

Start-up, Accelerate, Disrupt, Innovate.

One Big Day

5th March 2015

POKE



POKE

**We create digital products,
services and communications
that people want to spend time
with.**

**“Make things better by making
better things.”**

**Now part of the Publicis
Worldwide group of companies in
London.**



How is the advertising & marketing world being disrupted?





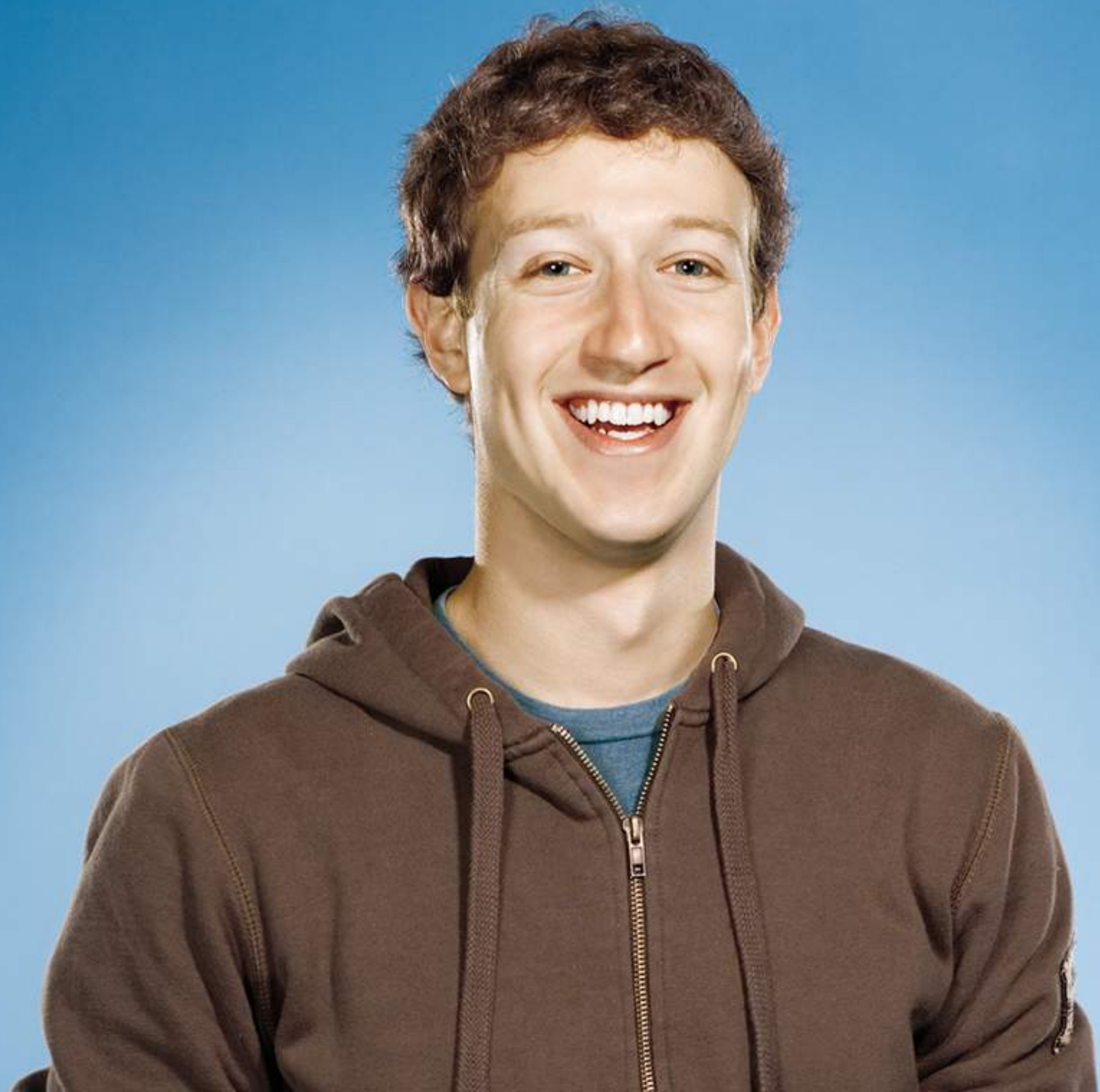












We find ourselves in a brave new world



**CONSUMER
EMPOWERMENT**



**SHARING
ECONOMY**



**BRAND
TRANSPARENCY**

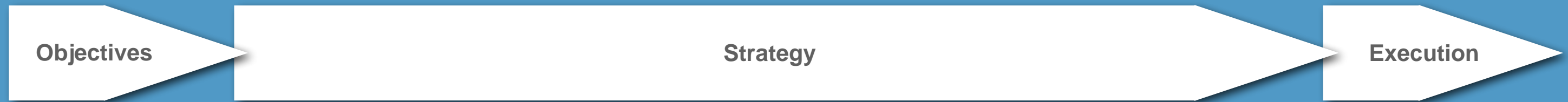


**ACCELERATED
CULTURE**

Being the creative business partner to our clients and leading their **digital transformation**



The Strategic Process has changed



**Thinking and doing separated by linear, sequential processes
... replaced by a new way of thinking**



Converged thinking & doing into fluid, concurrent meshed cycles around 3 focal points

Or, in our language



Or, in our language

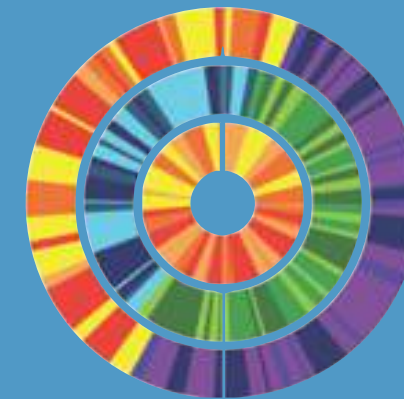


Digital Transformers

Or, in our language



Digital Transformers



Newsdesk

Or, in our language



Drugstore



Digital Transformers



Newsdesk

The Drugstore

Publicis DRUGSTORE

THE TRAMPERY
OLD STREET

HOME OF
DRUGSTORE





A new innovation facility that looks to foster relationships between corporations and start-ups for mutual benefit.

PHYSICAL SPACE



A COMMUNITY





**START-UP FIRST
PHILOSOPHY**

SUITE OF PRODUCTS



Thank you!

