



think : consumers



We are a business innovation consultancy

Catapult Thinking helps customer-focused companies discover and capitalize on new business opportunities, create strong brands and design compelling customer experiences – all with a focus on marketing ROI.

Our multidisciplinary teams share a passion for delivering insightful research, innovative strategies, creative communication and personal service in an offer we call:

Catapult Thinking®

We develop innovative solutions

Catapult Thinking uses research-led strategy to define market and brand opportunities, and strategy-led design to build experiences that satisfy customer needs, instill loyalty and drive sales.



Opportunity Design™

Integrates research insights, business innovation thinking and creative execution to define new markets and revenue opportunities.

Brand Strategy

Clarifies brand promises and powers consistent and meaningful customer experiences.

Customer Experience

Translates strategy into creative and evocative brand touchpoints across channels, media and segments.



pure expression

SHURE



Shure : eSeries





Old Mother Hubbard : Wellnes



iRobot : Roomba



Polaroid : Digital Instant



Our consumer products work includes collaborations with manufacturers, distributors and retailers. For 10 years, we have helped clients identify new market opportunities, create brands that resonate with consumers and deliver customer-oriented shopping, buying and using experiences.

Altec Lansing
Ambient Devices
Boston Acoustics
Closet Maid
Dell
Halo Purely for Pets
iRobot
New Balance
Nokia
Old Mother Hubbard
Pepper Computer
Polaroid
Procter & Gamble
Reebok
Russound
Salomon Sports
Shure
Wellness
ZINK



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Learn more about how Catapult Thinking
can help your business:

www.CatapultThinking.com



Catapult Thinking®

Opportunity Design | Brand Strategy | Customer Experience

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