



Segmentation Socialization Workshop

CHALLENGE

Energize a workshop with interactive experiences designed to socialize a new physician segmentation to the participants. Highlight the major differences and subtle nuances that create four distinct segments.

SOLUTION

Engage the participants with a “Mystery Room” activity: Reveal each segment in its own “room” furnished with clues such as images, props, and collateral that define what makes it unique and identifiable. Actors deliver monologues in the “voice” of each segment and participants move through each room to experience and guess the segment based on what they see and hear.

IMPACT

“I am very grateful for the quick assessment of feasibility and willingness to partner on this. Our client continues to rave about the socialization session, so I just want to thank you again for everything that you did to bring it to life so beautifully!”—ZS Principal

CREATIVE & DESIGN TEAM

Strategic Planning, Creative Art, Creative Copy



[Socialization / Experience sets]



Behavioral Design Workshop

CHALLENGE

Help clients and agencies understand the non-clinical needs of their customers and develop relevant, engaging tactics that can live above brand.

SOLUTION

Rather than presenting research learnings and insights, ask clients to become part of the experience. Employ theatrical set design and re-create authentic customer spaces using artifacts that represent what's most meaningful to their customers. Stage actor reenactments illustrate what customers experience each day.

IMPACT

"I've never been to a workshop like this. It really changed my way of thinking!"—Client

CREATIVE & DESIGN TEAM

Strategic Planning, Creative Art, Creative Copy



[Immersive gamification]