







WHAT DO WE MEAN WITH EXPLORE DAYS? IGPDcaux



One full day together looking for new, unexplored and innovative strategies able to enrich, improve and disrupt the way you communicate through Out Of Home advertising.



METODOLOGY



Around 20 people between: The **Client**, his creative agency or other players, **IGPDcaux** and an **external company** specialized in the organization and development of Design Thinking sessions.

Organization and location are sponsored by IGPDcaux. **Workshop managed** by experts of co-working processes. **Ideas and tailor-made projects** developed for the client, with the client.

WHY LIVING AN EXPLORE DAY WITH IGPDcaux?

GOALS



To innovate and develop OOH communication, taking full advantage of field proximity benefits and adopting an omnichannel. Together we imagine the range of opportunities that Digital Out of Home creates.

CO – DESIGN



IGPDcaux experts and professionals of the design world working with you and bringing their market and territory know-how. Together evaluating opportunities and feasibility of the idea identified during the workshop.

COMMUNICATION



Taking part to the workshop in synergy with IGPDcaux, will provide the client an advantage in terms of Brand Reputation and Visibility.

EXPERTISE



JCDecaux Group has been organizing many editions of Design Thinking workshops all over the world.

To access the full brochure please contact your direct salesman. If you are a new client please send an email to servizioclienti@igpdcaux.it Use the object «Explore Days» Specifying your Name, Surname, Company and Legal Head Office.