Seekers, scientists, and designers all live under one roof at Gongos—and it’s our collective talent that positions us at the forefront of a growth industry with a front row seat in one of America’s comeback cities.

Global 1000 organizations seek us out to help them make consumer-minded decisions through a combination of primary insights, data science, and information design. A pioneering spirit allows us to forge new value with companies across the CPG, retail, transportation, finance, healthcare and lifestyle sectors. Our growing creative team transforms raw numbers and insights into consumable, immersive and memorable messages that stick—and move stakeholders to action.

With clients from GM and Uber, to Kraft Heinz and UnitedHealthcare—and output from printed collateral to video stories to online dashboards—the opportunity for variety is endless, as is your ability to fuel transformative thinking. Our communication designers are not only tasked with making information beautiful and useful, but they are trusted collaborators from conceptualization to execution, applying creativity to business solutions that drive decision intelligence.

“...
For decades, B2C businesses have relied on creative and/or ad agencies to cleverly craft the external representation of their brand, and this relationship is highly effective when the audience is the consumer. But what about when the topic is the consumer? The internalization of this kind of information, often laden with complex primary and behavioral data, requires a fundamentally different way of thinking and executing. Instead of trying to inspire mass consumers to buy a product, the task is convincing a handful of executives to make multimillion dollar decisions based on commissioned research and elaborate data.” -Transforming Static Data into Living Wisdom

JOIN THE RESURGENCE
►Detroit was the first U.S. city to be named a top ‘City of Design’ by UNESCO which recognizes design legacy and commitment to promote cultural and creative industries
►VOGUE, Huffington Post, LinkedIn, and National Geographic all agree- “Detroit is cool again”

GONGOS: WHERE LEFT AND RIGHT BRAINS PLAY WELL TOGETHER

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