



the PureIdea process

Pure Ideas are how we transform the power of your brand into relevant exchanges wherever your company interacts with customers, prospects, employees, and the market place.

Pure Ideas are powerful, fluid, and full of contagious momentum that excites, enlivens, and motivates everyone who comes into contact with them.

Pure Ideas are fresh, organic, and simple, which often can be the most difficult task any marketer can undertake.

The Pure Idea Process is our proven formula that can be applied to virtually any marketing challenge, producing profitable results time and again.

1
2
3

engage
discover
immerse

disciplined
conceiving
pure idea
development

present
finalize
implement

1

Engagement: identifying the challenge and assigning our company the mission to address it.

Discovery: executing a series of information gathering meetings, formal questionnaires and requests for information.

Immersion: immersing our team of strategists, creatives, and ideation professionals into your world.

2

Disciplined Conceptualization: generating strategies, concepts, approaches, ideas and visuals by our experts in each discipline, which will ultimately address your challenge.

Pure Idea Development: taking the best ideas that were generated and developing them further for soundness, feasibility, and practical application and formalizing them into a presentable format.

3

Presentation: presenting you with our Pure Ideas and concepts that we feel are the best ways to address your challenge.

Finalization: finalizing the Pure Idea that you and your team have chosen and preparing it for implementation.

Implementation: putting the Pure Idea to work producing bankable results.



results: Accelerator's Pure Idea Process will help you identify untapped markets, discover new revenue streams and meet your marketing challenges.

To find out more, or to put our Pure Ideas Process to work for you, call 614-785-4345.

Or, visit us at resultsdriven.info



the **Accelerator Companies**

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