Google’s Tips on Agile Creativity Help Businesses Grow by Torrence Boone

Torrence Boone, a member of Google’s executive management team, serves as managing director of Agency Business Development. In addition to managing Google’s ad agency relationships throughout the Americas, Torrence Boone is known for his expertise in identifying new areas of growth in digital media and direct marketing.  
  
One of [Google](http://www.google.com)’s newer initiatives is called Agile Creativity, which focuses on helping businesses become more adept and efficient with their creative processes, including advertising functions. Google has listed several tips for businesses on its Agile Creativity landing page, which include strategies such as expanding the creative team to include digital experts and developers and bringing team members physically together in a conference room to brainstorm and strategize.  
  
Other tips to make the creative side of the business more agile include relying on Google to obtain real-time insights about target consumers, such as their online shopping habits and the impressions they have about different brands. Google also advises testing a prototype campaign before it is finished to assess its marketability.