FACT SHEET

ThinkShop is a leading innovation consultancy that helps clients develop breakthrough new products, compelling brand strategies and successful marketing initiatives. We look at things differently, bringing unique perspectives, fresh approaches and original ideas.

WHAT WE DO

We specialize in helping forward thinking companies create, develop and bring new ideas to market. We offer a comprehensive innovation process:

Insights: Our unique consumer insight methods make certain that ideas are built with the ever-changing real world as a backdrop.

Ideas: We offer a full range of idea generation services to help clients invent new products, services, and vision and positioning statements.

Action: We ensure ideas go to market with concept board creation, concept refinement sessions and idea tracking software.

HOW WE WORK

Customized: Each project is tailored to fit your needs. Whether you're a well-known brand or brand-new, we provide the proven techniques and proprietary tools that are a perfect fit for your organization.

Strategic Thinking: We understand your business, category and industry before we start. Together, we form clear project objectives and agree to the outcomes that will exceed your expectations.

Multilingual: We're equally fluent in the languages of innovation, marketing and consumer insights. And our vast Expert Network supplies the diverse perspectives to complete your project dream team.

Creative Systematic Thinking: We offer a focused creative process that's grounded in strategy and allows for expansive thinking. The result: surprising ideas that hit the mark.

Actionability: We complete each project with tangible, concrete solutions and an action plan for success.

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CLIENTS

Since 1995, ThinkShop has earned the confidence of industry leaders from Fortune 100 companies to tech startups and nearly everyone in between.

Allstate
AT&T
Bush Beans
Chicago Children's Museum
Clairol
The Clorox Company
Colgate-Palmolive
Del Monte Foods
Dial Corporation
Discovery Channel
Dove Chocolate
Eastman Kodak
Eddie Bauer
ethel's Chocolates
Gap
General Electric
General Mills
Hallmark
H.J. Heinz Company
Humana Health Insurance
Hunter Public Relations
IBM
Kellogg Company
KeySpan Energy
Kimberly-Clark
Kikkoman
Kraft Foods
Lawry's Foods
Learning Curve International
Leo Burnett Company
Levi Strauss & Co.
Life Fitness
Lipton
Mars Retail Group
McDonald's Corporation
Motorola
Nestle USA
Nestle Purina Petcare Company
Nike
Nokia Mobile Phones
Orbitz
Pepsi-Co, Inc.
Pfizer Pharmaceuticals
Procter & Gamble
Philips Oral Healthcare
Quaker Oats
Qwest
Reebok
SC Johnson & Son
Solvay Advanced Polymers
Sunbeam-Oster
Superior Coffee and Foods
Thompson Scientific
Tropicana Products
Weber-Stephen Products
Xcel Energy