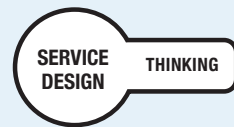


Brand minded and people centred experts on branding, communication and design, that fit easily and flexibly in client or agency teams to provide added value in the triad of business, people and technology.



For the past 15 years, CREATIVE COMPANION worked for well known design and online agencies, production companies and consulting firms like Studio Dumbar, Clockwork, av communication, EuroArts and Ordina on clients like:

ABN-AMRO, AG2R La Mondiale, Allsecur, Artstart, Berliner Philharmoniker, Bakker Hillegom, Bundesverband Zementindustrie, Deutsche Grammophon Gesellschaft, Dutch Government, Essent, GE Access Europe, IMS Health, KPN, Mexx Europe, Nokia Headquarter, O.tel.O, Shanghai General Motors, University of Twente, University of Applied Sciences Inholland, W&W Versicherungen.

MANIFESTO CREATIVE COMPANION

1. You can not 'not brand'.

Everything a brand or person does will add up to its identity.

2. Take the big picture.

Be clear about what you are and what you want.

3. Listen to the people.

Don't do literally what people say, observe their behaviour and translate it.

4. Get to know all the facts.

There never is too much information, only a lack of focus.

5. Everyone is right.

Many people, many perspectives. They may all be right, but not necessarily relevant.

6. Best idea wins.

Good ideas often come from individuals, it needs teams to make them great.

7. Experiment while working.

Try things you have never tried before.

8. You are not alone.

Working in a team is fun and helps to understand multiple perspectives.

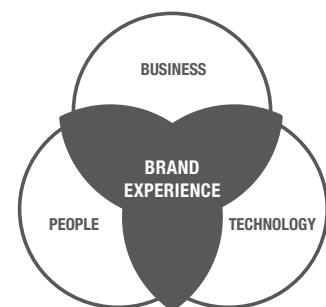
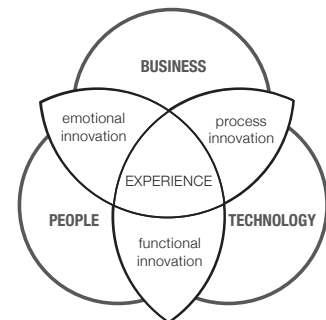
9. Stick to the concept.

Along the way there are a lot of temptations, go your own way. If they make sense, adapt them.

10. Think like a musician.

Compose, invent, innovate, orchestrate, prepare, communicate, rehearse, improvise, entertain, listen, play, perform – don't give a damn.

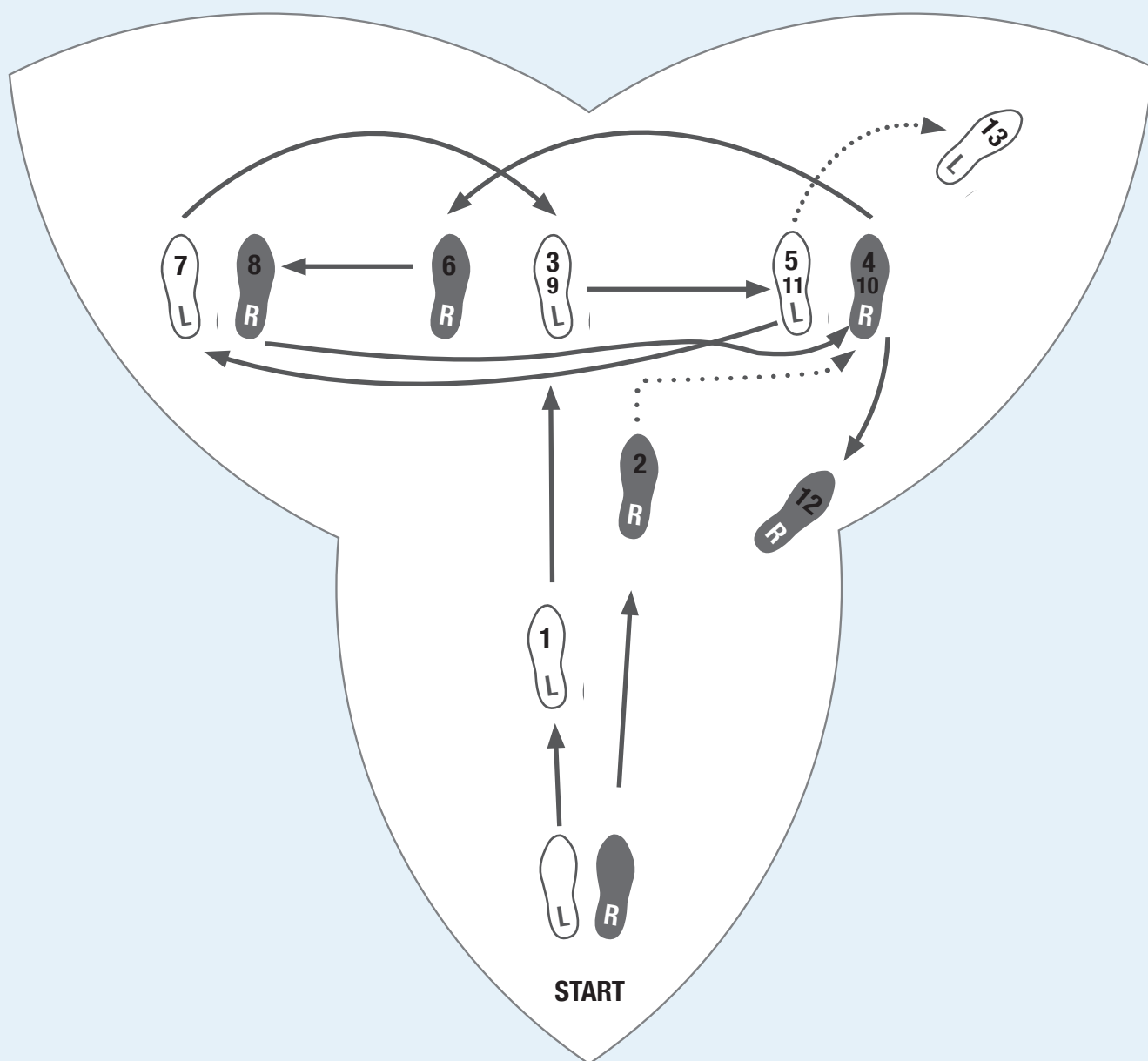
TOOLS AND APPROACH



inspired by Tim Brown

PROJECT APPROACH

Projects need a clear structure or methodology. But in theory things often look complicated and 'the map is not the territory'. So do your first step, rehearse, prototype and have fun. Before the start: choose the right partner, clear the dance floor and trust your intuition.



1. Brand values and personality
2. Brand research offline, online, social
3. Differentiation and positioning
4. Persona development
5. Customer and consumer journey
6. Consumer touchpoints and eco-system

7. Online and social media choices
8. Strategic and creative alignment
9. Ideation and innovation sessions
10. Team composition and team lead
11. Concept development
12. Communication and design