



Identity  
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often require  
innovation  
solutions.



The majority of identity work is created to shift perceptions of that particular brand without actually changing the organization's products or services. When Brewer's Retail hired an agency to redefine its identity as The Beer Store, it failed to address its innovation platform. The result: a new name for the same old and a steady decline in market share versus its chief competitor, the LCBO.



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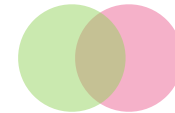


When Cineplex Odeon needed to revive its flagging cinema chain, it redefined its identity before innovating. It realized it was not in the "movie theatre" business but in the "big screen experiences" business. By redefining itself thus, it created a framework to innovate. The firm now shows live opera and sporting events on its screen at premium prices, a strategy that has reversed its decline.

We bring a hybrid approach to identity and innovation issues, leveraging identity expertise to drive innovation and innovation experience to fortify identity work.

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Innovation and operations are almost always in conflict.  
An Innovation Identity resolves that conflict.



“Create a dedicated entity: agile, risk-taking, open to new opportunities picked out from the innovation market, new co will be mixed, both “inside and outside” the group, building its own DNA and being able to bring back the innovation value to the core company”. - Nicholas Bry, chief innovation officer, Orange Valée

There are a few companies that comprise both innovation and operations in their DNA—Apple, Google—but the majority cannot reconcile the two. We help companies create an Innovation Identity that splices internal DNA with DNA from our network to create a new vehicle that drives innovation free from the constraints of efficiency..

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