

# Change. Grow. Play.

Your products. Your people. Your company.

## Who we are.

Play is a creativity and innovation company. We develop ideas and strategies that drive growth and improve performance for our clients. We look at things differently – bringing unique perspectives, approaches and insights that spark revolutionary thinking and ideas, big and small.

Play partners with clients to drive innovation from the inside out, enriching and engaging your people while creating marketplace growth. Play is a process, a mindset, and a new way of thinking. It's about creating better ideas faster and enjoying the process along the way.

## How we can help.

**Creative coaching.** Generate ideas collaboratively. Think about stuff with us.

**Concepting.** Give us an ideation challenge. Let us think about stuff for you.

**Creativity training.** Learn methods for idea generation. Apply them in real time.

**LEAF assessment.** Measure individual and organizational creativity. Use the results to build a creative mindset.

**E.U.K.** Experience different environments. Gain new insights. Understand correlations. Use the knowledge to build ideas for your business.

**Birdwatching.** Watch how consumers consume. Build strategies and concepts to meet real needs.

**P.O.V.** Engage in consumer experiences. Gain first-hand insights.

**Speaking.** Look at more stuff. Think about it harder. Storytelling through a business lens. Walk away with a fresh perspective.

**Interactive workshops.** Learn and apply. Interact with creativity and innovation methods in small groups.

## Clients.

Allstate American Airlines American Express BMW  
Capital One Clairol Colgate-Palmolive Coca-Cola Co.  
Crate & Barrel Embassy Suites Ford Frito-Lay General Electric  
General Mills General Motors Genworth Financial Hamilton  
Beach HanesBrands Inc. HCA Healthcare Systems Heineken  
Hewlett Packard JPMorgan Chase Kraft L'Oreal Manheim  
Mattel Microsoft Moen NBC Universal National Hockey League  
Nationwide Insurance Nike Old Navy Pennzoil  
Procter & Gamble Ritz Carlton Shell Oil Standard & Poors  
SunTrust TBS Superstation Timberland Time Warner Inc.  
United States Olympic Committee United Way Wachovia  
Walt Disney Parks & Resorts

## Why we're different.

**Look at more stuff. Think about it harder.™** Revolutionary ideas. Unexpected solutions.

**Customized.** One size doesn't fit all. Play offers programs made just for you.

**Collaborative.** Our process combines perspective. Encourages interaction. And dissolves barriers.

**Intellectually irreverent.** Bold thinking. Backed by intelligence, strategy and experience.

**Experiential.** Expect the unexpected. Our process reaches beyond the conference room and PowerPoint deck.

**Passionate.** We love what we do. It shows in our work.

**Experienced.** 17 years and counting. We lead the way in creativity and innovation consulting.

## Where we can help.

**Innovation.** Defining it for your organization. Making ideas happen organically. Driving it through your organization systemically.

- Senior-level strategy development
- Executive coaching
- Innovation process development
- Customized innovation systems

**People.** Unleashing capacity. Mining the resources you already have, then harnessing them to fuel growth.

- Senior-level leadership programs
- Creative skills development
- Cultural change

**Products.** (And services, too.) Guided by specific objectives, we leverage your topical knowledge and combine our expertise in creativity and innovation. We'll build ideas to grow your business.

- Product development
- Brand positioning
- Marketing strategies
- Consumer insights

## Let's play.

The best way to contact us is through our Forward – Catherine Strotmeyer at [catherine@lookatmorestuff.com](mailto:catherine@lookatmorestuff.com) and 804-644-2200.

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