



Title MILK: Cultural Brand Thinking
Links www.milksight.com
Tags Progressive Strategic Consulting

RT #MILK:
*More Informed
Lifestyle Knowledge*



MILK is simply about providing the most progressive and up to date NPD, brand strategy and innovations thinking.

A small team headed by Clyde McKendrick, a Strategy Director with 14 years experience in guiding some of the World's most respected lifestyle brands in their evolution, communications planning and integrated strategies.

Why MILK?

I founded MILK to provide senior consumer insight and brand marketing teams with a new way of finding direction for their consumer/ brand thinking.

To deliver raw and progressive consumer insight, cultural knowledge and informed perspectives and work closely with brand teams and agencies to help craft thinking into leading ideas.

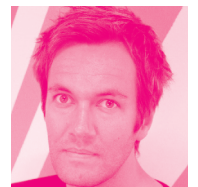
Our perspectives are based on our work determining cultural change, evolving consumer typologies, advances in technology, fashion, media and lifestyle preferences.



CONNECTING
WITH MILK:

Contact **Clyde McKendrick** Strategy Director to arrange an initial session to review your needs in more detail.

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At MILK we help Marketing Directors, Brand Directors and Marketing Management to answer questions like these:

Brand

How do I create a stronger idea behind my brand that influences what we communicate?
How do I create a brand story to inspire my consumers?
How do I balance the emotional and functional benefits of my brand?
How do I control my brand when I can't control social media?
How do I get my agencies to bring their independent ideas together?

Consumers

How do I understand my consumer's culture better?
What do I need to do to manage social influence of my brand?
How can I measure the emotional connection consumers have with my brand?
How should we be evolving our product?
Who are my future consumers and what will they want?
Have I got the right segmentation and consumer profiling?



Services:

Consumer Insight:

Segmentation & Profiling
Cultural Equities Development
Proposition Development
Trends and Insight briefings

Communications Planning:

Digital innovation strategy
Experiential based campaigns
Integration best practice

Brand Consultancy:

Long-term planning and futurology
Brand Narrative development
Integration platforms

NPD & Innovation:

Product extension planning
Diversification
Change mapping

Working with MILK:

We provide a progressive approach to modern marketing problems. We're best used to help make change happen and find new ways to innovate and drive emotional connection with brands.

We work best with clients seeking a collaborative partnership approach where we can integrate with your teams and agency network to build inspiring solutions.

MILK can be commissioned on both a project or retained consulting basis providing you solutions for specific briefs or ongoing brand direction.

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