

SPRINT Brand Innovation Workshop

A high-intensity, full-day session designed for rapid translation of consumer insights into actionable product and marketing strategies, driving quick outcomes and market readiness.



Consumer Deep Dive (Morning)

- Interactive **Qualitative & Quantitative Data** review
- Facilitated **Ideation** for new product/service concepts



Product & Positioning (Afternoon)

- Detailed **Category Overview** (key players & disruptors)
- Hands-on **Go-to-Market & Retail Distribution Brainstorming**



Actionable Deliverables

- Prioritized innovation ideas
- Key messaging preferences
- High-level go-to-market recommendation memo

 **Ideal For:** Brand Managers, Product Development Teams, and Marketing Leaders seeking accelerated strategic insights.