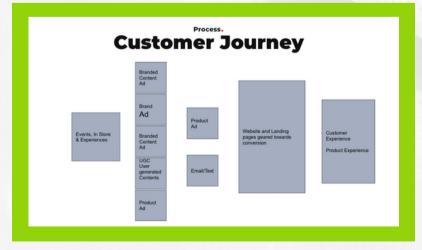


BIG IDEA CASE STUDY



Big Idea is a top-notch advertising firm in New York that specializes in creating solutions around challenging marketing projects for Fortune 500 brands.



THE CHALLENGE

Determine where different audiences overlapped and develop a strategy to consolidate the audiences while still offering individual buyer journeys. All within allocated resources.

THE GOAL

- Develop a new brand strategy that reaches the newly defined target audiences in order to bring existing and new customers to the "card" table.
- Using our Six Sigma Tools and Data Analyzation team:
 - Defined the audiences
 - Investigated the competitors buyer's journey
 - Analyzed specific personas
 - Researched new marketing channels best suited to meet the needs of each person
 - Paved the way for strategic client insight for their buyer's journey



THE RESULT

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"We are very pleased with the output of the work that Ashley at Dowden Consulting performed for our business."

-Grace Capuzzo

VP, Director of Brand Strategy at Big Idea

PROVEN RESULTS

With our tools and research, we defined who the REAL target audience was and found the missing pieces to the puzzle.

- 100% client satisfaction.
- 80% data research analyzation.
- 55 hours of research and strategy.
- 100% on time and on budget.

