

Time to do more with less!

We are going through a time of political instability, social unrest, fluctuating exchange rates, decreasing consumer confidence. Marketing budgets go down, yet you still have aggressive goals to meet. You need to achieve more with less... but how? Here is our answer: I.D.E.A.S.

What is I.D.E.A.S.?

Over the past 6 months, TRENDDESK has collaborated with academia in order to develop an actionable market segmentation approach. The outcome is I.D.E.A.S., a proprietary process that includes marketing research, marketing management, future trends, ideation and design thinking. This unique combination brings you the following.

- **A superb understanding of your market**
Get to know your market really well, identify potential segments, go beyond demographics.
- **Maximum marketing ROI:** Evaluate the business potential of each segment, compare your brand against the competition, pick the best segments to invest in.
- **Smart marketing plan:** Create ideas that will work – strategic, unique and actionable ideas targeting your key segments.
- **Immediate results:** Achieve immediate results by integrating project outcomes in sales and CRM.
- **Full system integration:** Share I.D.E.A.S ToolKit within the company and with your agencies to shift to the savvy, targeted mindset as a system!



Why is it different?

- ✓ I.D.E.A.S. incorporates a rich **mixture of tools**: marketing research, marketing management, future trends, ideation and design thinking. This unique combination takes you way beyond conventional segmentation.
- ✓ The process is well-defined and the rest - from exploratory research in the beginning to the workshop and toolkit in the end - is **customized** for clients' specific needs.
- ✓ The process culminates in **strategic, creative actionable ideas** that help build your brand and business in key segments.
- ✓ TRENDDESK's global presence - the company has offices in San Francisco and Istanbul – brings you cutting edge yet **locally relevant** examples and tools in marketing and innovation.
- ✓ I.D.E.A.S. core team combines 18 years of active **business experience** with 14 years of **academic excellence**.

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18 years of corporate and
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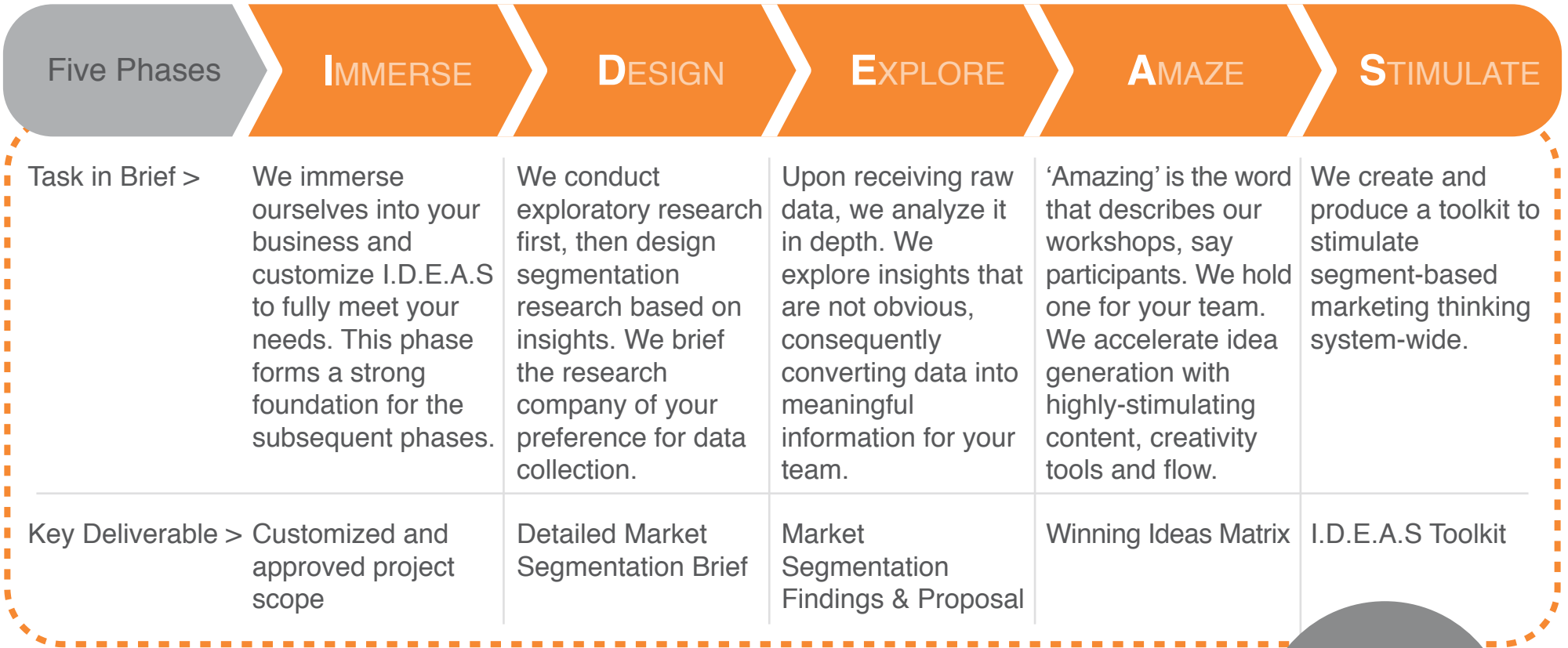


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14 years of academic excellence
Marketing research,
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How does it work?



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