

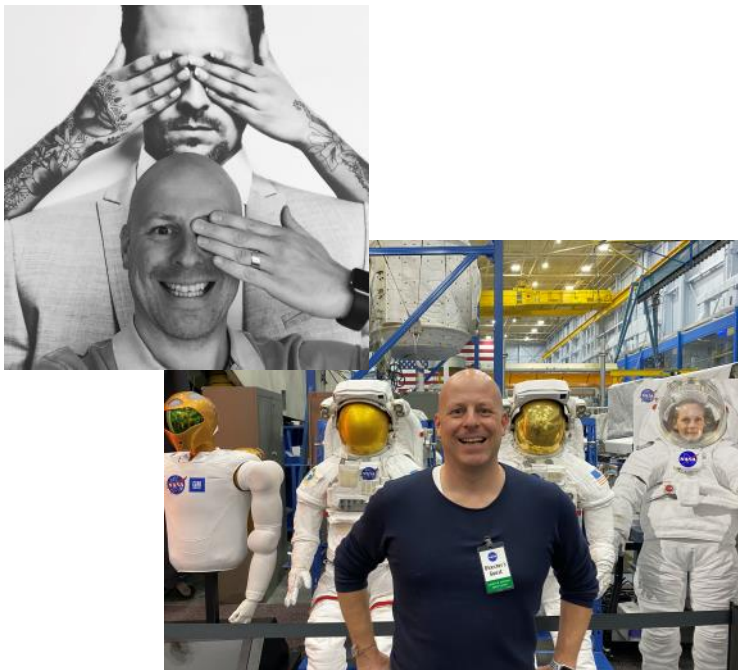
Unleashing Consumer Intuition with Creativity

An interactive workshop to grasp the benefits of creativity techniques in the field of insights generation

Festival der Marktforschung 06.10.2020

We share a passion for creative processes, a high tolerance for ambiguity and embrace the challenge of open outcomes

► **Ramon VULLINGS:** An ideaDJ, international speaker, cross-industry innovation specialist, book writer



► **Natacha DAGNEAUD:** An international facilitator in co-creation processes, Consumer Insight Booster

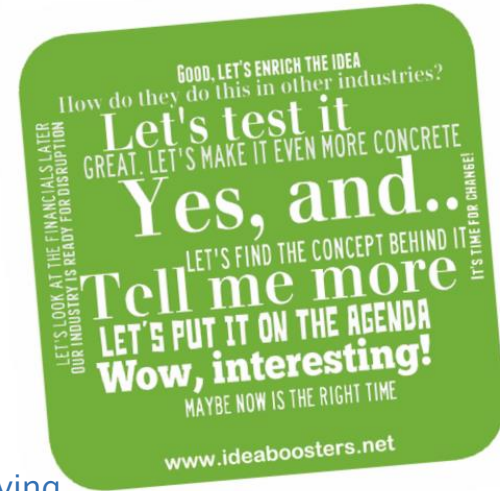


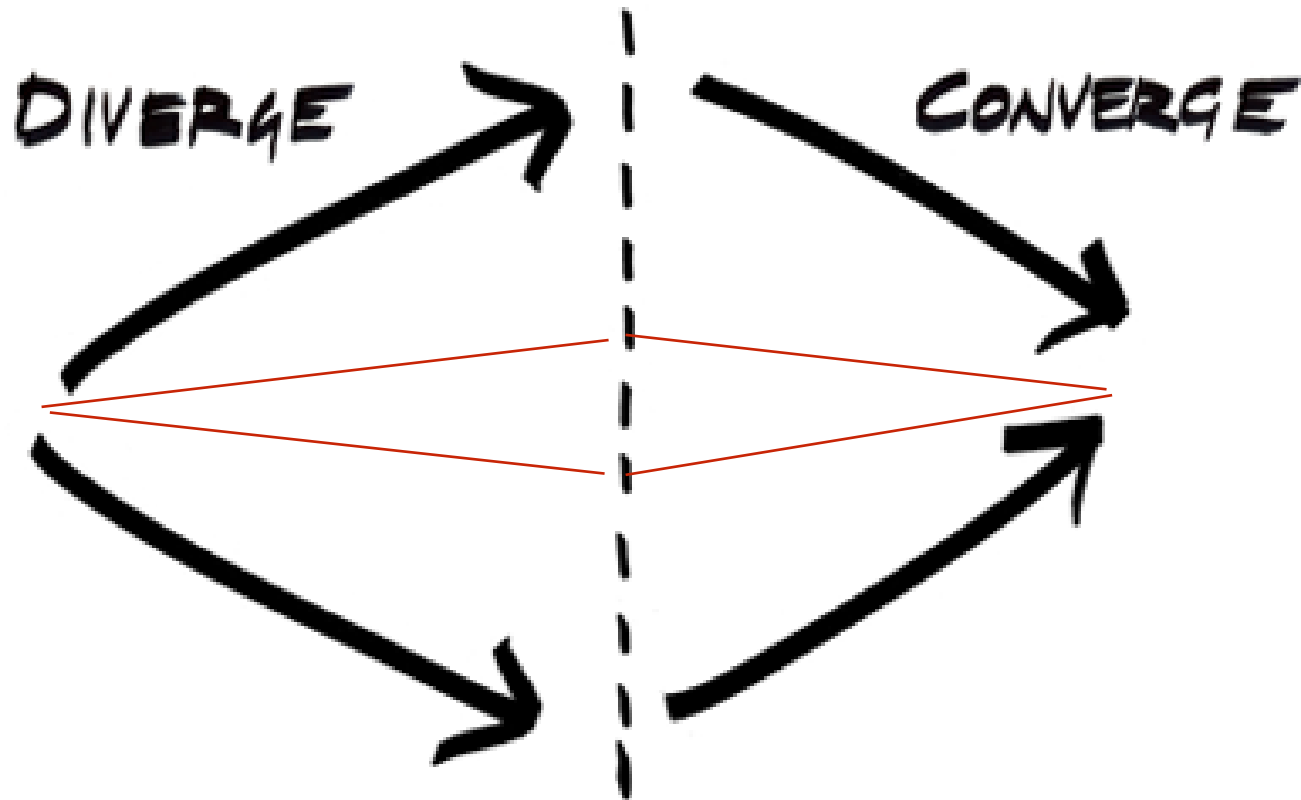
In the right mood



You need to get the right atmosphere – against censorship!

- ▶ Criticizing or judging ideas is forbidden!
- ▶ Every idea is welcome, regardless how crazy it is
- ▶ The amount is important – the more the better!
- ▶ Try to build on ideas of others, e.g. through further development, combining, improving...





Incubation time is crucial...

In the right setting



Spinnen ist erlaubt!



- Via projective techniques can everyone become anyone!
- It's about exploring one's imagination, no right or wrong!

Set the stage, set the tone, have it bold and colorful!



- Offer 3D materials
- Display images/ magazines from all over the world (not only what you know)
- Pens and various writing instruments offering various textures
- Cardboard, scissors, glue, drawing paper in large format...
- And invite a professional visual translator who will act as a “midwife” for making the ideas come to light



An invitation to personal projection – must be taken literally!



Visualization as an incubator,
an accelerator and a motivator!

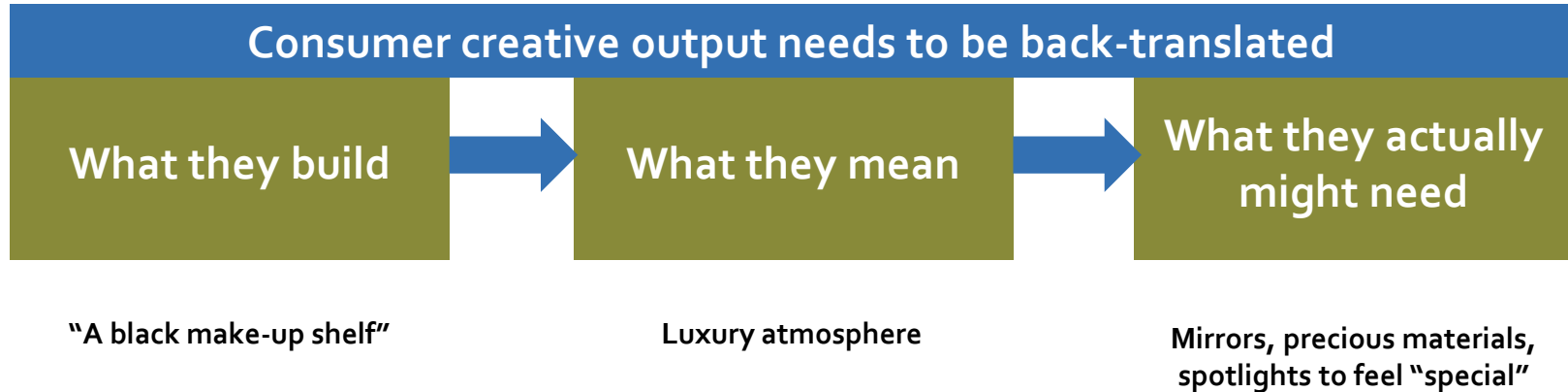




In the right expectation
and interpretation

When consumers are co-creators, they open the gate to their desires

- ▶ Their outputs reveal what they struggle with
- ▶ What they dream of
- ▶ And it should definitely not be taken literally





► Thank You!

And see you in the future!

Séissmo – Markt und Forschung

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