

GROW YOUR BUSINESS

EARN BIG PROFITS
WITH

Idea Sandbox

GROW YOUR BRAND IN REMARKABLE WAYS



We help brands around the world be Remarkable.

Driven by creativity, we help you uncover insights, develop strategies, and design solutions that allow your brand to stand apart from your competition.

DESIGN



Creative Services - Hand-crafted, attention-to-detail design that connects and communicates your brand with customers in meaningful ways.

Digital Design - Ensuring your on-line presence is as engaging as your face-to-face brand experience.

Visual Identity Development - Creating or refining your look and feel from logo through branding elements.

Design Efforts Provide...

- Brand Standards
- Campaigns, Marketing Materials & Advertising
- User Experience
- Visual Identity & Logo Design
- Web Design

MARKETING STRATEGY

Marketing Strategy - Expert strategic planning and implementation that builds **awareness**, **excitement**, drives **trial**, and **sales**.

Marketing Strategy Creates

- Consumer Promotions
- Marketing & Communication Plans
- New Product & Program Launches



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BRAND STRATEGY

We help you **STAND OUT** in the marketplace. Positioning you in ways that make you different from your competition.

Growth Strategy - Create your road map for growth that identifies where you are, where you want to go and how to get there.

Brand Positioning - We help you discover and feature what you stand for, so you stand out.

Content Strategy - Reach your participants (who) with the right message (what) using the right vehicle (how) at the right place (where) and time (when).

Customer Experience - Plans and tools to exceed simply providing a service for your Customers, going beyond to provide a **MEMORABLE & REMARKABLE** experience.

WE DELIVER...

- Brand Architecture
- Brand Positioning / Re-Positioning
- Content Strategy
- Brand Message Ladder
- Naming: Company, Product, Service



INNOVATION

Brand Experience Assessment - We examine each point of contact with your existing and potential customers to ensure you meet and exceed their expectations - creating a remarkable experience.

Strategic Ideation - We build and lead creative ideation sessions designed to draw the best ideas from your team. We then apply those ideas to help you create innovative products, programs and services.

INNOVATION WORK PROVIDES

- Brand Experience Audit & Design
- New Product Concepts & Pipeline
- Service & Product Innovation

We help you develop new, innovative ideas that your customers find relevant and meaningful.

We help you turn your business into a sales-driving, customer-making machine!

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POPULAR MECHANICS