



Random House Case Study



THE RANDOM HOUSE GROUP

The brief:

The Random House Group is one of the largest general book publishing companies in the UK. The Marketing Team from the Transworld Publishers Division identified an aspiration to be at the cutting edge of innovative marketing. The team were looking for a partner who could enable them to use innovative thinking to drive business results which had long term impact. After an extensive selection process the team asked Tinder-Box to partner with them on this journey.

What we did:

We created a one day session which enabled the team to explore innovation from 2 perspectives; the personality of innovation and the process of innovation. During the day the team explored their natural preferences for innovation and experimented with live business issues using the tools for innovation which we shared with them.





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The result:

The team each understand their own role in the innovation process and have specific models to generate innovative ideas and concepts. They have clear individual and team action plans to bring this to life back in the business.

What the client says:

"We had such a great day yesterday, thank you so much, you were spot on for the team. We went for a quick drink afterwards and everyone was so fired up! And today we have had an invite from one of the team to our first brainstorm using the new methods you taught us yesterday!" Marketing Director

