

CREATE A BETTER

CUSTOMER

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**proposition
engineering™**

Innovation is a process that transforms new **ideas into value** for customers. Ideas that drive value **can result in sustainable profit or growth.**

Proposition Engineering™ is our award-winning methodology for building brands with purpose. We help businesses precisely identify their **most profitable customers** and develop a purpose-to-impact Blueprint to **achieve concrete results.**

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With Proposition Engineering, your commercial decisions are backed by **hard data evidence** and **validated** throughout.

As a result, by activating the propositions precisely in-market using our approach, we guarantee that **you will achieve your business objectives and get results.**

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What it is

We work with you to create **business Blueprints** for growth that are hardwired into your business vision and strategy.

Big answers come from rigorous analysis and data-driven human truth. We work with you to define evidence-based Blueprints to grow your existing business and gain a hold in attractive new growth sectors. Each Blueprint contains all the vital information needed for you to drive business innovation and optimisation in areas that cover:

- Target market definition
- Brand engagement
- New product and service development
- Marketing and sales integration
- Employee engagement
- Behaviour change

Blueprints for purpose and impact

The Blueprints we deliver are robustly engineered and rigorously researched.

Targeting

- Who to target/who to ignore
- Growth potential from each segment
- Aligning products and brands to segments

Branding

- Corporate identity and logo
- Sales and affinity impact on key segments

New Product Development/Franchise Development

- Evaluating and choosing best NPD options
- Aligning product design, packaging and pricing to key segments' needs

Internal buy-in

- Plan for ensuring that employees understand and are able to communicate brand values

Marketing & Sales

- Action-triggering messages for key segments
- Sales strategy
- Media & digital strategies

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How it works

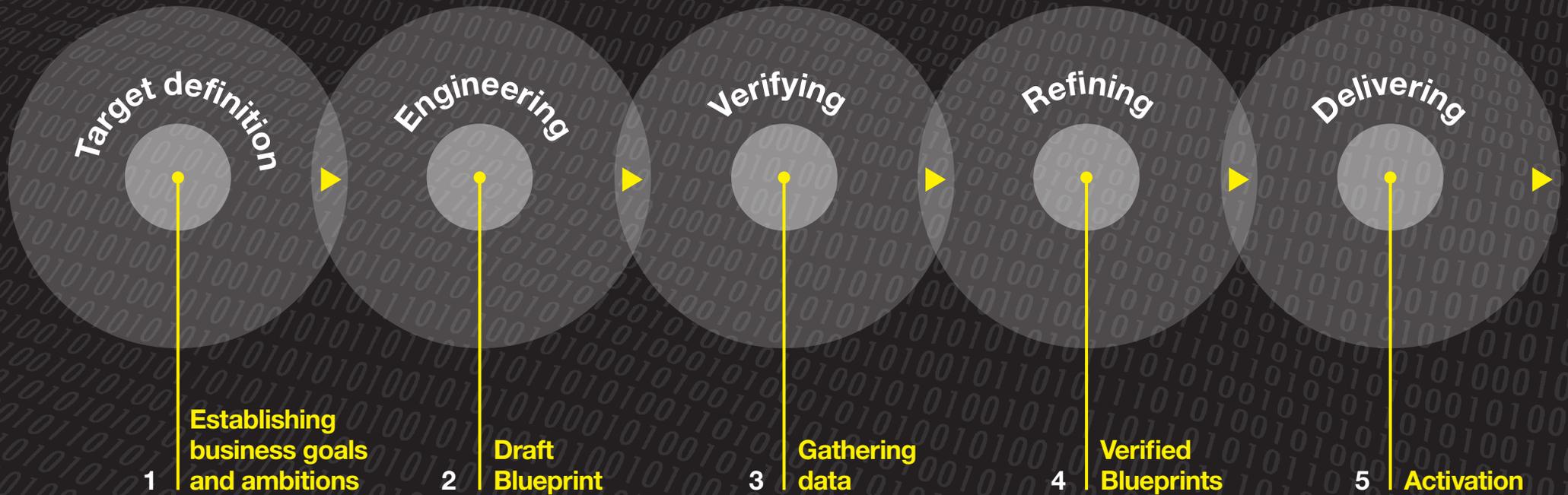
Proposition Engineering is underpinned by rigorous data-driven insight, which we call human truth.

We combine human truth with a tried and tested creative and strategic development process that enables businesses to precisely identify new commercial growth opportunities that will guarantee success in market.

The approach uses segmentation techniques which are proven to be 50% more accurate than alternatives, and our proposition development process has successfully created growth for businesses across a wide range of industry sectors including:

- **Media**
- **Entertainment**
- **Telecomms**
- **Financial services**
- **Logistics**

Proposition Engineering process



Beyond Proposition Engineering, we are experts at applying the blueprints in order to achieve your goals.

Brand identity and strategy

Our branding experts will develop a brand that's at the heart of what you do, what you want to be and how you want to be seen.

Employee engagement

We'll get your employees in tune with the resulting branding and targeting strategies.

Customer engagement

B2B or B2C, we'll put your idea top of mind for your customers in no time.

Experience design

Our digital experts will develop effective, engaging digital brand experiences.

Who we are

Ex-client-side **business professionals** with **proven** track records in driving **innovation and growth.**

Our work ethic is to co-create with clients.

Working with you at every stage. Our team of specialists have many years of experience drawn from research, creative and strategic proposition development backgrounds drawn from organisations that include Microsoft, ITV, Barclays and Disney.

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Our work cuts across industries, markets and sizes

TV Channels
& platforms

Film &
cinema

In-home & portable
entertainment



Sports

Consumer
electronics

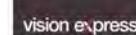
Luxury goods
& services



Food &
drink

Clothing &
footwear

Cosmetics, opticians
& pharma-ceuticals



Travel &
hospitality

Financial &
insurance

Business
services



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Contact us today

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