

Cultivate Ideas

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Cultivate Ideas is a think tank focused on design and innovation. They specialize in branding, marketing, designing and innovating as well as helping companies understand their core value and their unique story.

“Our agency helps grow and transform a business by helping them understand what their customers care about and then crafting a platform to communicate that to their customers,” says senior partner Rob Fauver.

For nearly 10 years, the team at Cultivate Ideas has been developing and implementing a process to help entrepreneurs understand what their business is really all about and how their customers see them.

The Brand Silhouette is a proprietary process that enables clients to examine their company through a unique lens. The result is

a clear, well-defined, actionable message that allows them to get more out of their marketing investments.

Consumer behavior is evolving faster than ever before.

Today, consumers are in charge.

They demand an authentic story backed by truly remarkable ideas.

Understanding these changes in the way people respond to marketing communications involves consistent observation and the application of intelligent communication methods.

Cultivate Ideas is a unique combination of creative services and market intelligence.

“We help our clients create demand using communications and technology to reach, inspire and engage their customers,” Fauver says.

quick facts

- Founded in 1999 as Bryan Ferre Creative
- Matt Berry appointed CEO in 2008
- Los Angeles office opens in 2008
- Company Mascot: Morning Glory

quick tip

Authentic stories that are backed by truly remarkable ideas drive demand. Your customers will talk about you if your story is real. Creating demand means creating a remarkable customer journey and then delivering on your promise.