



## **Service #2:** The Next Level - Virtual Workshop

**Attendee Requirements:** Up to Eight team members. Often diversity in background is a plus, but not required (Product Planning, Brand Marketing, Customer Support, etc.)

The Next Level is designed to tackle a very specific need in one to two 2-hour session(s). Sometimes, you don't need an entire roadmap, you just need to get to the next level. Whether it's identifying target desires, new market opportunities or designing brand experiences, we create a workshop specifically for what you need. The workshop typically includes the following:

- A Brand immersion focused on customer lifestyle
- Rebuild conducting digital ethnography to identify target desires (conversation threads meant to inspire the brainstorm)
- Creation of personas for each desire
- A meeting to decide on which desires will be the focus for brainstorming
- Conduct a desire immersion session with all brainstorm attendees
- Maximum of 8 attendees per session (there's a science to this)
- Conduct brainstorm session(s)
- Report out on the results of the brainstorm

**Video Describing the Engagement:** [YouTube](#)

**Brand Jam Website:** <https://rebuild.group/brand-jam/>

**Discount:** All engagements will receive a 15% discount throughout the COVID19 crisis

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