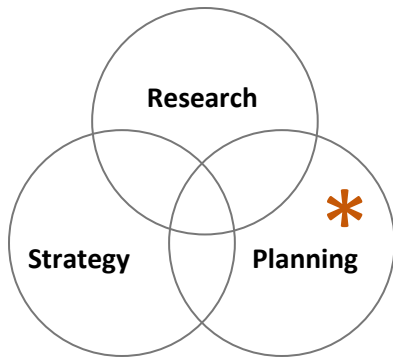


# Ideation Workshops

A CPG client was interested in involving internal team members in creative exercises that would communicate recent consumer trend research findings throughout the organization.



**Tools Used:**  
**Ideation Workshops**

## Approach

W5 facilitated six ideation workshops with a broad base of internal teams, including branding, research, human resources, sales, and executive management. Participants completed ideation activities that explored the implications and potential applications of emerging consumer trends for their product and the market moving forward.

## Results

The ideation workshops facilitated the sharing of consumer knowledge within the organization and gave participants an opportunity to discuss creative applications based on recent findings. Each participant left the workshops with a prioritized list of actionable ways these consumer trends could be applied within their individual departments to meet both short and long term goals.