

**We believe that today's Global Citizens are the muses who will inspire the products, services and organisations of tomorrow.**

They push tools and infrastructure beyond their intended purpose. They are hackers and early adopters who reveal opportunities to better serve the mainstream consumer of the future.

We are diving deeper than ever before into the world of the Global Citizen – and using this learning to inspire strategy, innovation and creative teams inside the world's leading companies.



**Our creative research methodologies will inspire a culture of innovation in your team.**

We'll be immersing ourselves in the lives of the Global Citizen, tapping into their communities, and learning from the brands and experts who understand them best – across three continents.



**Big themes can't be tackled in isolation, so we're pioneering a brand new model of strategic partnership and collaboration.**

Join us and an inner circle of decision makers, thought leaders and creatives from blue chip brands across industries.

This is an exclusive group of non-competing companies, so access is extremely limited!

### **About After the Comma**

We are Gareth, Millie and Tom, and together we formed After the Comma because we want to bring empathy into strategy, innovation and creative development.

Previously we've defined retail innovation strategy at Nike, built a digital creative network for PepsiCo, and taken a European road trip to explore the future of mobile UX for Samsung.