

## We are a global innovation firm.

We help the world's leading companies create and bring to market meaningful products, services, and experiences.

Our multidisciplinary process reveals valuable consumer and market insights and delivers lasting, humanizing solutions across multiple technologies, platforms, and media.

### what we do...

#### INSIGHT

We discover market opportunities through deep insight and intuition.

#### TECHNOLOGY

We leverage emerging technologies to define new product concepts and experiences.

#### INSPIRATION

We express opportunities in rich, visual form to inspire and motivate organizations.

#### IMPACT

We create lasting brand equity across multiple businesses, systems, and technologies.

### how we do it...

#### DISCOVER – Analysis Becomes Insight

Through design research, market analysis, and strategic evaluation, we gain insight into a company's brand identity, consumer base, existing assets, and key market opportunities.

#### DESIGN – Insights Become Ideas

We review and refine each feature in response to user testing, client feedback, and strategic analysis. Technological, cultural, and business impact are considered.

#### DELIVER – Ideas Become Reality

In order to guarantee the accurate translation of idea to reality, all project details are specified, documented, and delivered to the client, then supplemented with full production support where necessary.

### studios

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