DSRUPTION STARTS HERE BRAND ECONONICS DEMANO

What is happening surrounding the category (drivers & barriers) and which **scenario** shows most



can **optimize**?

SRUPI

Help brands grow by unlocking disruptive creativity using the 6 tools, focusing not solely on communication, but on the whole brand ecosystem.

FOR INSPIRATION AND GUIDENCE CHECK DISRUPTION X COMPASS (?)

Tara Mulder

A corporate vision in action: Implementing the Disruption X method into TBWA\NEBOKO **Committee** Prof. dr. Hultink, H.J.

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Strategic Product Design

TUDelft X TBWA\NEBOKO