



Team Leapfrog
Launches the first of its kind

CULTURE PLAYBOOK

Our new culture playbook is designed to help brands create campaigns that resonate with mothers.

WHAT IS A CULTURE PLAYBOOK?

It is not just a research study or a report.
It is not just a creative thinking workshop...

It is designed to be a blend of both.



A culture playbook is

One part cultural reading

As Team Leapfrog, we have done the cultural reading on Motherhood today. We have decoded Media discourses on :

- 150 pieces of Content created by 25 top Mom-Influencers
- 25 videos created by 20 Stand-Up Comics
- Read the book on Indian Women Archetypes
- Read the OG work on Archetype theory
- Watched over 100 ads featuring mothers
- Made by 56 different brands in 15 categories

Our insights are captured in a beautifully illustrated 95 page report, designed to be read in 35 mins.



One part solutioning

You don't need to read your way through 95 pages to get what you need! Engage with us in any of the following ways to co-create your solution.

- 3-hour online workshop for campaign insight
 - 1-day face-to-face workshop for campaign insight & creative brief
 - Additional voice-of-consumer research with your TG
 - Influencer Persona construction
- And receive our report as a bonus.

Pitfalls you avoid with our culture playbook

- Non-Resonant campaigns that erode brand love
Non-resonance hinders the consumer-brand relationship, eroding positive emotions associated with the brand.
- Eroding market share and margins
Our playbook can help you steer clear of this, by enabling powerful storytelling that resonates with consumers.
- Commoditization:
Non-resonance prevents the filling up of the brand symbol with deeper emotions, thus turning brands into commodities.

Benefits of working with our culture playbook

- Breaking new ground:
The weight of the deeply ingrained Ma archetype often limits brands. Our playbook opens your eyes to breaking new ground.
- More resonant storytelling:
Our playbook enables brands to create stories and characters beyond tropes and stereotypes. A holistic understanding of mothers today lets the brand address identity and belonging in a very rooted cultural context.
- Alignment among teams on new direction
Teams in a brand across different functions can be aligned by co-creating their strategy with us.



LEAPFROG STRATEGY
CONSULTING