

marketing
agencies
action
group.
Diploma

**Breathing Life into the strategy
(and giving it wings to fly)**

David Harris

WMAAG



WE NEED TO DO SOMETHING
SO INNOVATIVE THAT NO
BRAND HAS EVER DONE
ANYTHING LIKE IT.



SEEMS RISKY. CAN YOU GIVE
EXAMPLES OF OTHER BRANDS
THAT HAVE DONE THIS?





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CREATIVE EXERCISE 1.

**Tell us about
YOU
in a way
that's
engaging
and
memorable**

Creativity: The Golden Ticket

The background features a vibrant, abstract composition of thick, overlapping brushstrokes in various shades of blue, teal, and green. The strokes are dynamic and fluid, creating a sense of movement and depth. The colors transition from deep blues on the left to lighter greens and teals on the right, with some darker, more saturated tones in the center. The overall effect is a rich, textured visual field.

**“Creativity is
the most important skill
in the world”**

LinkedIn Learning Instructor Stafan Mumaw

**“Creativity is problem-solving with
relevance and novelty.”**

Let's break that definition down into its two parts:

Relevancy: Relevancy means actually solving the problem. As in, it was relevant to the problem at hand, and provided an actual solution to it. A solution without relevancy is no solution at all.

Novelty: Novelty is harder to judge, but it's when you are able to solve a problem in an original way. A way that isn't what's expected or has been done before.

The value of the creative industries to the UK is up from £94.8 billion in 2016 to £101.5 billion, and has grown at nearly twice the rate of the economy since 2010, according to figures published today by the Department for Digital, Media, Culture and Sport (DCMS).

28 Nov 2018

**Answers that are unique
as the problems**

Problem 1: Not everyone thinks the same way



Baroness Susan Greenfield Professor of Neuroscience, Oxford University

80% of people, when presented with something completely new to them, are not equipped to be able to understand it let alone agree to it because of the unique wiring of their brains

So, extraordinary trust is required to prevent outright rejection.

Problem 2: Articulation

What did he say ?



What did he NOT say ?

“I have a six point plan”

However good the strategy, you have to add creativity

Ed Miliband's six point plan for Britain – and what it means

By JAMES BLOODWORTH | Published: SEPTEMBER 23, 2014



Tweet



Like

Share

In his speech today Miliband will set out his 'six national goals' for the country to achieve in the next 10 years

Ed Miliband will need to deliver the speech of his life today. According to the latest YouGov polling, just 15 per cent of people think the Labour leader has 'provided an effective opposition to government' – 68 per cent believe he has not.

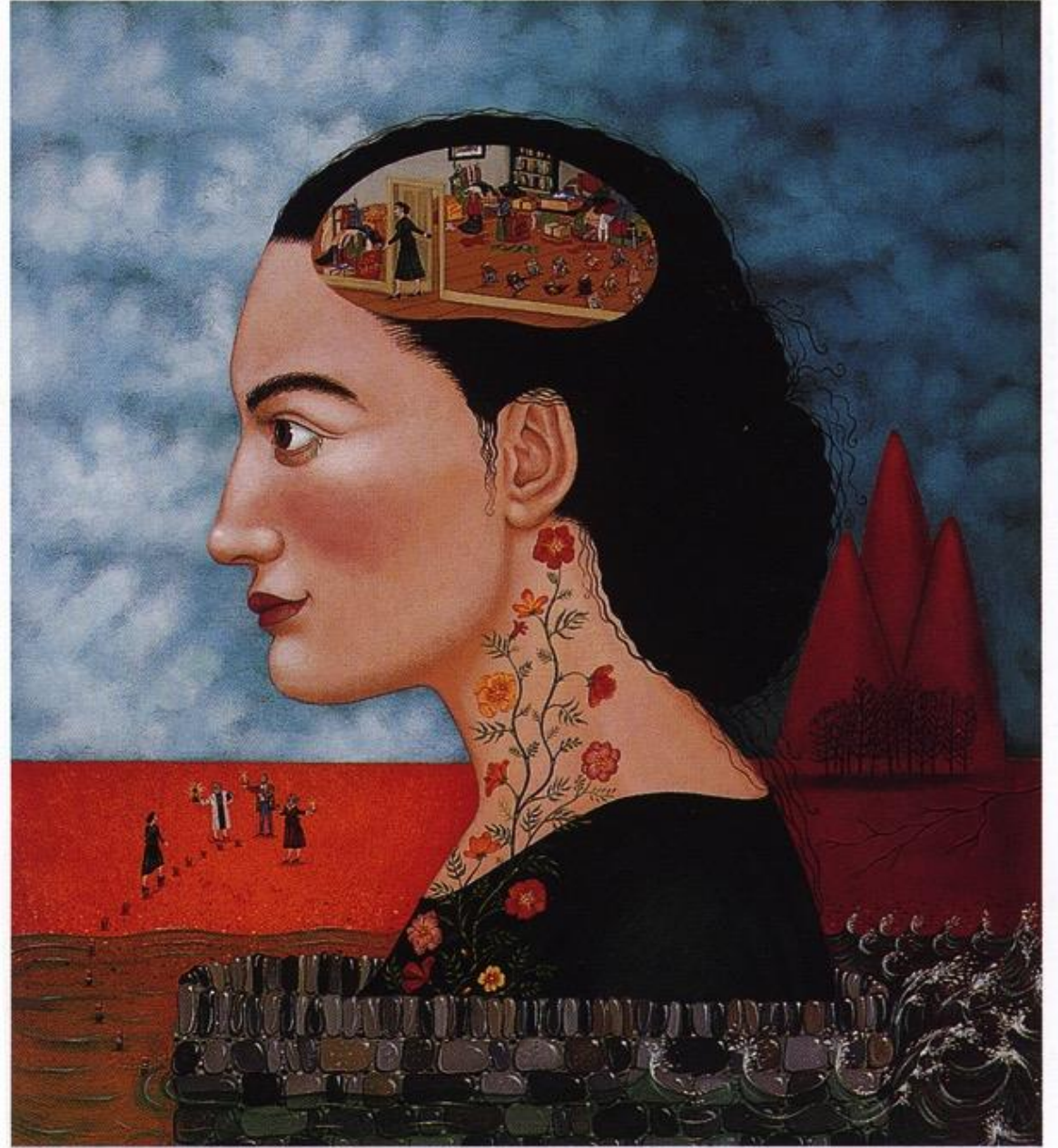
Just eight months out from a General Election it would be a massive understatement to say that this is worrisome for Labour.



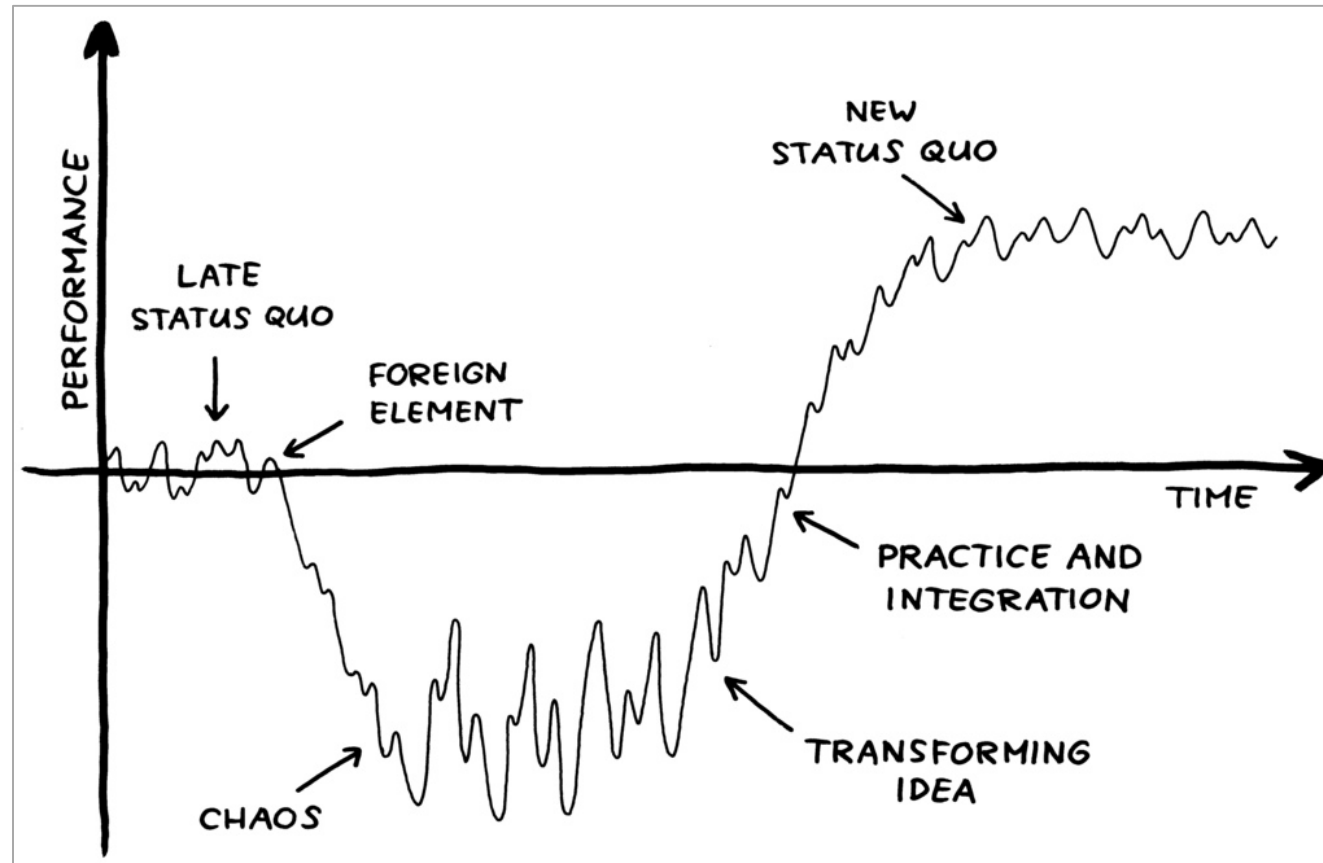
Creative challenge 3:

People don't see what you see

What's happening in this picture?



Creative challenge 4: Change = more work



Everyone loves inspiring beginnings and happy endings.

Everything looks like a failure in the middle.

“Better the devil you know than the devil you don’t know.”

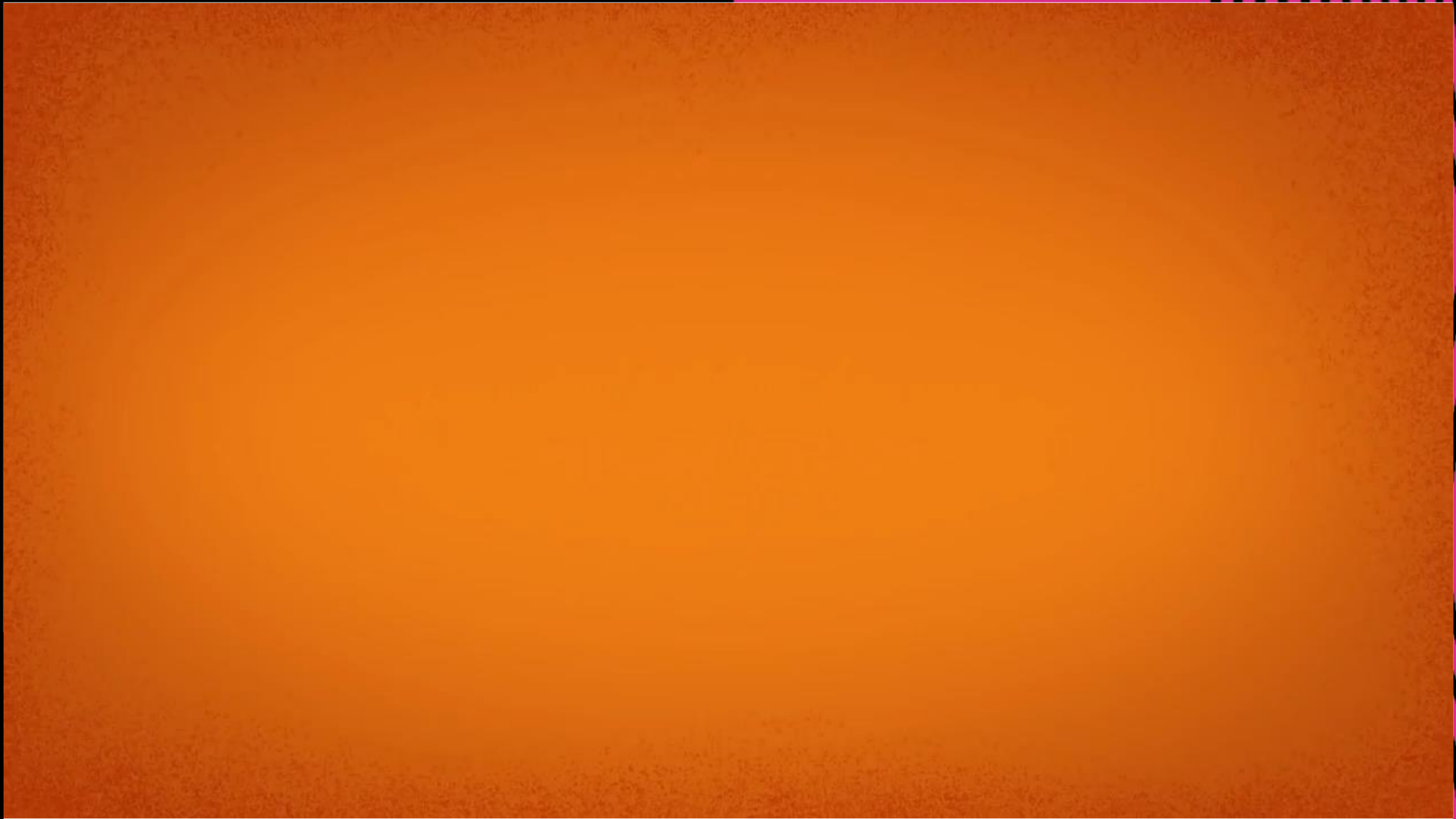
It’s always easier to say *No* than to say *Yes*.

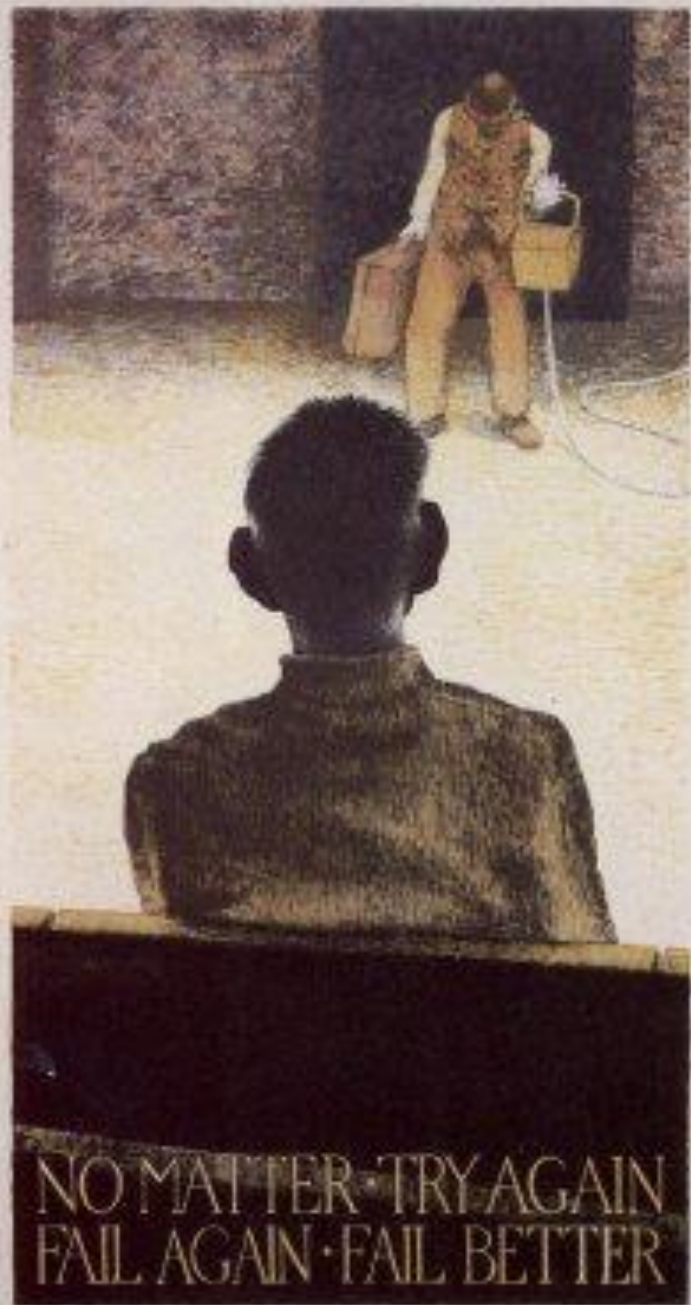
We are creatures of habit. Routines become automatic, but change jolts us into consciousness, sometimes in uncomfortable ways











NO MATTER · TRY AGAIN
FAIL AGAIN · FAIL BETTER

Art
& Fear

Observations
On The Perils (and Rewards) of
ARTMAKING

DAVID BAYLES & TED ORLAND



Ceramics teacher announced on the opening day of class that he was dividing the students into two groups.

Group 1 were told that they would be graded on *quantity* - the number of pots they could make in 2 weeks

Group 2 would be graded on *quality* - they just had to bring along just one perfectly designed pot.

While the ‘quantity’ group was busy churning out work and learning, the other group sat theorising about perfection and had little to show for their efforts

Art and Fear, David Bayles and Ted Orland



**“I never sit down
to write an advertisement
without thinking *this time I am
going to fail.*”**

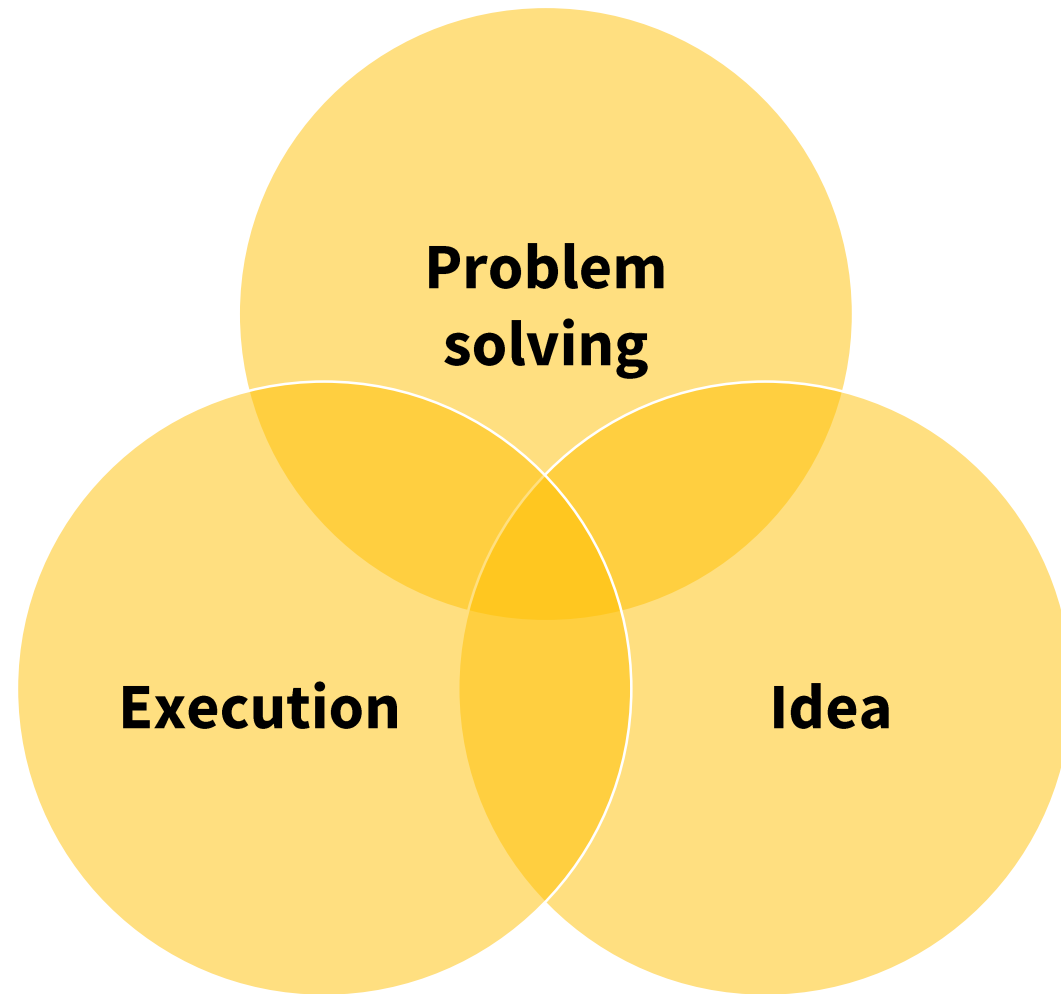
David Ogilvy



**‘The problem
is the problem’**

Bob Gill

The essential 3 component parts of a creative solution







"The original"

SWAN
VESTAS

Made to the highest quality since 1883



A simple tool to help define an idea

INSIGHT

TRUTH

PROMISE

Creating personality in a cold, indifferent sector

**Energy is a utility.
People don't care
where it comes
from**

**Some energies have
more human
relevance than
others**

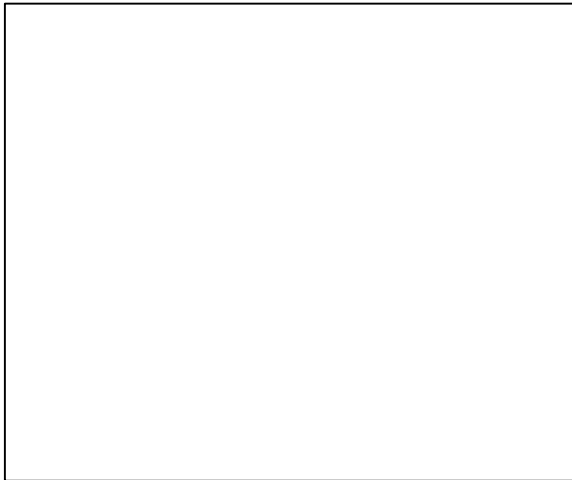
**Harness the wind
for good**



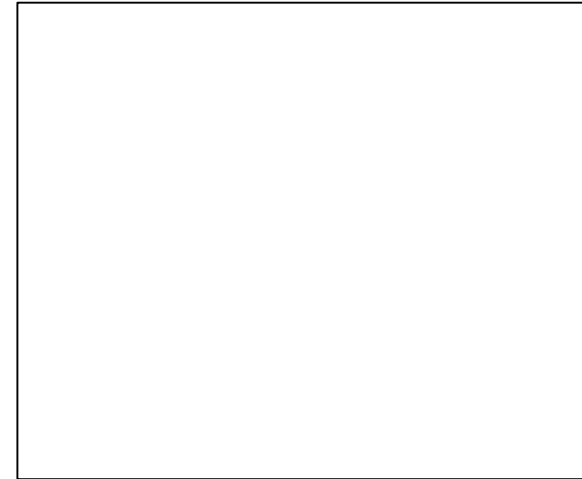
CREATIVE EXERCISE 2.

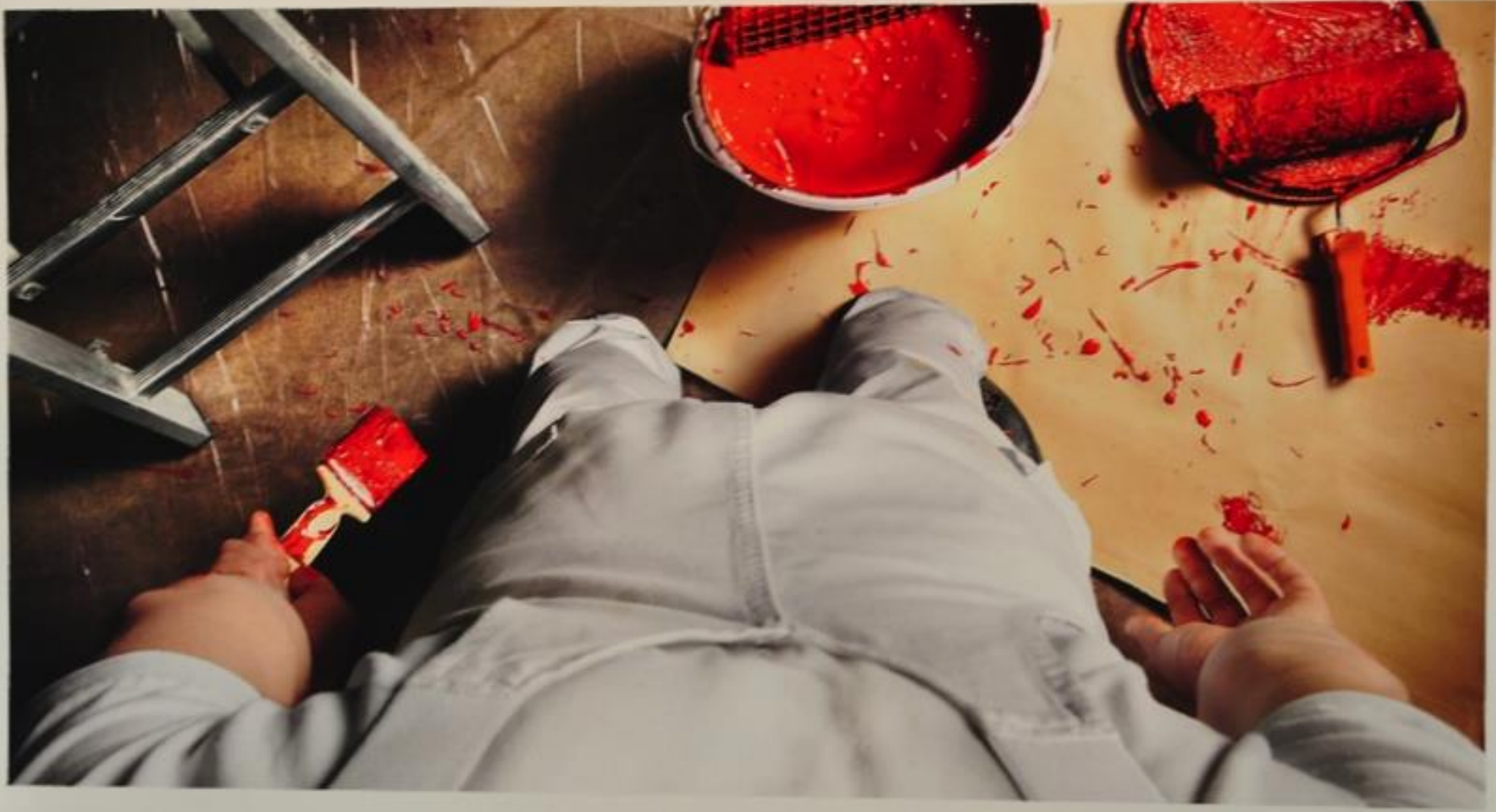
**Come up with a creative idea
to sell Transit Vans with a rear view camera**

Sell a Transit van with a rear view camera



**Most accidents
occur at work
when reversing**





The "Rear Assist" rear-view camera.
Now also available in the Transporter.



Commercial
Vehicles



The "Rear Assist" rear-view camera.
Now also available in the Crafter.



Commercial
Vehicles



The "Rear Assist" rear-view camera.
Now also available in the Caravelle.



Commercial
Vehicles



New EDGE with rear view camera

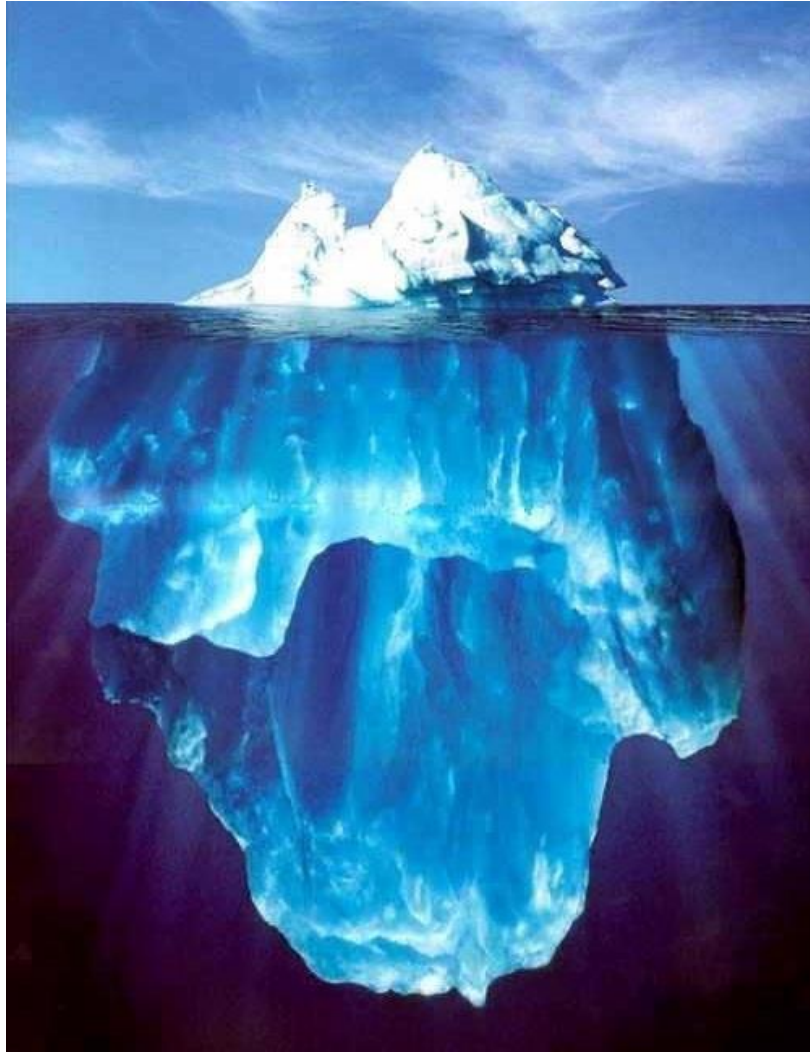




New EXPLORER with real wheel covers



What kind of idea have you got?



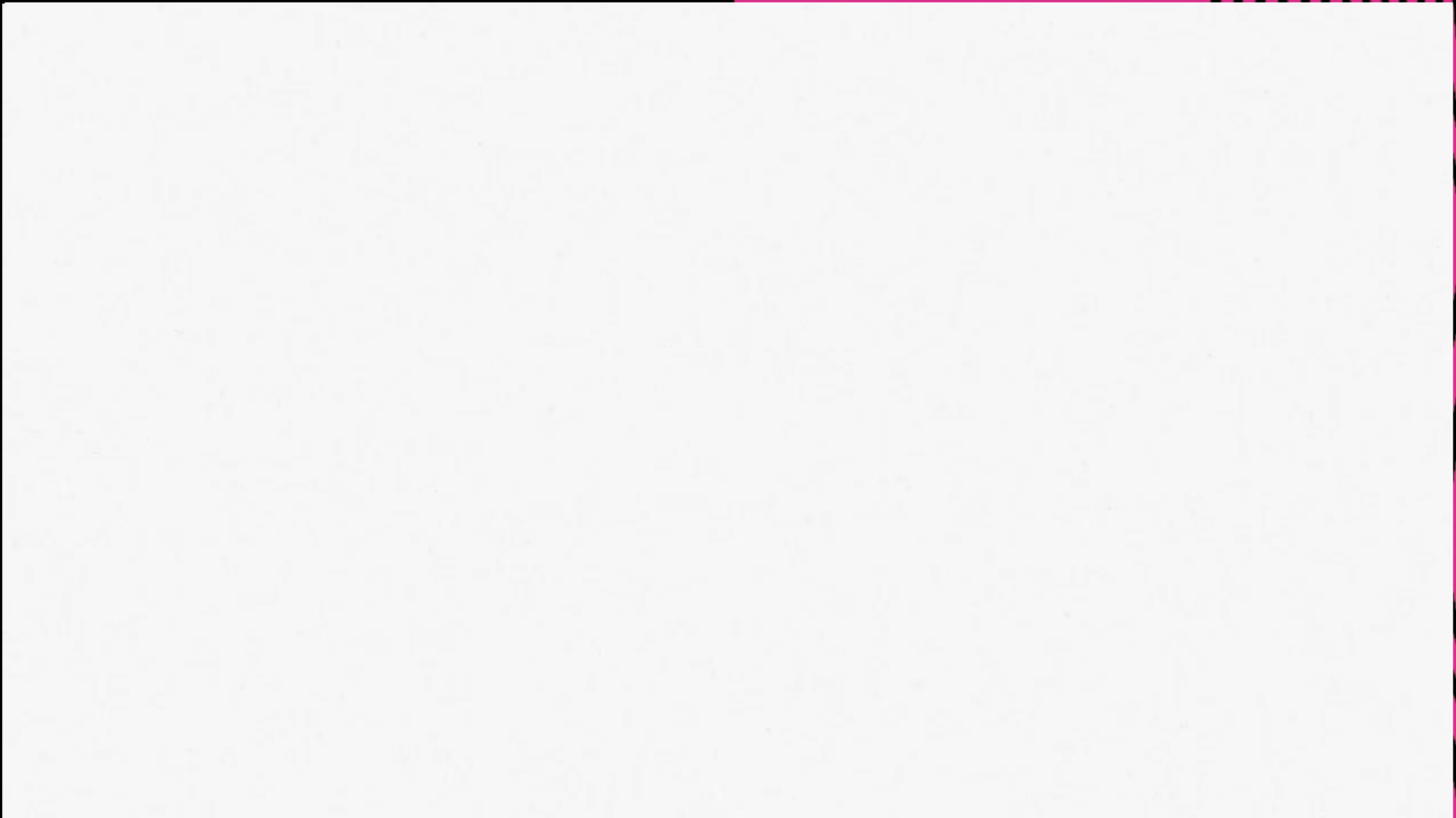
Creative idea

Campaign idea

Positioning idea

CREATIVE EXERCISE 4.

What types of idea are being used?





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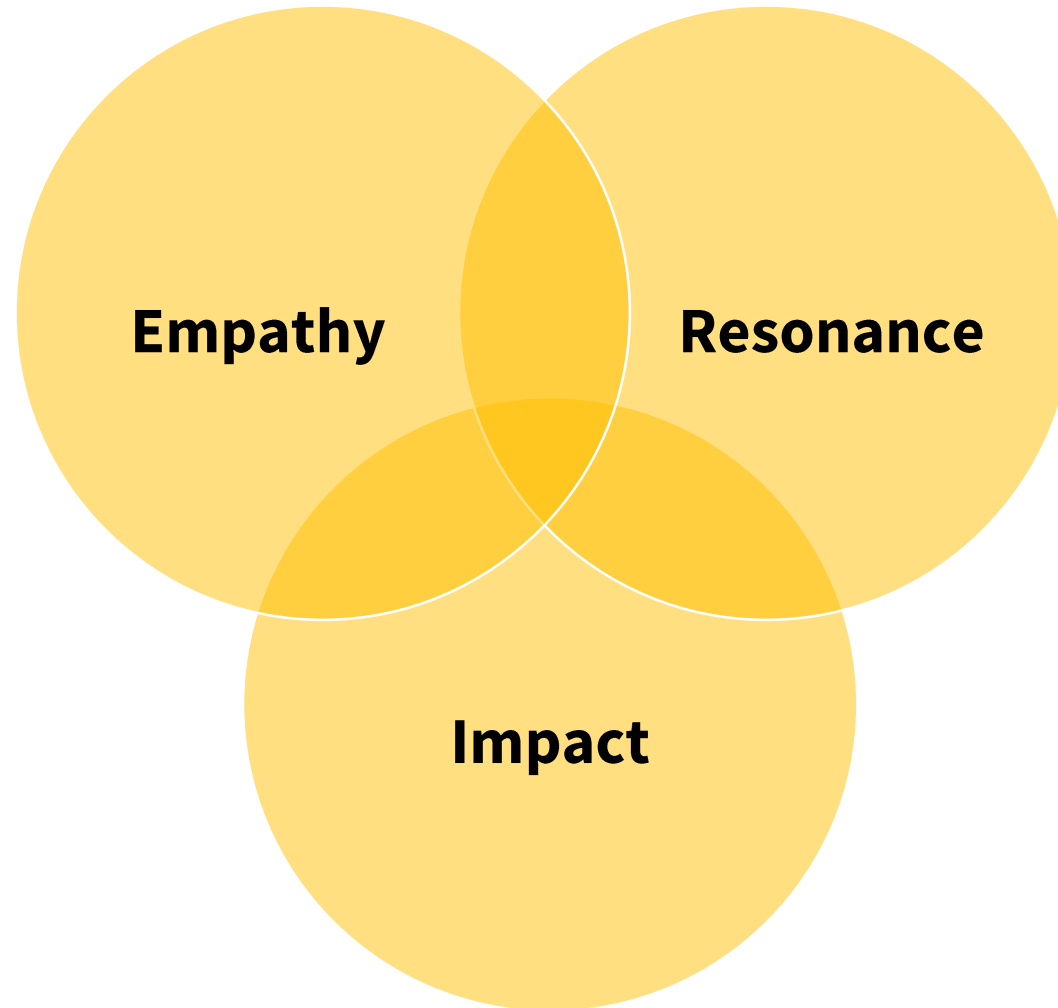
MAAG







The reactions creative work should create



Impact

Is the impact relevant? Impact doesn't just mean shocking.

Is the impact consistent with the brand?

Will the impact result in the audience switching off/taking offence?

Resonance

Does the work generate an emotional response or a rational response?

Does it leave us wanting to know more?

Does it feel right tonally?

Empathy

Is it so direct and obvious it feels obtuse?

Does it reflect the insights?

Is it talking to them or lecturing them?

Does it intrigue them and demand they look a little closer?

In what ways does it stimulate or reward them?

CREATIVE EXERCISE 5.

Impact? Resonance? Empathy?



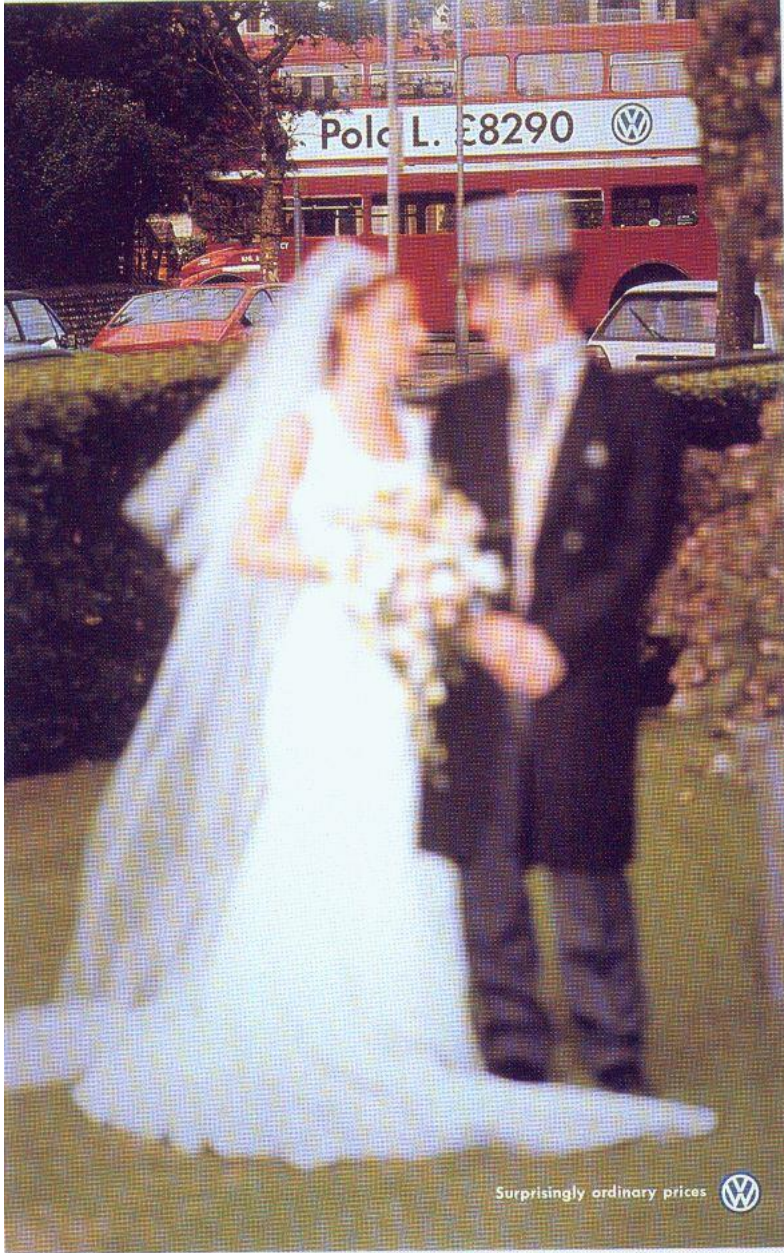
PLEASE DON'T SPEED NEAR SCHOOLS

Western
Safeway



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Surprisingly ordinary prices





Fiery Fries. 





How to sell

CREATIVE EXERCISE 6.

Brief:

Promote Burger King home delivery service

Brief:

Promote Wall's ice cream's support for increasing awareness of global warming

Brief:

Promote McDonald's sustainable coffee

Brief:

Promote Max Shoes new collection

Checklist

Plan what you are going to say, based on what you observe

Start with the elevator pitch (a simple precis of the idea that leaves you wanting more...)

Make it entertaining

Think about your body language (93% of your message is non verbal (55% is what you see, 38% is how it sounds))

Homework:

I'd like you to do a review of different brands (or a brand) that have engaged with a young (millennial) audience to create increased awareness and relevance.

Hopefully this exercise will inspire you with your British Heart Foundation brief.

Within this I'd like you explore what the idea(s) is (are) and how successful you feel they are from the point of view of being impactful, resonating with the audience, and creating empathy.

Outline what you would do differently, if anything.

Keep it simple and concise. Quality always wins over quantity (say, around 750 or so words)



Mt. fish