



HOW WE HELPED OUR CLIENT RAISE THE BAR ON CREATIVE DEVELOPMENT

THE CHALLENGE

To step-up the organisation's creative capabilities and develop an in-house process, structure and practices that foster creativity and lead to cutting edge creatives and winning communications



BRANDSCAPES QUALITATIVE INSIGHTS:

Clear tensions identified in terms of processes, structures, practices, people and more.

Connects with stakeholders – both internal and external, as well as in organisations that have excelled in creative development helped land illuminating insights on existing tensions, gaps as well as strengths.

MARKETING ACTIONS:

5 core areas were identified, directly impacting creative development; namely:

Consumer Obsession

Culture

People

Process

Leadership

OUTCOME:

Our client has since won 'Marketer of the Year' for Effies (2018,2019)

Rendered almost 85% of their creative development tools at the end of 2019 'agile'.

Digital Mandatory adherence is at an all-time high, tripling within 3 quarters.

Additionally, changes have been effected within the organisation in terms of enabling scale, to help the entire organisation raise the bar.