

Where there's smoke... there's fire

That's what we find with the clients we work with. It's not a lack of ability, passion or drive to succeed that's preventing solutions presenting themselves. In other words, there is plenty of smoke.

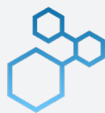
It's just that obstacles, ones we all recognise, just keep getting in the way.... Things like lack of bandwidth, not being able to see the wood for the trees, the need to achieve widespread buy-in quickly, and many more.

So, from our very first projects, we have worked with great teams to enable them to achieve their objectives. We design the means to ensure their ideas catch fire.

RECENT CHALLENGES

Explore the future of funeral planning in the midst of a global pandemic, from consumer insight to actionable ideas	Reinvent the supermarket supply chain with the development of a reusable system to remove single use packaging which can be applied at international scale	Develop in-depth patient journeys, across 3 different markets, to map where interventions would make the biggest improvements to patient's quality of life
Develop positionings to make plant-based menus more appetising to everyone, vegetarian or not	Design and produce a three day, all hands conference virtually, for 700 people in 4 languages and over 15 countries	Enable the nation's favourite baker to create digital loyalty schemes worthy of their playful brand character
Research and create content to inspire health care professionals across Europe on the potential of digital healthcare for patients and HCPs	Identify the unmet needs and challenges for members of a global medical indemnifying society to develop innovative products and services to protect them into the foreseeable future	Strategically review discovery activities for a paediatric rare disease treatment and make best practice recommendations for adoption across all affiliates

ABOUT US



Product, service & business model innovation



Customer, employee & brand experience innovation



Digitally enabled insight & idea generation



Virtual conference & meeting design

We are an independent innovation agency of expansive thinkers and doers. We work with our clients to solve problems that are difficult, ambiguous or both. We create innovative, sustainable and purposeful solutions which stretch global businesses & organisations of all kinds into new areas of growth.

CLIENTS



If you would like to learn more, give us a call or drop us a line
helen@wheretheressmoke.co.uk +44 7850 124372 www.wheretheressmoke.co.uk

