

THE BRIEF

BBH looked at how people celebrate Ramadan and Eid by finding interesting stories that could help to inspire creative ideas for an advertising campaign.

THE RESPONSE

Gen Z consultants participated in sharing their personal experiences, from a community and individual perspective, around Ramadan and Eid.

THE OUTCOME

Our community provided in-depth feedback sharing emotionally compelling and thought provoking stories and these were used by BBH's creative team to develop their campaign strategy.



"Imagen were responsive and agile when given a near impossible deadline. You clearly went above and beyond to get us some insight that helped our creatives lean into cultural insights that would have been alien to them otherwise."

Thandi, Strategist, BBH

