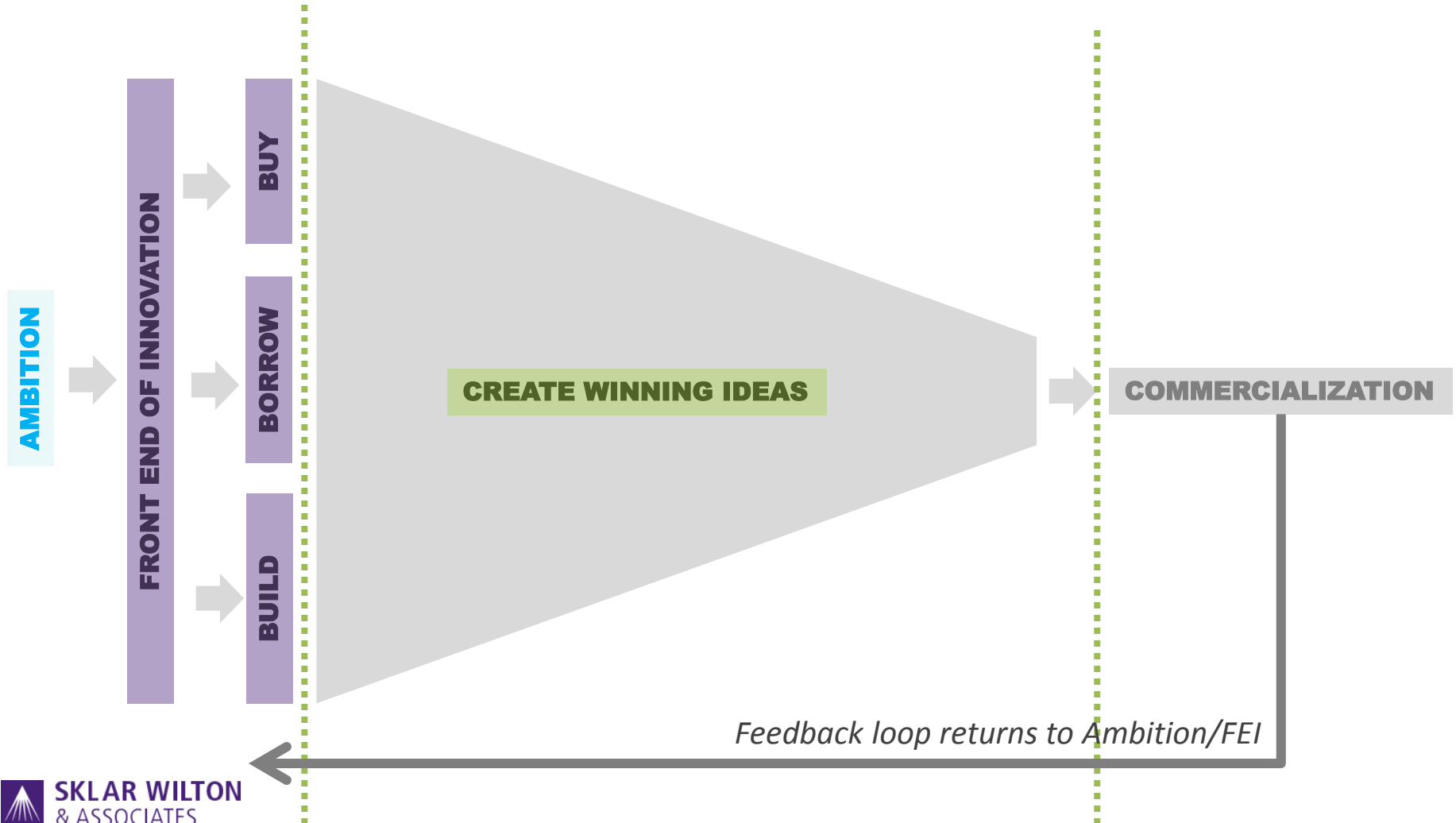


Pillars of Innovation

Gaining strategic clarity on winning ideas.



Innovation Decision Wheel

TAGLINE NEEDED

TEST and **ASSESS** via iteration and improvement prior to Implementation



IDENTIFY where to play via an understanding of the consumer, their needs, and their unmet needs

DEFINE and **ARTICULATE** the problem to solve for the consumer.

CONFIRM and **OPTIMIZE** solutions via prototype building and testing with consumers

GENERATE and **IDEATE** solutions to solve the consumer problem

**We solve tough business challenges to
unlock growth and build stronger brands.**

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