

GAMEPL>N

**“We need to get everyone
on the same page.”**



Proven strategic process

1

Discovery

2

Design

3

Distribution

1

Discovery

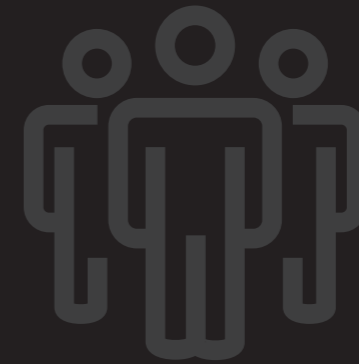
We use the 'Advocacy Approach' to uncover every angle of an organisation via a combination of interviews, site visits, competitive analyses, design reviews and customer research. Everyone gets a chance to contribute to strategy.



interviews



site visits

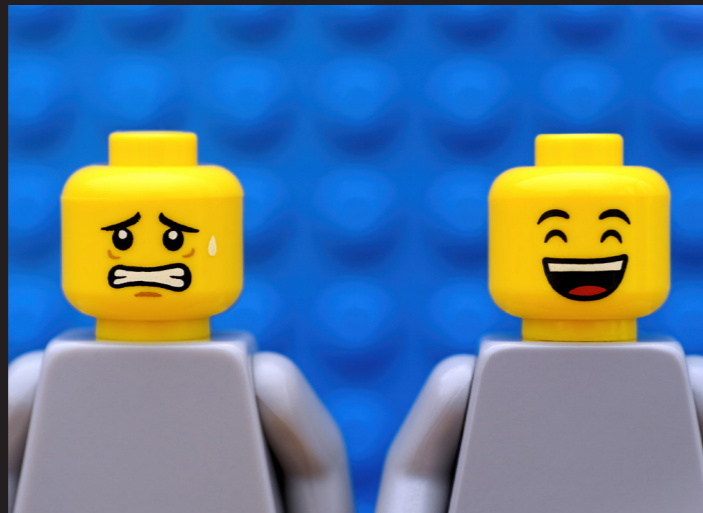


competitor review

2

Design

We facilitate the 'Argument Approach' to help drive decisions and build consensus in a workshop environment, drafting the major pieces of the one-page Roadmap with your key stakeholders in a single, facilitated session. If we're going to have 'robust discussions' about strategic direction, let's have them now.



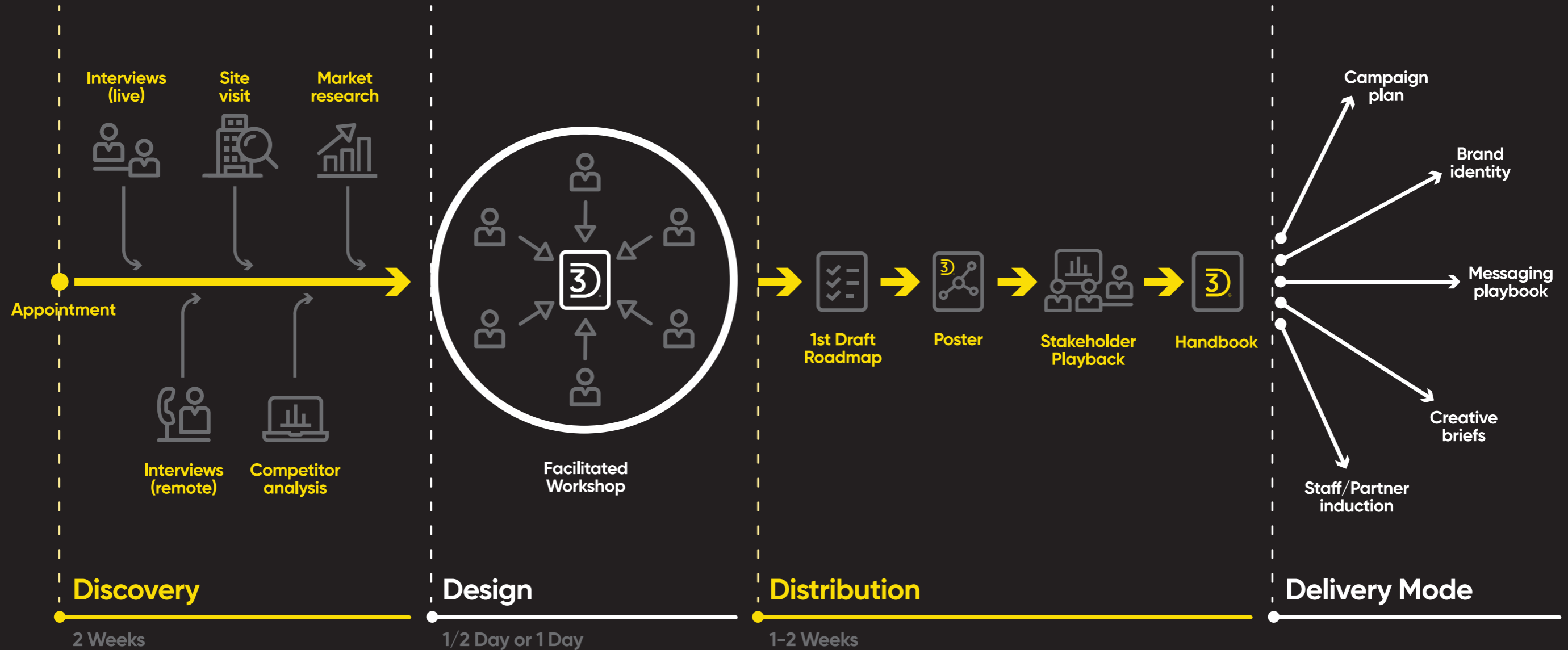
3

Distribution

We employ the 'Art Directed Approach' to create a functional yet good-looking Brand Roadmap as an infographic poster.

This is supported by an easy-to use reference-style Handbook, which also contains the worksheets and templates to roll directly into campaign planning and creative production. Publishing this finished Roadmap tells your team that the theory is done, time to get to work.



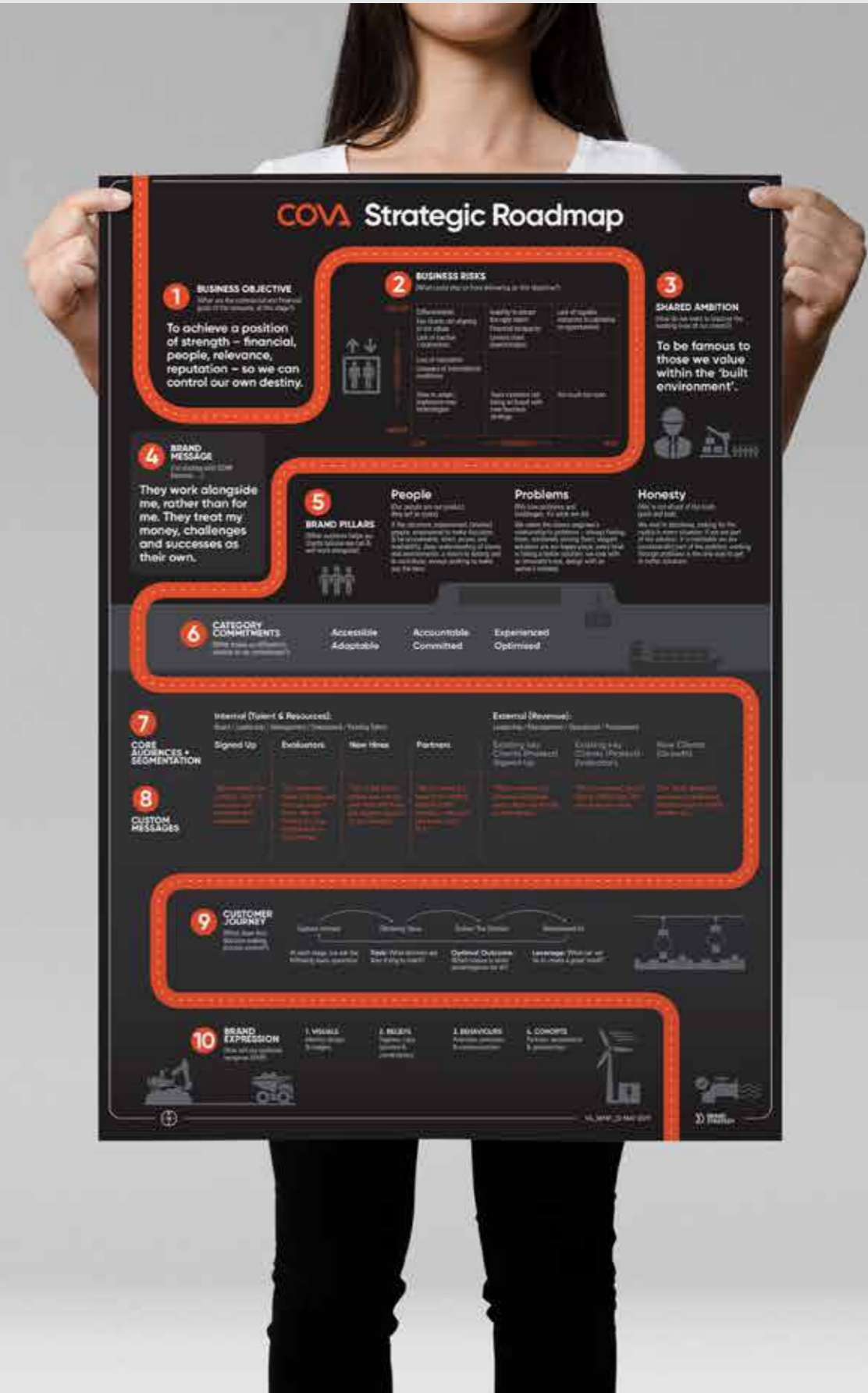


Results you can see on one page:

Clarity

Consensus

Direction



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