

The process

Ideas



Create



Consult

Asking, listening, understanding



Words

Inspirational message to engage



Inspirational message

Creative solution



Media

Emotional content for the senses



Points of connection

Choosing the right medium



Design

Bringing everything into focus



Plan

Time, budget, resource



Tweak

Fine tuning until it's just right



Deliver



Connect

Produce

Print, build or write



Inspire



Distribute

Distribute, host on-line or launch



Excite



Assure

