

# Play provides stimuli and new inspiration

Play is a combination of a process consultancy and a creative agency. Their business is ideas. Assuming that all people are capable of generating ideas, in this company, they believe that innovative ideas are rarely seen, because people forget to consider options.

The principal underlying Play's work is to eliminate limitations in order to contemplate that which often times is thrown out in advance and likewise to extend the horizon of possibilities in resolving problems in any area of business.

Rodolfo Ramírez, Raúl Arregui, Rogelio Ramos and Gabriel Campillo, members of Play, explain how the creative process works and how they perceive the future of their company in this country.

## Idea Generation

Play helps its clients generate new ideas or improve upon existing ones. Do not come to them with the solution in hand, because their work does not intervene in the internal processes of companies but instead facilitates work sessions in which ideas are conceived through using the client's experiences and information. "We are the idea generation experts, but the information experts are the clients," says Gabriel Campillo.

Raúl Arregui explains that in the creative process, the first item of business is to know the needs of the client. Once established, they collect



stimuli that allow them to understand the project and the objective. With this foundation, ideas arise through sessions of divergent thinking exercises.

According to this firm's Mexican directors, the essence of what they do is natural and commonsense. Rodolfo Ramírez explains that the first reaction to a problem is to establish limitations based on past experiences, prejudices, and hurried judgments. Play eliminates these and instead contemplates the highest number of options in order to elect the best choice in the end.

## Promising future

For Play, to innovate means to do things in a different way, to take on stimuli and to generate more options. Innovation then results from a creative process. Play understands innovation as a resource and an underlying necessity in business, because many businesses are of the

disposition to reuse traditional processes for this type of practice.

As this combination, the associates of Play are sure that there does not exist another organization with the same concept as Play in México. However, there are many similar service-providers with esoteric schemes. "Our mechanism is practical and provides measurable results," say Rogelio Ramos.

Play México envisions a promising future, in that each time companies understand that efficiency and competitiveness do not originate in buying the best machinery or introducing new processes but instead in incorporating innovation into existing internal processes.

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