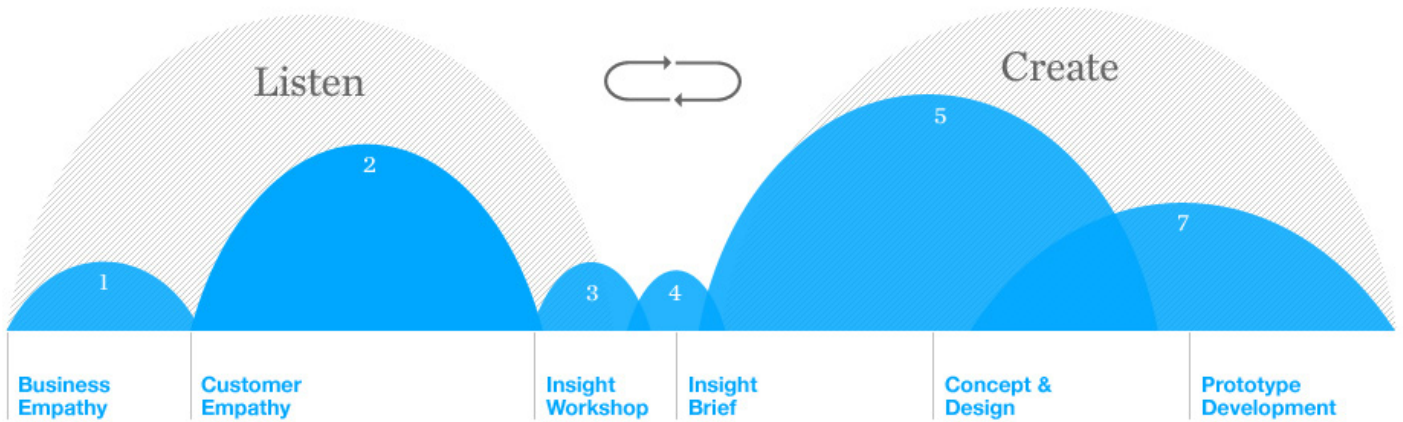




Our Process



Simply Put: Our Process

How do we build exceptional experiences? With a process can be expressed simply and elegantly: Listen. Create.

The Art of Listening

We listen to our clients: discover their goals and objectives, their net net and need states. We listen to our consumers: meet with them in the field, hear the feelings behind the words, the intentions behind the actions. We film their responses, creating a film library of consumer profiles we can tap into again. We pull trend and research reports, do our data mining. Client and agency meet to review the collected data and dialogues and collaboratively determine the key empathetic insights that motivate our consumer.

Creating an Exceptional Experience

We decide what the opportunity is, what approach we'll take, and then begin the creative stage, coming up with a big idea. The idea is our platform, our springboard for execution, and determines which channels we use. We then develop a high-level prototype that demonstrates our creative concept, with functionality that best represents the consumer experience. The prototype is brought in front of consumers to test its viability and usability and see if it resonates.

Test, Optimize, Repeat

Once we get our consumers' reaction to the prototype, we refine our execution and go into full development. Or, if necessary, re-think our direction, go back to consumers and listen and create again. It's an iterative, cyclical process, based on equal collaboration between client and agency, disciplines and titles.

Always
Be In
Beta



That's Our Mantra

We're always focused on developing a product or service. Our process is designed to deliver exceptional experiences that ring true with our consumer, and to do that our end goal is to constantly rethink and reconsider our end goal: to always be optimizing our latest effort.