



Brand innovation: thinking in a form that creates value for people.

BrandIQ



We've developed a pathway to help brand owners and managers see just over the horizon where consumer needs are great and available solutions few.

Catapult Innovation™ offers a collaborative, strategic, and creative process that provides marketers with the clarity, confidence and velocity to take a quantum leap in building the value of their brands.



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Be good and different! The heart of our brand building philosophy is the premise consumer engagement must be anchored in experiences that people really care about ...even when the connection is unarticulated.



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People don't buy products they buy meanings! People love meaningful things.

BrandIQ brand strategy taps into a radical innovation of meaning.

We use techniques to uncover "why" people need a product more than "what" they need in a product.



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It's all about making a person feel better!

BrandIQ is expert at tapping into unarticulated meanings! We do this by combining art and science to:

Broaden the context based on life, not use

Broaden the subject to include people's psychological, cultural and social background

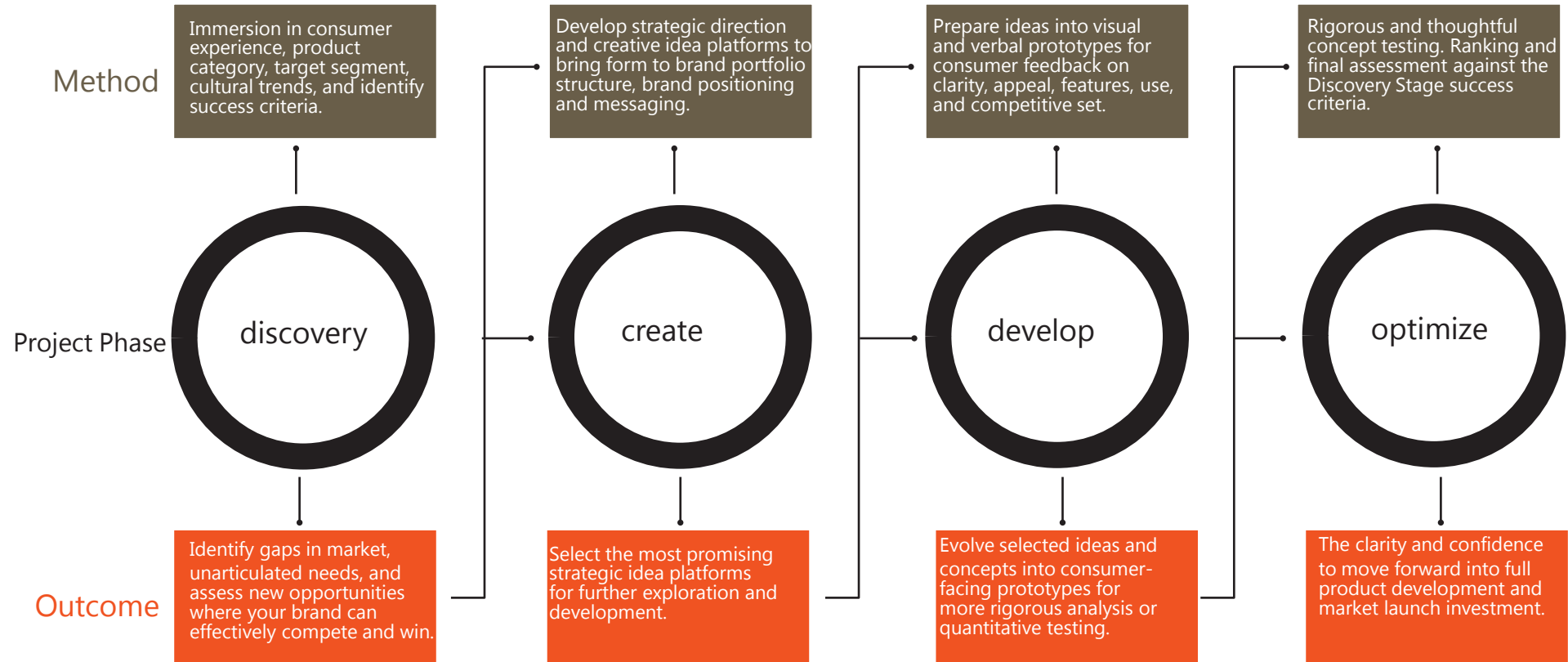
Broaden the purpose to a reason, not a need



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Catapult Innovation provides the guidance, creativity and rigor necessary to provide greater clarity in decision making about your most promising opportunities for creating new value in the marketplace.





Be in good company. We have diverse consumer products category experience with global brands and emerging startups.



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How do you get started...



Timing: 8-10 weeks from kickoff briefing



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A collaboration between **BrandIQ** and **PULL Brand Innovation**. We are a highly skilled team of market researchers, brand strategists, brand development and marketing communications experts.

BrandIQ

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