CREATURES OF THE CREATIVE ECONOMY
“Britain’s fashion industry employs more people and makes more money than do its car or steel industries.”

John Howkins, The Creative Economy: How People Make Money from Ideas
“The creative economy employs nearly 30 million people worldwide and generates $2.25 trillion in revenue — or 3 percent of the world’s GDP. This is substantially more than global telecommunications ($1.57 trillion) and greater than the GDP of India, Russia, or Canada.”
WE MOVE PEOPLE
TODAY

HOW WE THINK + WORK

WHO IS RIGHT FOR US?
PROJECT LIFECYCLE

Problem Design
Gain understanding and insight into the problem or opportunity to ensure a shared understanding before starting to develop solutions.

Solution Design
Explore many agnostic solution concepts and refine them through iteration and evaluation, reducing risk and removing assumptions - fast - ensuring fit for purpose solutions.

Delivery Design
Bring the solution to reality. Testing and monitoring play a critical part in ensuring the initiative is successful and insights can be gathered for future initiatives.

Understand  Dig  Distil  Ideate  Refine  Stretch  Make  Launch  Learn
PROJECT LIFECYCLE

Problem Design

Solution Design

Delivery Design

Understand  Dig  Distil  Idate  Refine  Stretch  Make  Launch  Learn
PROJECT LIFECYCLE

Problem Design
- Research
- Insight work
- Problem analysis
- Strategic thinking
- Communication skills
- Negotiation skills
- Presentation/selling skills

Solution Design
- Creative ideation
- Design thinking
- Writing
- Art Direction
- UX/CX
- Comms Design
- Media planning

Delivery Design
- Make
- Launch
- Learn

Understand Dig Distil

Ideate Refine Stretch
PROJECT LIFECYCLE

Problem Design
- Research
- Insight work
- Problem analysis
- Strategic thinking
- Communication skills
- Negotiation skills
- Presentation/selling skills

Solution Design
- Creative ideation
- Design thinking
- Writing
- Art Direction
- UX/CX
- Comms Design
- Media planning

Delivery Design
- Production management
- Content production
- Making stuff
- Digital art
- Partnering/collaboration
- Coordination

Understand  Dig  Distil  Ideate  Refine  Stretch  Make  Launch  Learn
PROJECT LIFECYCLE

Problem Design
Solution Design
Delivery Design

Comfortable with chaos

Understand  Dig  Distil  Ideate  Refine  Stretch  Make  Launch  Learn
LIBERATED DRIVERS

Problem Design | Solution Design | Delivery Design
LIBERATED DRIVERS

Client brief

Problem Design

“Hey you - get off your damn phone!”

Solution Design

Delivery Design
“Hey you - get off your damn phone!”

70% of people think it’s dangerous, 74% use their phone while driving
“Hey you - get off your damn phone!”

70% of people think it’s dangerous
74% use their phone while driving

Embrace the driver’s seat as the place to exercise their power of resistance
Liberated Drivers

Research

Client brief

The brief

Creative ideation

Problem Design

“Hey you - get off your damn phone!”

70% of people think it’s dangerous
74% use their phone while driving

Embrace the driver’s seat as
the place to exercise their
power of resistance

Solution Design

Self-motivation

Dopamine patch

Delivery Design
LIBERATED DRIVERS

Problem Design

"Hey you - get off your damn phone!"

70% of people think it’s dangerous
74% use their phone while driving

Embrace the driver’s seat as the place to exercise their power of resistance

Solution Design

Self-motivation

Dopamine-patch

Let driving distract you

Delivery Design
Problem Design

“Hey you - get off your damn phone!”

70% of people think it’s dangerous. 74% use their phone while driving.

Embrace the driver’s seat as the place to exercise their power of resistance.

Solution Design

Self-motivation

Dopamine-patch

Let driving distract you

Delivery Design

Establish, prompt, point of sale
LIBERATED DRIVERS

Problem Design

“Hey you - get off your damn phone!”

70% of people think it’s dangerous
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Establish, prompt, point of sale

Director’s treatment
Liberated Drivers

Problem Design

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Establish, prompt, point of sale

Director’s treatment

“Black Mirror vibes”
**Problem Design**

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**Solution Design**

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Dopamine-patch

Let driving distract you

**Delivery Design**

Establish, prompt, point of sale

Director’s treatment

“Black Mirror vibes”
“That looks interesting... how does someone get in on it?”
Clemenger Graduate Programme
Creative Internship
THANKS.