

10 Small Ideas With Big Results



MASS INDIVIDUALIZATION

Post-modern consumers value mass individualization over mass customization. Tailor holistic and highly customized design solutions according to each customer's unique criteria.

-
- grant



KEEP IT SIMPLE

Make it easy for your customers to do business with you by focusing your brand and products to their criteria instead of yours.

-
- grant



SHOW YOUR PASSION

Really great brands know their customers better than they know themselves. Relate to your clients by sharing their passions.

-
- grant



TELL A GOOD STORY

A great brand is a story that is never completely told. Engage customers by making them part of your story.

-
- grant



ELEVATE YOUR CUSTOMERS' BRANDS

Demonstrate how your products and services can be used to elevate your customers' brands and improve their bottom lines.

-
- grant



SUCCESS IS NOT SEASONAL

Great brands do not rely on typical industry sales cycles. They create their own selling seasons and communicate them to a well defined consumer group.

-
- grant



HONOR THE PAST BY REINVENTING THE FUTURE

Great brands honor their heritage by continuing to be relevant to their customers.

Listen to the market, and craft design solutions that advance your strategic position.

-
- grant



CREATE TIES THAT BIND

Create tools that facilitate and foster loyal relationships and knowledge sharing between your business and its customers.

-
- grant



INNOVATE FROM PRODUCT TO MARKET

Craft a strategic position for your brand and innovate at every level: product, marketing, packaging, online, and distribution.

-
- grant

10

CONTINUE TO TAKE RISKS

Design and apply innovative solutions to common problems by utilizing all of your physical and human resources.

-
- grant