

CASE STUDY

Toilet Board Coalition

Architecting a New Economic Category on the World Stage

How Presentation Studio Transformed a Global Societal Challenge into a Compelling, Investable Economic Opportunity

Client Profile

The Toilet Board Coalition, a global, business-led partnership of leading corporations, investors, and sanitation experts, including Unilever, Kimberly-Clark, and the Tata Trusts.



The Challenge

For the 2019 Global Sanitation Economy Summit in Pune, India, the Toilet Board Coalition faced a monumental communication challenge. They needed to shift the global conversation for an audience of world leaders, innovators, and policymakers. The objective was to transform the perception of sanitation from a multi-billion-dollar societal cost into a viable, investable "Sanitation Economy," attracting a new class of corporate and institutional partners.

Our Solution

Adhering to our core philosophy of Strategy Before Style, Presentation Studio was engaged to architect the central keynote presentation for the summit. We engineered a visionary narrative that reframed the entire market, supported by sophisticated financial models and data-rich visuals designed to establish the Coalition as the definitive global authority.

The final asset was a masterpiece of thought leadership, technically prepared for a complex, multi-display Dataton WATCHOUT production system to create a world-stage cinematic experience.

The Outcome

The presentation was the cornerstone of the summit, successfully establishing the "Sanitation Economy" as a credible and compelling investment category. The engagement resulted in a powerful, long-term partnership, best summarized by the client herself:



Absolutely outstanding. Their expertise in narrative architecture goes beyond what we ever imagined. Their dedication to quality and patience in collaborating with our team to turn a complex societal challenge into a compelling economic opportunity exceeded all expectations. I could not recommend Presentation Studio more highly.

Alexandra (Odell) Knezovich
Managing Director, Sanitation Board Coalition

Services Rendered

- Strategic Narrative Architecture
- Keynote Presentation Engineering
- Complex Data Visualization