

WE'RE A PRODUCT DEVELOPMENT & INNOVATION STRATEGY FIRM.

We help ambitious leaders build profitable brands through informed design.

EXPERTISE

Research

- Human & Cultural Insight
- Insight Activation
- Global Ethnography
- Insight Mining

Growth Strategy

- Visioning & Strategic Futures
- New Growth Opportunities
- Innovation Pipeline Development
- Customer Experience

Industrial Design

- Visual Brand Language
- Ideation & Rapid Concepting
- Product Development
- Color, Material & Finish

UI / UX

- User Interface Design
- User Experience Design
- Usability & UX Testing

Engineering

- Conceptual Engineering
- Design for Manufacture
- Proof of Concept
- Design Validation & Testing

Brand Communications

- Brand Strategy
- Identity Design
- Packaging Design

Capability Building

- Customer Co-Creation
Immersion Workshops
- Iterative Prototyping Workshops
- Innovation In 90 Days Workshops

EIGHT WAYS WE CAN HELP YOU DESIGN GROWTH



Shift Perspective

We help you see customers with fresh eyes so you can find disruptive insights that let you tap into game-changing opportunities.



Activate Insight

We distill insights into simple, actionable frameworks that are powerful and easy to understand so you can make smart decisions.



Seize New Opportunity

We find new ways for you to compete and new markets to scale, then prioritize ideas with the greatest potential.



Shape the Future

We develop actionable plans that generate growth through innovation so you can set a vision and step into your future.



Accelerate Time to Market

Our processes enable you to operate agilely, seize opportunity and get products to market quickly and effectively.



Create Serious Brand Love

Our human-centered, holistic approach to brands delivers big on emotion to keep consumers coming back.



Conquer Complexity

We can help you tame complexity, achieve clarity and make products and services that are easy to understand and a joy to use.



Empower Change


We help businesses shift their mindsets, foster new partnerships and create momentum for innovation and growth.




FIND US

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We Design Growth™

AWARDS

- Design EID Excellence in Design Awards
- Good Design Awards
- IDSIA IDEA Awards
- iF Product Design Awards
- Inc. 5000
- Medical Design Excellence Awards
- Reddot Awards

SELECTED CLIENTS

- | | |
|------------------------|-------------------|
| AT&T | The Home Depot |
| Blue Cross Blue Shield | Honeywell |
| Bristol Myers Squibb | Mars |
| Cisco | Masco |
| Chick-fil-A | McDonalds |
| City of Atlanta | Medtronic |
| Coca-Cola | Moen |
| General Motors | Newell Rubbermaid |

- P&G
- Philips
- Sanofi-Aventis
- Wolf Gourmet