



# **WORKING MODEL**

# CONSULTANCY

## SPARRING



We have to start doing something.

We present a few examples of how others have solved this and then we enter into a brief creative exchange.

+III

½ day **CXO**

1 day **RESEARCH**

½ day **DOCUMENT**

Finished in **1 week**

## BOUQUET



I need to get a feel for the range of available solutions and approaches.

You get 10 very concrete approaches on 10 charts. Some will help you understand where the journey could be headed, others will overshoot the mark or clarify dead ends. All of them will help us find YOUR path ahead. And sometimes there already is a slam dunk in the mix...

+III

1 day **CXO**

1 day **CREATIVE DIRECTION**

1 day **RESEARCH**

½ day **DOCUMENT**

Finished in **1 week**

# IDEATION & CONCEPT

## THE TRIPLE



I need three valid top-line concepts so that I can choose one of them.

You receive three ideas in a briefing, each elaborated several charts deep: pros and cons, mood, look and feel, KPIs, cost implications. Profiles for you to mull over – you put them under your pillow and then decide whether one, none or a combination makes it through.

+III

## CONCEPT



We have an idea, and now it's time to get real.

We take the idea and expand it into a valid concept for all the aspects you need. The result is an extended and convincing presentation that leaves no questions unanswered.

+III

# EXECUTION ADVISORY

## THE MANUAL



I need clear-cut assignments and work breakdowns for everyone involved in the production.

We translate creative ideas into binding briefings for the specialists in the execution phase. Plans, processes, scripts, profiles – a complete blueprint for the implementation is created. All you have to do is press Start.

+ III

## MONITORING



How can we safeguard a production that faithfully executes the creative concept?

We help you find the right partners and are happy to stay on board to ensure that everything comes together the way it was intended – for as long as you think it necessary.

+ III