Case Study

Branded Merchandise & Promotional Products





Wiser, Not Just Faster: How IPPAG Changemakers Used SuperCollaboration™ to Reimagine AI as a Tool for Purpose, Creativity and Growth

COMPANY OVERVIEW

IPPAG (International Promotional Products Association Global) is a 60-year-old cooperative of company owners and senior leaders from 30+ countries in the branded merchandise sector.

CHALLENGE

Members were adopting AI tools and automating workflows, but in a commoditised market where every competitor has the same technology, the strategic question remained: were they becoming faster, or wiser?

SOLUTION

SuperCollaboration™: Wiser, Not Just Faster — a 2.5-hour keynote and workshop in a split-room format.

AUDIENCE

~70 company owners and senior leaders from 30+ countries.

LOCATION

Erhas venue, Istanbul, Turkey.

RESULTS

Members left treating AI as a strategic collaborator rather than a productivity tool, with processes identified for exnovation and concrete AI applications to trial in the weeks following.

ABOUT THE ENGAGEMENT

IPPAG General Manager Florence Mosnier didn't want another keynote on productivity tools. She wanted members to see AI as "a catalyst for rethinking value, differentiation and purpose" — answering a harder question: when the tools are table-stakes, what actually differentiates you?

~70	30+	60	2.5 hrs
OWNERS & LEADERS	COUNTRIES	YEARS OF IPPAG	KEYNOTE + WORKSHOP

The Preparation

- **Three member discovery calls,** with Jen McAvoy (VP Client Engagement, Cotton Candy Inc., Toronto), Mike Oxley (Founder, Prominate / 1947, London) and Ralf Dickopf (Zinc Group, Germany).
- **Two extended briefing calls** with Florence Mosnier.
- **A layered brief:** serve both ends of the AI sophistication spectrum, connect AI meaningfully to sustainability, and anchor everything in purpose rather than technology.

The Delivery

James opened with a quote from Rumi — who lived and died in Konya, not far from Istanbul — framing the central argument: most organisations use AI cleverly; the harder question is whether they use it wisely. He put three member purpose statements on screen — "Making Brands Real" (Zinc Group), "Merch is Magic" (Prominate), "Brand it like you mean it" (Pandinavia) — and asked: how does AI help you live these?

The keynote covered the **Competency Penalty**, the **Centaur / Cyborg Model** from Harvard and BCG research, the Klarna/IKEA contrast, and cognitive atrophy drawing on recent MIT research. The workshop then ran three thinking tools: **PNC** (Positive, Negative, Curious), **Curious Questions** using Professor Hal Gregersen's Question Burst method, and **OUTrageous Statements**. A live Higgsfield AI demo built a product video campaign for an IPPAG-branded luxury goodie bag, and the Synneo case study — a French member that used AI to generate an entirely new product — provided peer validation.

The Results

OUTRAGEOUS STATEMENTS — IPPAG 2026

- Ten provocations written for branded merchandise, covering product passporting, AI-generated video pitches, and shared AI intelligence platforms across IPPAG's 30-country network.

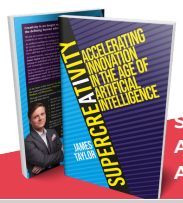
THE RESULTS

PURPOSE BEFORE TECHNOLOGY
Anchoring the session in members' own purpose statements reframed AI from a vendor conversation to a strategic one.

WISER, NOT FASTER
The Klarna/IKEA contrast gave members a test for any AI initiative: not "how does this make us faster?" but "what does this enable us to become?"

THREE REPEATABLE THINKING TOOLS
PNC, Curious Questions and OUTrageous Statements gave members structured processes to take straight back into their organisations.

COGNITIVE ATROPHY AWARENESS
Members learned to use AI in ways that strengthen rather than diminish critical thinking — vital for creative, relationship-driven businesses.



SuperCreativity: Accelerating Innovation in the Age of Artificial Intelligence

Creativity is no longer optional. It is fast becoming the defining human advantage.



James Taylor KEYNOTE SPEAKER

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.