



creativeterritory
think outside the circle

CASE STUDY

Creative Think Tank

The Territory's best strategic and creative minds have come together to form a unique partnership in brand and marketing excellence.

The ThinkTank is a core of creative professionals – strategist Tracy Jones and creative director Anya Lorimer– who work with your team to generate creative solutions that work.

How does it work?

The Creative ThinkTank is a way to involve you directly at the pointy end of strategy and creative development. We bring together in one room the perfect mix of brains and creativity to workshop solutions to your marketing challenges.

The ThinkTank is not the be-all and end-all of marketing strategy. It is a methodical way of drawing the best ideas out of a group of people who are not always in the position to have their ideas heard.

Our methodology gives participants “permission” to be creative, opening their minds to new ideas and fresh ways of thinking.

All our clients find it to be a liberating process, allowing them to contribute more fully to the development of strategic and creative marketing communication campaigns.

The ThinkTank at work for you

We recommend putting together a ThinkTank in the early stages of campaign development to put the best minds to work. This could include a number of key people from within your organisation, from the marketplace and from art centres.

By putting together the right people, then giving them the tools to think creatively, we can bring fresh approaches to your communication.

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