



Brainspill

GET THE CREATIVE JUICES FLOWING

A Brainspill is Fluid's approach to brainstorming. We develop a purpose-built worksheet for all participants which pulls all those thoughts and ideas out onto the table. It's a free thinking approach to get your team's grey matter really stirred up about branding, the business and other stuff.

We run the Brainspill session over a minimum of 4 hours and it can be with 3-30 people. After delving into some of the big (and not so big) questions, we are in a position to understand the key issues for

your company and have a fresh perspective on how people see the business and the brand.

After the Brainspill session we'll get together with the key people from your company to develop a brief for any specific projects or tasks which have been identified. What is the business wanting to achieve over the next 12-24 months? What are the key issues you need to address? How does the brand and marketing fit into this? We establish a reality check for how your brand is currently being projected.

Brainspill is the first step to futureproofing your brand. Call us today and we can work out a plan tailor-made to kick your business into gear.



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Fluid Brainspill

This is a bespoke brainstorming tool developed by Fluid to help unlock potential within your business. Questionnaires, lots of coloured pens and sticky tape combine to get your creative juices flowing.

Half day and full day Brainspill sessions are designed specifically for your needs. Prices available on request.

"You have a great pre-group session brain engagement document..."

Matt Holyer, Canyon Swing

"Fluid played an integral role throughout the project. I have been impressed by their innovative thinking as well as their willingness to listen to our ideas in what has been a very dynamic process."

Jeff Staniland, CEO Skyline Enterprises

