



Strategic Offerings

01

Market Strategy & Planning

- Market & Design Research
- Business & Market Strategy
- Communication Strategy
- Brand Strategy
- Experience & Interaction Planning
- Touchpoint Planning
- Strategic Consulting & Advocacy

02

Strategic Innovation

- Design & Innovation Planning
- New Market Offers
- Product & Service Concepts
- Customer Experience Innovation
- Market Offer Refinements
- Strategic Collaboration

03

Communication Design

- Name Generation
- Content Development
- Brand Language
- Logomarks & Icons
- Information Design
- Photography & Illustration
- Print & Packaging Design
- Editorial Design
- Web & Interactive
- Retail & P.O.P. Design
- Environmental Graphics
- Wayfinding & Signage

04

Experience Design

- Interaction Design
- Environmental Concepts
- Product & Service Concepts
- Sensorial Design
- Customer Experiences
- Buying Experiences
- Brand Experiences
- Trade Booths
- Exhibits

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