Case Study — Nutrient (formerly PSPDFKit) Product-Launch Team Building

Client: Nutrient (previously PSPDFKit.com) • **Participants:** ~130 • **Location:** Prague, Hilton Old Town, Czech Republic
URL: https://godiscoverportugal.com/pspdfkit-com-rebranding-to-nutrient/

1. Background & Objectives

Nutrient (formerly PSPDFKit.com), a highly innovative document-SDK company, approached Go Discover Portugal to design a team-building experience that would support their major rebranding. The goal: unify their global team of 130 remote employees around their new identity, build ownership of the brand, and translate the rebrand into a shared creative narrative.

2. Challenges

- Translate a complex rebranding ("PSPDFKit → Nutrient") into something emotionally meaningful and tangible for team members.
- Create an activity that scales across 130 people, encourages creativity, storytelling, and brand alignment.
- Produce real, usable marketing content (videos) during the event — not just "fun time."
- Ensure smooth logistics in an international context (they chose Prague for the launch).

3. Our Solution

Go Discover Portugal built a custom **film-based team challenge**: participants were split into smaller teams, each tasked with writing, filming, and producing a short commercial-style video aligned with Nutrient's brand and values. This activity:

- Integrated brand storytelling into every step — from ideation to script to final cut.
- Encouraged leadership, collaboration, and creative problem-solving.
- Provided a deliverable: videos made by the teams, which could be used later by Nutrient for internal or external communications.
- Was supported by full logistics, production design, facilitation, and creative direction by Go Discover Portugal.

4. Execution

- Venue: Hilton Old Town in Prague — a high-profile, inspiring setting.
- The event included structured sessions: briefing, ideation, filming, editing, and final "screening."

- Go Discover Portugal provided all production support: equipment, creative coaches, video crew, and facilitators.
- Teams had a set timeline to deliver their videos, guided by professional feedback and brand alignment checkpoints.

5. Results & Impact

- The 130 participants created **genuine video content** that reflected the new brand and its values.
- Participants reported **high engagement**, stating that building their own brand-aligned commercial was both fun and meaningful.
- The exercise strengthened team cohesion, especially important for a remote-first company going through rebranding.
- Go Discover Portugal's seamless logistics, creative support, and facilitation were praised by the client.
- The client described the week as "a great week connecting as a remote company … the team-building activity was a highlight … especially valuable to create this unique content around our new brand."

6. Why This Worked

- **Story-Driven Format:** Using film production as a tool allowed deep engagement with the brand while making the rebrand tangible.
- **Creative Ownership:** By having teams produce the content themselves, participants felt a genuine sense of ownership of the new identity.
- **Scalable yet Personal:** The design worked for a large group without losing the personal touch — each team's video was different.
- **High Return on Investment (ROI):** The video content produced was not just a team-building byproduct but a usable asset for internal brand activation.



