

# Boost your team

## Strategic inspiration tools

Inspiration Tools to provide your people the strategic creative-stimuli to allow innovative-thinking.

One true story:

A major **beverage company** was preparing a launch of **new products** in Portuguese speaking countries in Africa. And they wanted to work on their marketing mix, and just needed the right inspiration. This is where we came in.

We developed an inspirational journey, taking different teams on a tour to get embedded on the African culture. Each team was led by a local guide, to experience the African culture, in the heart of Lisbon.

The result? over 80 **insights**, several **teams embedded** in the african idiosyncrasies and culture, and four new brands were launched with typical african products.

