Brand Together
How co-creation generates innovation and re-energizes brands

Nicholas Ind
Clare Fuller
Charles Trevail
CONTENTS

Acknowledgements vii

Introduction 1

PART ONE Thinking it 5

01 Creating the future together 7
   Co-creation is participative 9
   Co-creation is about openness 11
   Co-creation is empowering 14
   Co-creation involves the organization 17
   Conclusion 18

02 A brand of innovation 21
   The brand as innovation framework 23
   Co-creation changes the brand 26
   Conclusion 33

03 Co-creation and the organization 35
   The rejectors 36
   The experimenters 40
   The enthusiasts 43
   Conclusion 46

PART TWO Doing it 49

04 Working together 53
   A focus on people 54
   Taking time to build trust 57
   Learning together 61
   Build consensus for change 63
   Conclusion 64