

TALK

How do e-tailers attract visitors to their online shop? Who does that impact our opportunity within digital design and art direction?

Q:

What skills do we as a team wish to grow to deliver impact on the agency of the future?

Q:

TALK

How do market shifts and consumer trends impact both client challenges and our creative opportunity?

Q:

TALK

Could (and should) we be considering the end consumer more the process of making and thinking?

Q:

TALK

What challenges and opportunities do you see for Made Thought in the future within the online or in the physical space?

Q:

TALK

Do We can't focus on data and consumer profiling. First, we need to understand who we are as a brand and what we stand for. Secondly, we can start a movement, connecting with the like-minded who will then serve us in the right way speaking about the brand in a way that aligns with who we are. **hold** **the** Power has shifted in many ways to the consumer. In particular the millennial consumer due to their shopping habits, abundance of choice, and the power of global information. In majority of instances with new brands, the consumer is being placed at the centre. This will and should shift the way we work, with client, and what role the consumer plays in delivering creative work. **people** **power**

or The end consumer should never shape a brand. I think it's good to acknowledge and consider them, but at the same time be true to your DNA. **do** Also, for each brand there's probably not just one restricted and static group of consumers but a few different profiles that constantly fluctuate and evolve. Brands should be aware of this. **brands?**

Brands It takes foresight and risk-taking on behalf of the company. You can make the decision to present something new—that is pushing your business in an ethical direction—and risk a smaller return as a business. Then, you're leveraging the power of your business to make real change. **exist** If we don't know who we are, how will anyone know who we are? **for**

people, **but** Product comes from culture. Brands are a product of our time. **what**

role [Every time] a client comes through the door we need to ask, what do they stand for? What's the opportunity? What's the DNA of the brand? What are their values? **do** **people**

themselves **play** **in**

shaping A strong audience is everything. If we set out to deliver brands, we will only deliver successfully if the end consumer perceives us in the way we intend to be perceived. **brands?**

Should **they** **play**

a First of all, we should be faithful to the good of the brand before we even start thinking how to communicate that. **role** **at** **all?** We know that we're watched. We know that the internet is a bespoke thing for everyone. The way you use and collect information is recorded and turns into data, and that data is then used to get the internet that suits what you need. There's not many places you can go and feel like you're having a private experience. **all?**