

TURNING HUMAN SIGNALs INTO EFFECTIVE MARKETING

S

Sense
what
matters.

human observation

Listen, observe
and research.
Surface the human,
market and cultural
signals that matter.

I

Interpret
what it
means.

human insight

Turn observations
into actionable
insight. Reveal
motivations, barriers
and tensions.

G

Generate
the
big idea.

campaign platforms

Build the strategic
platform and
creative idea. Shape
concepts and
content strategy.

N

Navigate
the best
path.

action plan

Connect the idea to
the audience. Align
communications,
media and the
customer journey.

A

Activate
your
campaign.

live campaign

Produce and launch.
Bring PR, digital,
social, media
and community
activation to life.

L

Learn
what
worked.

optimized campaign

Measure response,
find new signals
and optimize
performance
continuously.

Learning feeds new signals back into sense. Every campaign makes the next one smarter.