

Breaking THROUGH barriers

A

Introworks 

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LAUNCHING is the process for achieving the market momentum you need to break through internal and external market barriers to get to your Point B. It's about following a set of fundamental best practices that guide your aim, align your team, and shape your communications, so that you can win in a complex, commoditized landscape.

STRATEGIC FRAMEWORK

- Discovery
- Exploration
- Positioning Groundtesting

BRAND CREATION

- Message Development
- Concept Development
- Creative Groundtesting

LAUNCH PLAN & BRAND ACTIVATION

- Communication Planning
- Develop Assets
- Execute Plan

B

MEASUREMENT

- Assess Results
- Learn & Adjust

INTERNAL MARKET GRAVITY

EXTERNAL MARKET GRAVITY