

## **Solving Efeso has intuition.**

The consulting company Solving Efeso has acquired all shares of “Intuition”, a branding strategy consulting company, founded in 2000 by Jolanta Bak.

Intuition, is a consulting company specialised in branding and innovation has recently been acquired by Solving Efeso International, a French-Italian worldwide consulting company (over 350 consultants and a turnover in excess of 50 million €).

Intuition was founded in 2000 by Jolanta Bak, after 15 years spent in strategic planning in advertising agencies Ecom, McCann and JWT. It will be integrated into the Strategy practice (corporate, organisation & sustainable development) of Solving Efeso.

Both companies have recently collaborated on a project for Monnaie de Paris (the French mint), a project entitled Métamorphoses. “The future of consulting lies in a holistic approach with combined and coordinated actions on corporate, branding and performance clusters, which are too often managed separately by companies, which creates a huge waste”, according to Jolanta Bak, who becomes vice-president of the Strategy Department of Solving Efeso.

In her point of view, companies need above all advice on 3 key issues: anticipation (“we don’t speculate enough about the future; however, growth is somewhere else”), transformation (“going from concept to implementation is often a problem”) and engagement (“lots of solutions are within the companies”).

### **Major projects**

Intuition is currently working on several major projects, such as the research to define new growth opportunities for a major brewery corporation and for a company in the telecom industry, or executing a survey for a car manufacturer about the vehicles of the next generation, as well as the launch of a new international brand for a fast moving consumer goods manufacturer. “We have noticed this year a return to more structural projects” declares Jolanta Bak with delight.