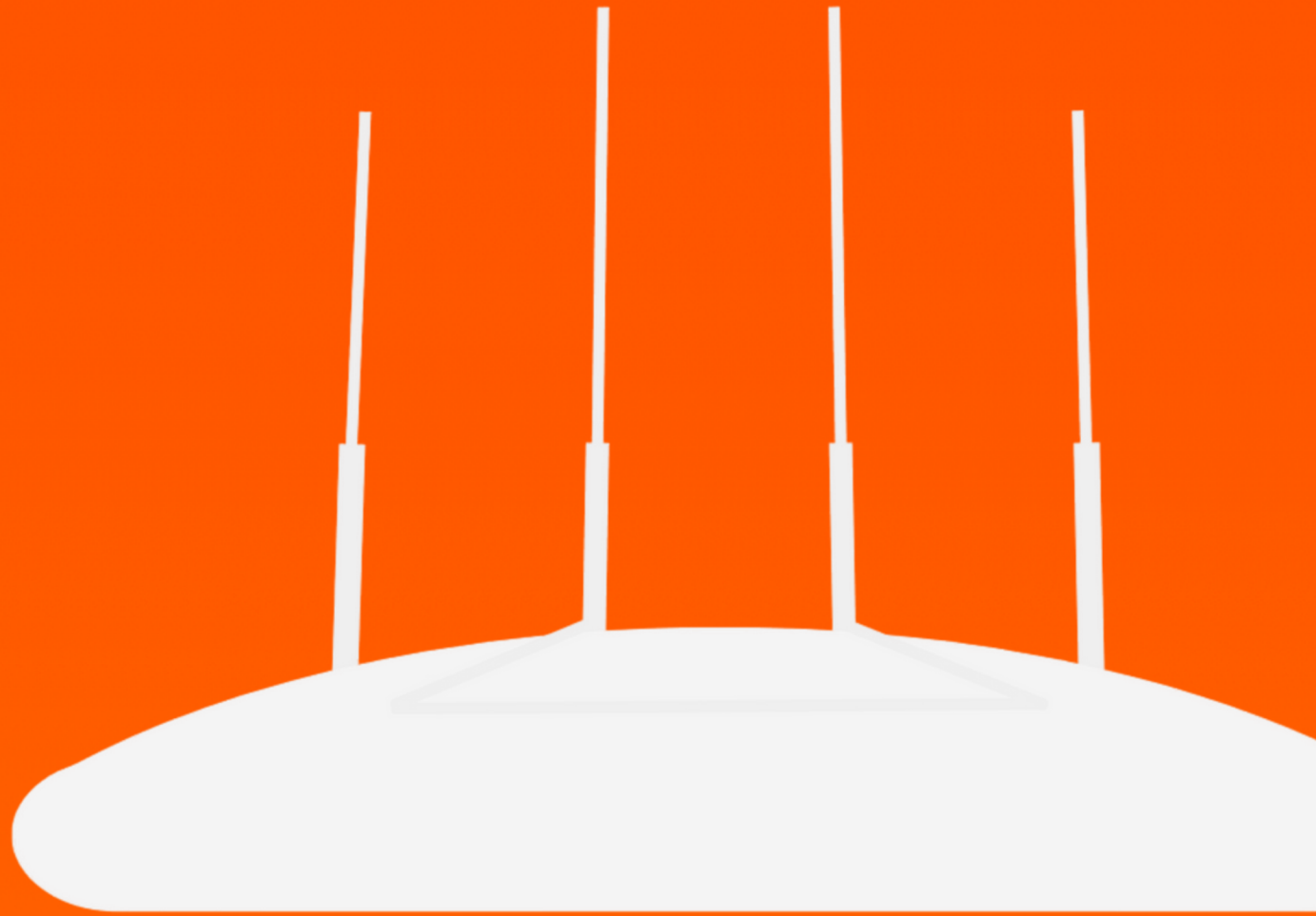




## MARS WRIGLEY

Curioso supports Mars's human-centred approach to growth in many ways: covering demand strategy deployment, human-centred innovation programs, qualitative deep-dives & insight capability development

# MARS



## AUSTRALIAN FOOTBALL LEAGUE

Curioso partners with the AFL to apply human-centred design to reaching new audiences from diverse communities and make footy more relevant and exciting to them





**TREASURY  
WINE ESTATES**

## **TREASURY WINE ESTATES**

Curioso helped develop and cascade Treasury's Global Category & Portfolio Strategy and continues to support commercial teams to grow Penfolds & Treasury Premium Brands in all markets





## BEGA FOODS

Curioso supported Bega's category & insights teams to consolidate years of research and develop and articulate a new multi-year growth strategy for yoghurt





**KraftHeinz**

## KRAFT HEINZ

Curioso facilitates innovation workshops to help Kraft Heinz define the future of categories like meals, condiments, beverages & spreads



## GOOD DRINKS AUSTRALIA

Curioso supports GDA's commercial leadership team by facilitating growth strategy development, and supporting innovation development and testing

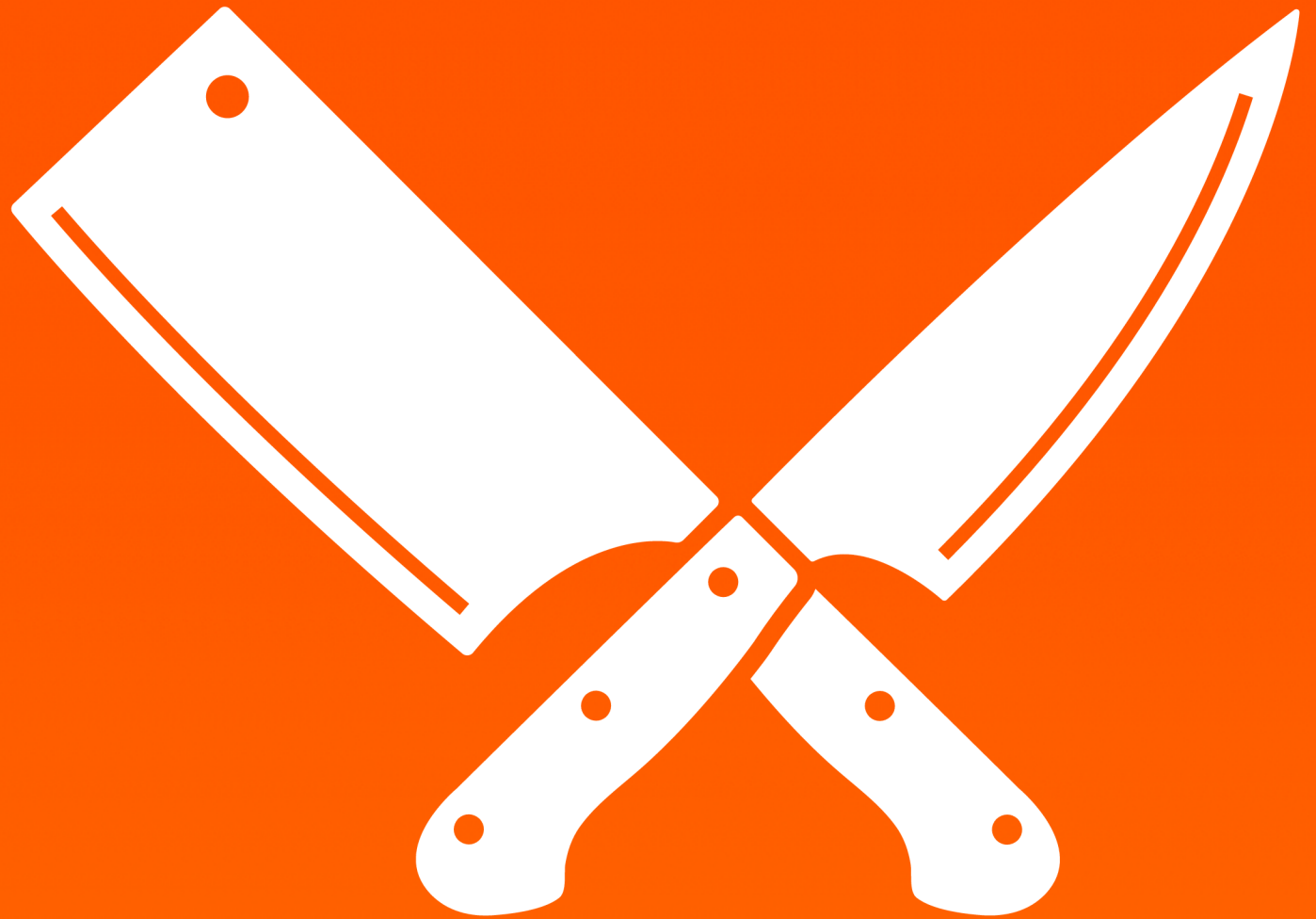
**GOOD  
DRINKS  
AUS<sup>TM</sup>**



## **SANITARIUM HEALTH FOODS**

Curioso facilitated long-term innovation workshops for Sanitarium's innovation incubator and provides insights & innovation capability sessions for the commercial team





## DON SMALLGOODS

Curioso consolidated years of research and facilitated development of new innovation platforms & 10-year pipeline with Don's leadership team





## FIM WORLD SUPERCROSS CHAMPIONSHIP

Curioso unearthed new global fan segments and a blueprint for revving them up with WSX's unique mix of speed, sport & spectacle





## JARRAH BOY BREWING

Curioso led development of the initial commercial strategy, brand positioning and national launch of this Indigenous-owned brewery, working directly with Jarrah Boy's founders

**JARRAH**  
**× BOY ×**





## CLIENT TEAM CAPABILITY

Curioso delivers standardised of bespoke insights capability programs to strengthen internal insights capabilities for a wide range of client companies





## AGENCY CAPABILITY

Curioso has worked with insights agencies like Nature, Play, Cubery and The Research Society to design & provide full capability programs or short keynotes to develop consultants' insights capability



**Nature:**





## AGENCY COLLABORATION

Curioso collaborates regularly with agency partners like -lution, Play, Quiddity, Brand Genetics & Sullivan Dean to create the best possible outcomes for our shared clients around the world

*Sullivan  
Dean*

QUIDDITY



**\*lution**

