

THE BRIEF

To ideate ways and make suggestions that would help Gymshark to build an office campus that would be sure to attract and excite Gen Z talent coming to work for them.

THE RESPONSE (Insights > Tailored workshop)

More than 200 of our Gen Z community shared insights about their work and study habits. Following this, six respondents were welcomed to Gymshark's offices to delve deeper into the insights and to brainstorm what the physical Gymshark landscape should look like.

THE OUTCOME

Gymshark were able to obtain a brutally honest view on their culture, brand and sense of purpose from our Gen Z community, resulting in tangible actions being taken to revamp the office space.

GYMSHARK 



The initial insights we received from the Imagen community were extremely in-depth, the consultants that participated in the workshop were phenomenal.

Adam, Head of Special Projects, Gymshark

