



Breathing life into the strategy and giving it wings to fly

David Harris

Today

- **Who are we? (all)**
- Distinctive vs. Different
- The 'Why' of an idea
- **Break 5 mins**
- Connecting abstract thoughts
- **Ideation (2 min exercise)**
- Breathing life into a strategy
- **Breakout Sell an Apple watch (15 mins)**
- The obstacles to creativity
- **Break 10 mins**
- Big leap creative thinking
- What kind of idea have you got?
- Reframing
- Fat words
- **Homework**

Who are we?

Ellen Burns



Being your typical British person, I don't like talking about myself. So I asked my friends and colleagues to send a few words that immediately come to mind when they think of me and this is what they said:

Determined, Loyal, Hardworking, Kind Hearted,
Thorough, Honest, Resourceful, Funny, Dependable &
Trustworthy.

Charley Ubhi



With a vivacious spirit, I have challenged the status quo since day one. Looking at ways to do different, to be different in order to push what's achievable. Often with an eloquent potty-mouth, passion is what underpins what & who I dedicate myself to.

Michael Robertson



I absolutely hate this sort of stuff but here is a bit about myself:

Scottish bloke who moved to London in 2020. Perfect timing...

Joined Ignis in November who I actually interviewed for just before we went into lockdown.

When I'm not working, I play a bit of rugby and football and besides that - the occasional beer.

Karim Elkadi

My Brand

I am appreciative for my family, friends, and my amazing partner.

I am passionate about my work – and my football team!

I am excited that travel is back after two long years!

I am a little nervous about all the holiday planning now needed!

I am proud that we've turned our first house into a home.

I am all about the little things. An evening in, with a nice meal and something on the TV.

Maia Lipscomb



I am an open-minded and curious person, intrigued by new experiences. In my free time you'll either find me listening to music, taking photographs, or playing with my pets.

Halleemak Haroon



THE ESSENCE OF HALEEMAH

CREATIVE

PASSIONATE

AMBITIOUS

DRIVEN

HONEST



Martyn Rance

- [Martyn Rance] -



About Me

Dedicated to facilitating tangible change through modernisation, impeccable communication and inspiring content creation.

That sounded like a piece of PR didn't it?
I like to think I'm good at building something from nothing.

BY MARTYN

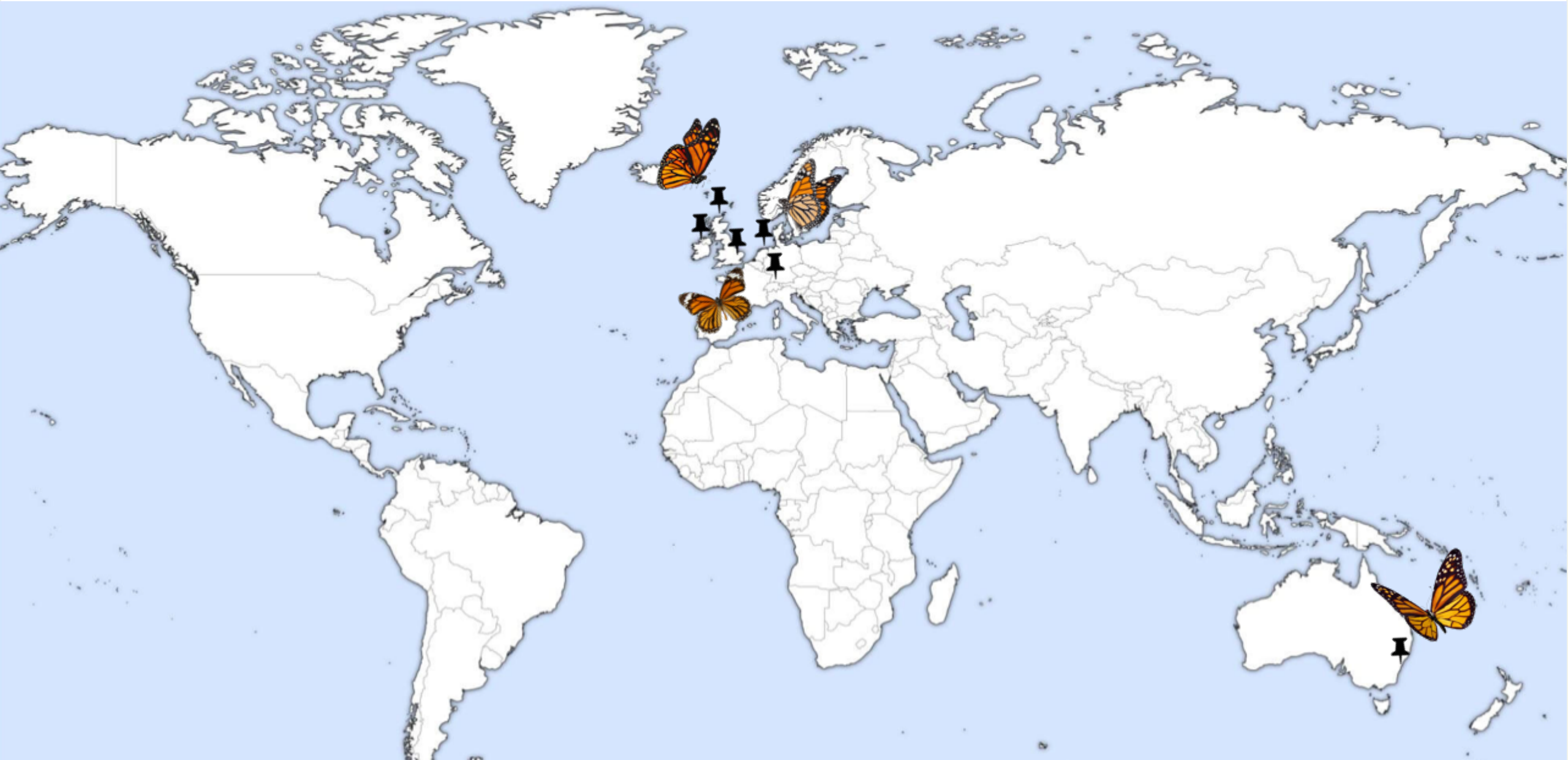
Some cool creative stuffs –



Lucy Gonnella



My personal brand – **A social butterfly** who loves adventure, meeting new people & new challenges!



Edinburgh, Scotland • Dublin, Ireland • Amsterdam, Netherlands • Vevey, Switzerland • Sydney, Australia • Brighton & Manchester, England

(2 years)

(2 years)

(2 years)

(6 years)

(4 years)

(8 years)

Kristen Lane



A country girl living in the city. I'm a fusion of excitable energy and functionality.

I enjoy small home comforts whilst having the urge to explore what the world has to offer, but always being grounded to what I know makes me happy, which is often the simpler things.

Mostly extroverted, I usually surround myself with similar minded people but enjoy expanding who I know, to enrich day to day life, which is important to me.

Emily Wilkinson





My friends and colleagues say I have a positive outlook; that my brand is a glass half full.

I would personally say my brand is a glass half full of coffee. I am warm, energetic and enjoy travelling and running for fun.

On top of this, I also really love coffee and have a glass half full of Nespresso writing this.



'A curious creator of big leap ideas'

Distinctive

vs.

Different

Distinctiveness and differentiation are two different communication lenses

Distinctiveness is the reason you stand out – your own symbolic vocabulary

Differentiation is the reason to believe – it's what makes you different to the competition.

Lead with distinctiveness (and get noticed).

Follow up with differentiation (and be remembered).

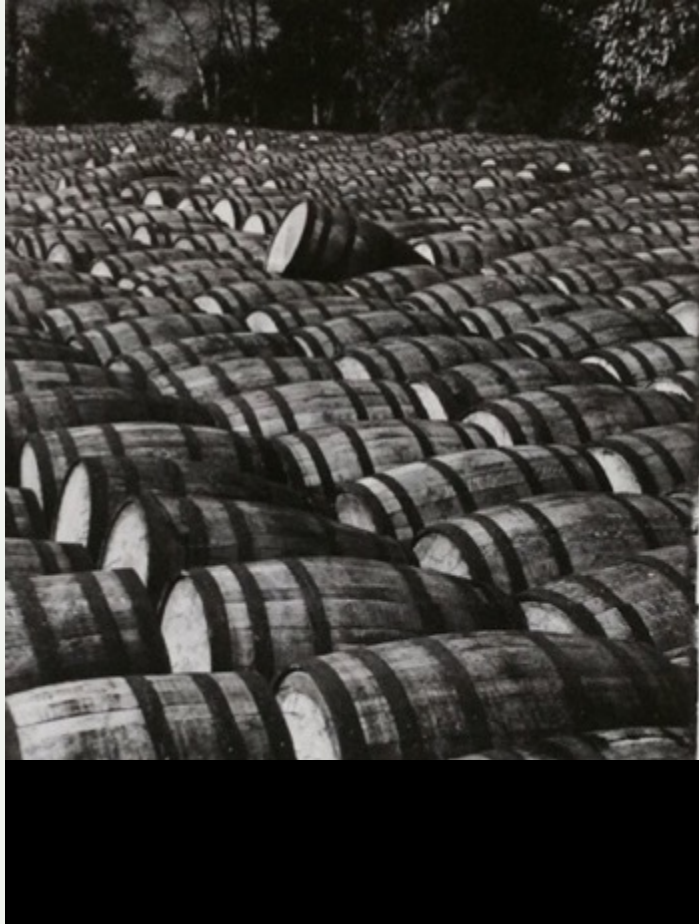
How to be distinctive

WHO?
WHAT?
HOW?
WHY?

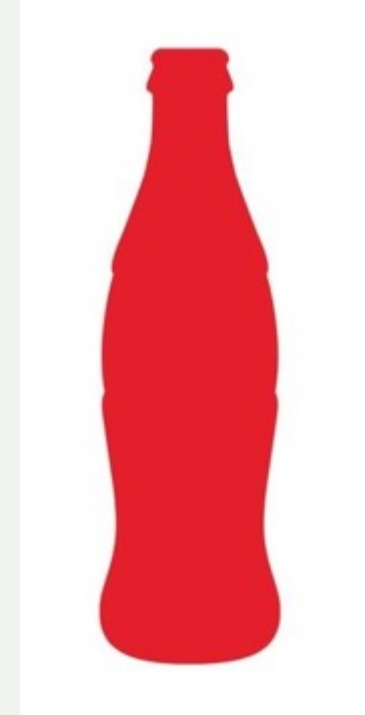
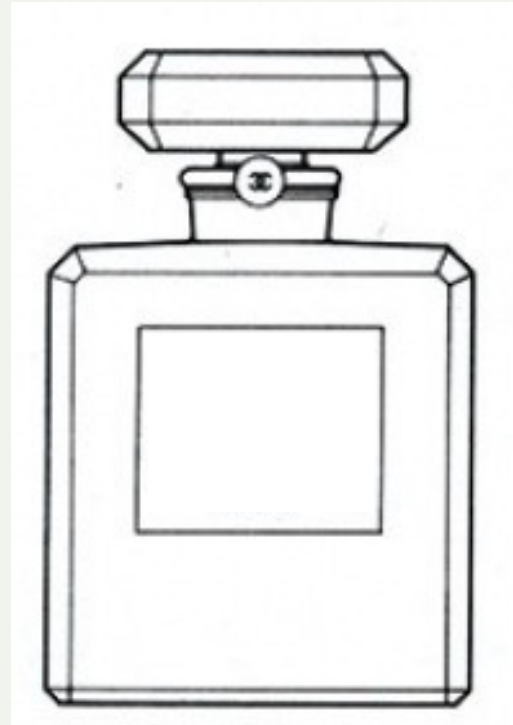
Being known for something is important.
Being recognised in the first place is essential



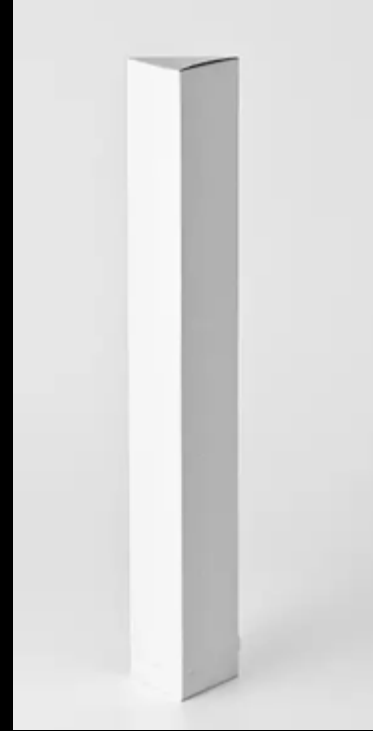
Name. Colour. Typeface.



Context



Shape



Shape



Sound

Brands are recognised through specific codes

**Name,
Colour,
Typeface,
Context,
Shape,
Sound,
Channel,
Tone of voice,
Stories**

But most importantly what they stand for – their ‘why’

The 'Why' of an idea

(The elevator pitch)

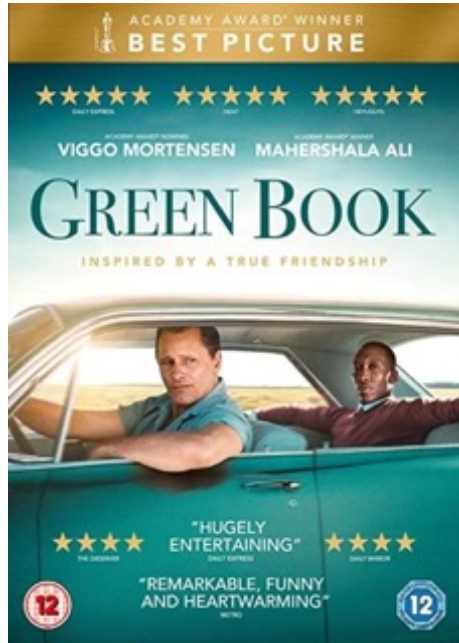
What's the film?

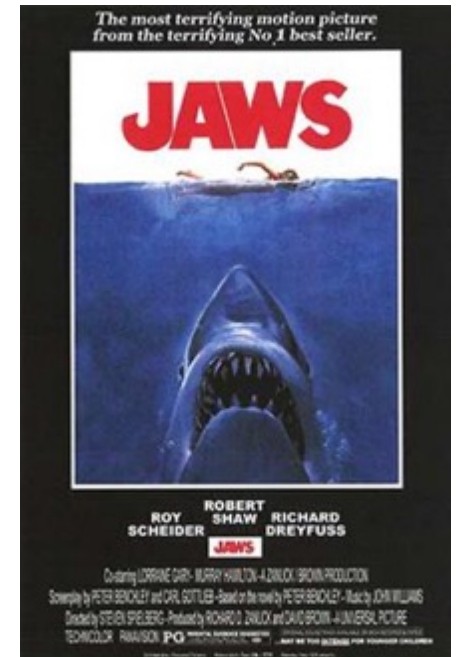
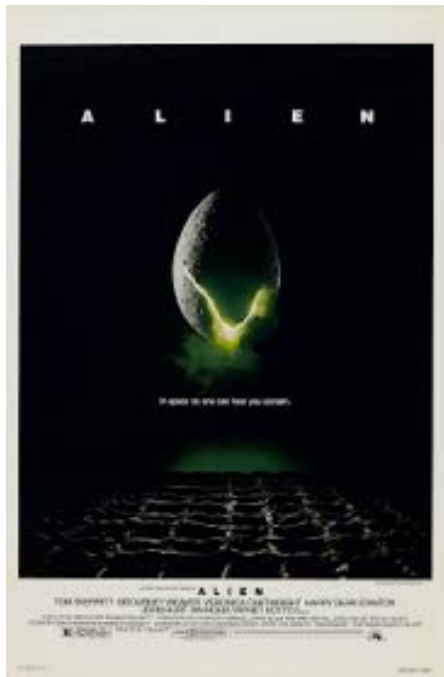
A working-class Italian-American bouncer becomes the driver of an African-American classical pianist on a tour of venues through the 1960s American South.

A young F.B.I. cadet must confide in an incarcerated and manipulative killer to receive his help on catching another serial killer who skins his victims.

Fashionably dressed, the charismatic but deeply flawed Shelby family blind enemies by slashing them with the disposable safety razor blades stitched in to the peaks of their flat caps

When industrial sabotage leads to a catastrophic shutdown of a cloned dinosaur-populated theme park's power facilities and security precautions, a small group of visitors struggles to survive and escape the perilous island.





What's the film?

In space no one can
hear you scream.

Love, jealousy,
paranoia, delusions of
grandeur.
Toys have feelings too.

There are 3.7 trillion
fish in the ocean.
They're looking for
one.

It's slasher flick meets
'Moby Dick'.

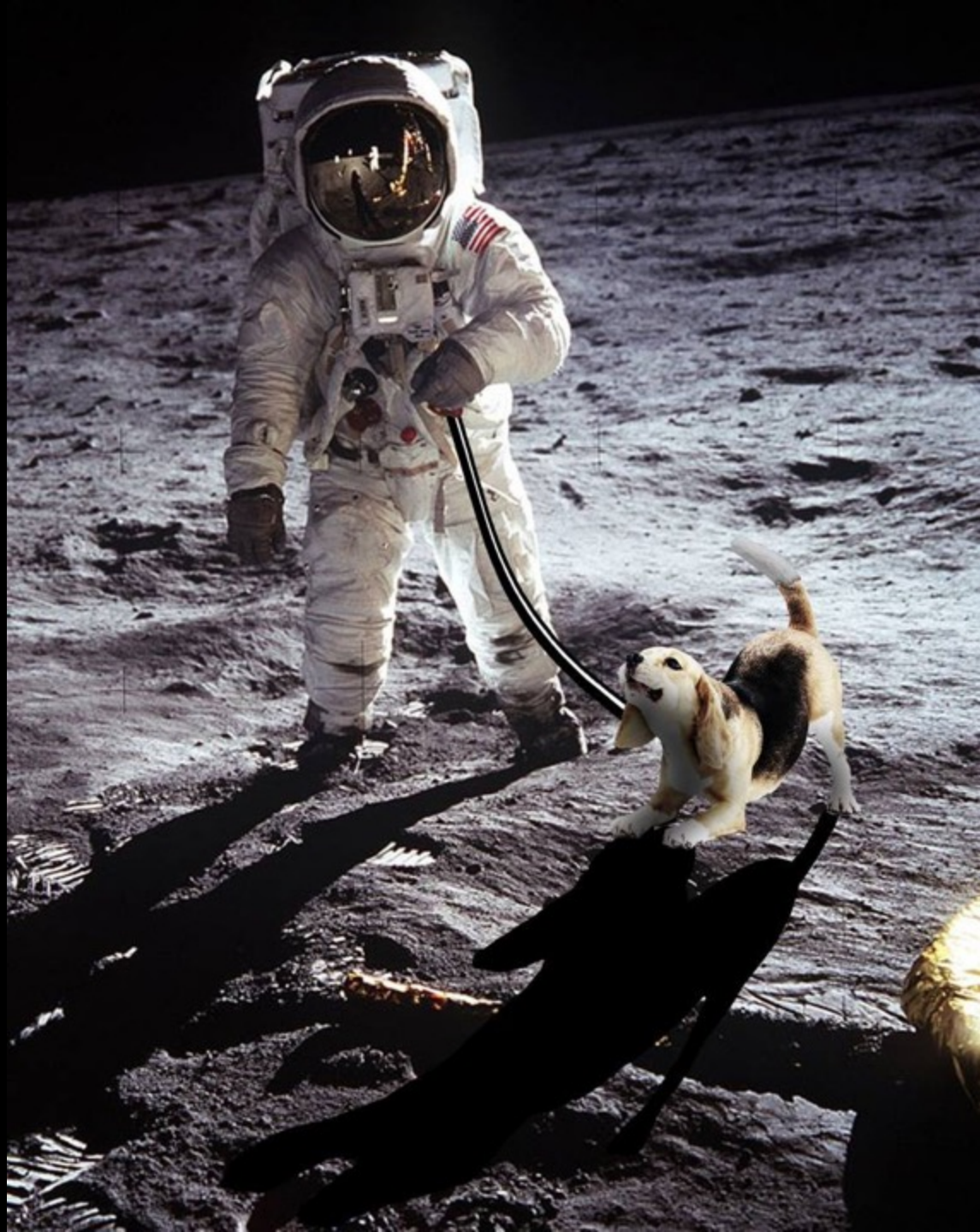


5 min break

**Connecting abstract thoughts is central to creative
ideation**

2 minute exercise:
How to take your dog to the moon.









Breathing life into the strategy

Introducing the three box model

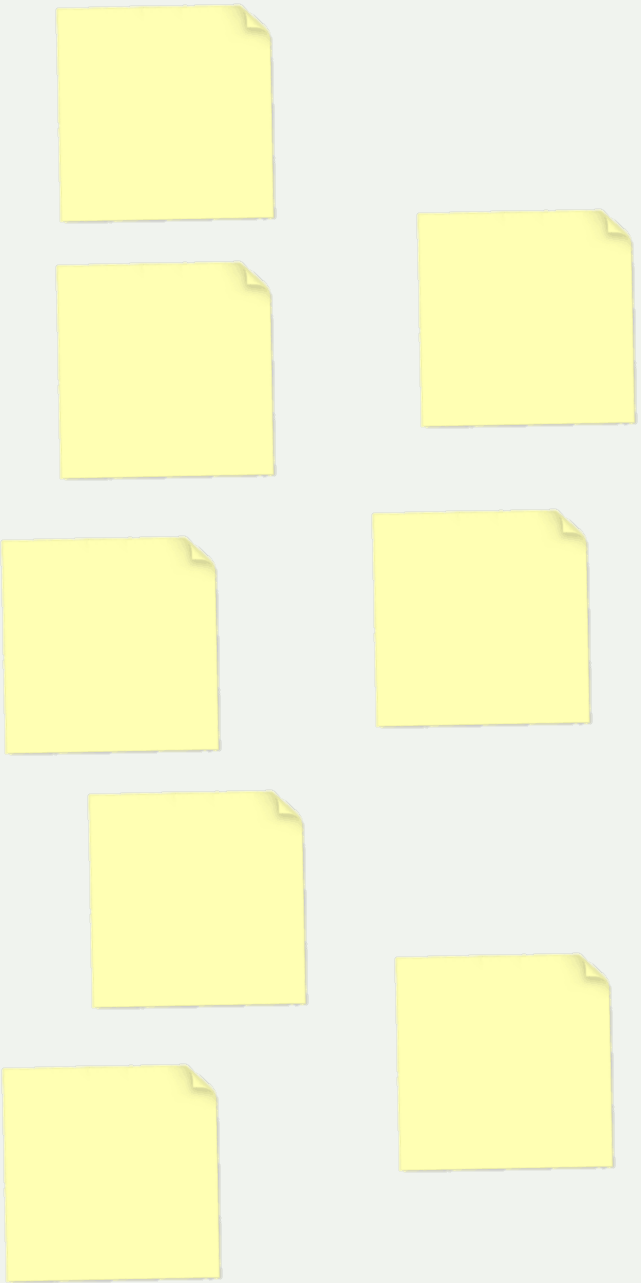
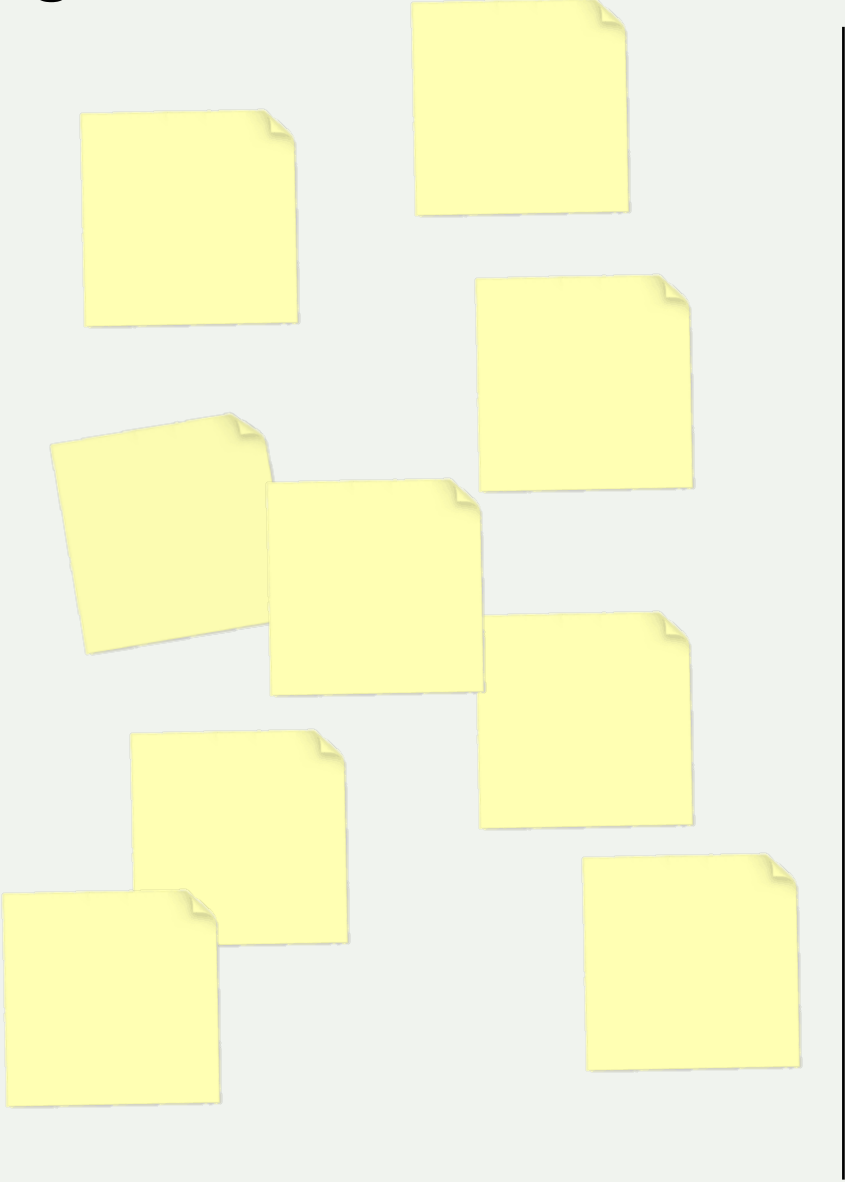
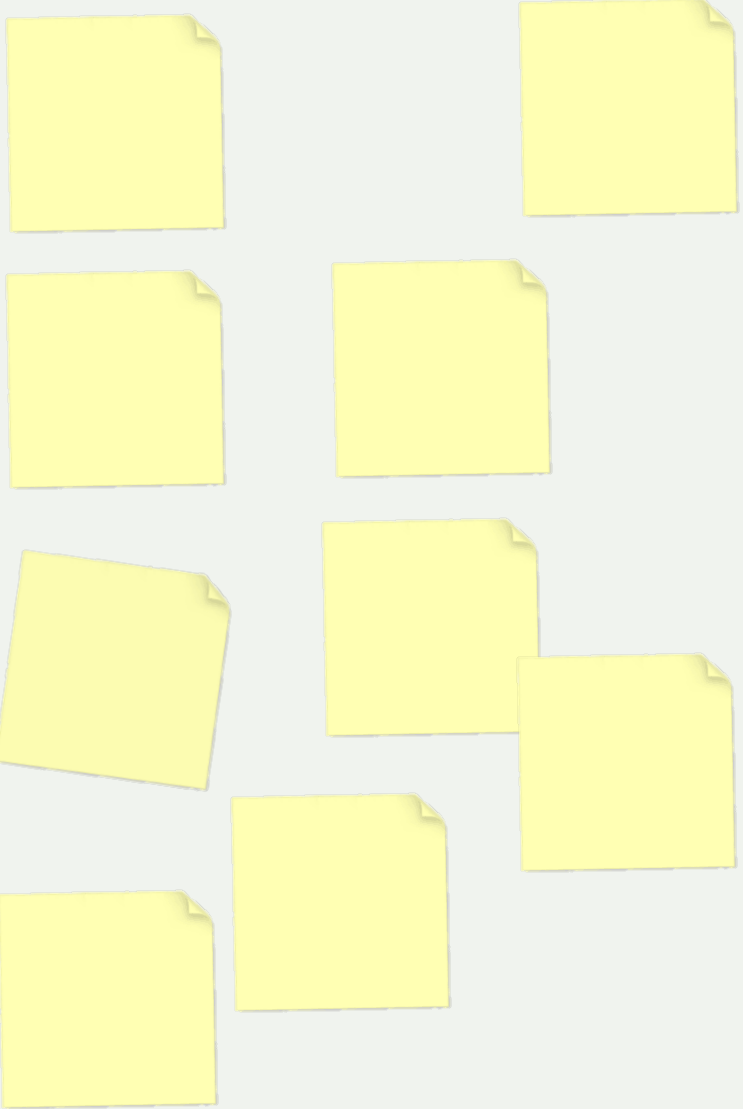
**3 box model:
What you need to translate a strategy into an idea**

INSIGHT

TRUTH

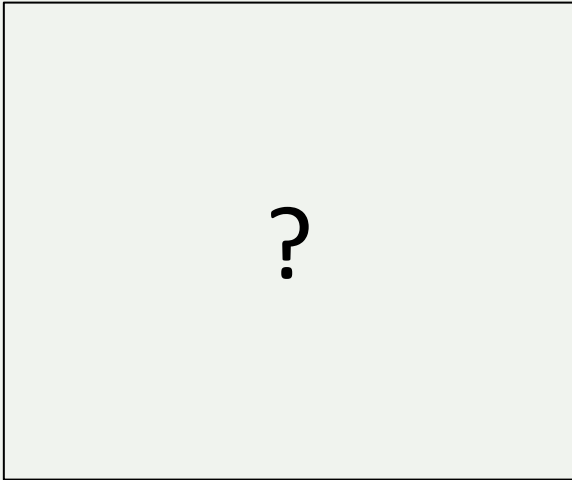
PROMISE

Post-It note matchmaking

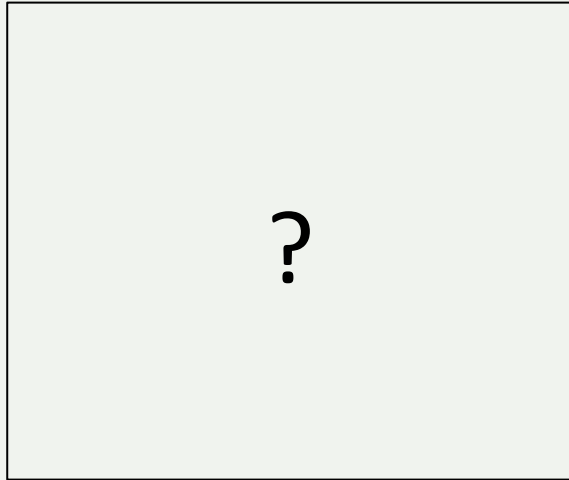


Brief: help promote energy from wind turbines

INSIGHT



TRUTH



PROMISE



INSIGHT

I don't feel comfortable around them

They damage nature

I suppose they're safer than nuclear

Don't care where power comes from

Blight on landscapes

They harness nature's natural power

Symbol that we are moving away from oil and gas

Wind is dangerous and getting worse

Not bothered to know where my energy comes from

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

Don't they use lots of concrete – not very carbon friendly

TRUTH

PROMISE

INSIGHT

Wind turbines are ugly

They damage nature

Don't care where power comes from

Safer than nuclear

Blight on landscapes

Harness nature's power

Symbol that we are moving away from oil and gas

Wind is dangerous and getting worse

Not bothered to know where my energy comes from

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

Don't they use lots of concrete – not very carbon friendly

TRUTH

Each turbine is capable of producing 1.5 megawatts for a total of 7.5 megawatts, enough energy to power approximately 2,500 homes

Better for human kind than oil and coal

Energy produced by one wind farm has saved the energy equivalent of 11,964 barrels of crude oil per year. (in 10 years)

Inconsistent power source

Clean energy is better for the climate

Energy produced by the wind farm saves the energy equivalent of 11,964 barrels of crude oil per year.

Expensive to maintain

Geothermal energy is the cheapest form of clean energy out there, with wind energy a close second

PROMISE

INSIGHT

Wind turbines
are ugly

They damage
nature

Safer and more
economical than
nuclear

Blight on
landscapes

Don't care where
power comes
from

Symbol that we
are moving away
from oil and gas

Harness nature's
power

Wind is
dangerous and
getting worse

Not bothered to
know where my
energy comes from

Don't they use
lots of concrete –
not very carbon
friendly

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

TRUTH

Each turbine is capable of
producing 1.5 megawatts
for a total of 7.5
megawatts, enough energy
to power approximately
2,500 homes

**Better for human
kind than oil and coal**

Energy produced by
one wind farm has
saved the energy
equivalent of 11,964
barrels of crude oil per
year. (in 10 years)

Inconsistent
power source

Clean energy is
better for the
climate

Energy produced by
the wind farm saves
the energy equivalent
of 11,964 barrels of
crude oil per year.

Expensive to
maintain

Geothermal energy is
the cheapest form of
clean energy out there,
with wind energy a
close second

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



Joining Breakout Rooms...

Breakout Room 1

It may take a few moments.

Breakout

Sell an Apple watch

INSIGHT

BRAND TRUTH

PROMISE

The obstacles to creativity

Problem 1: Different brains and creative conflict



Baroness Susan Greenfield CBE, FRCP, (neuroscientist, AI tech entrepreneur) has suggested that only 1 in 5 people is capable of having an original idea.

In other words, 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.

In these circumstances, extraordinary trust is required to prevent outright rejection.

Problem 2: Articulation

What did this man say?



Problem 2: Articulation

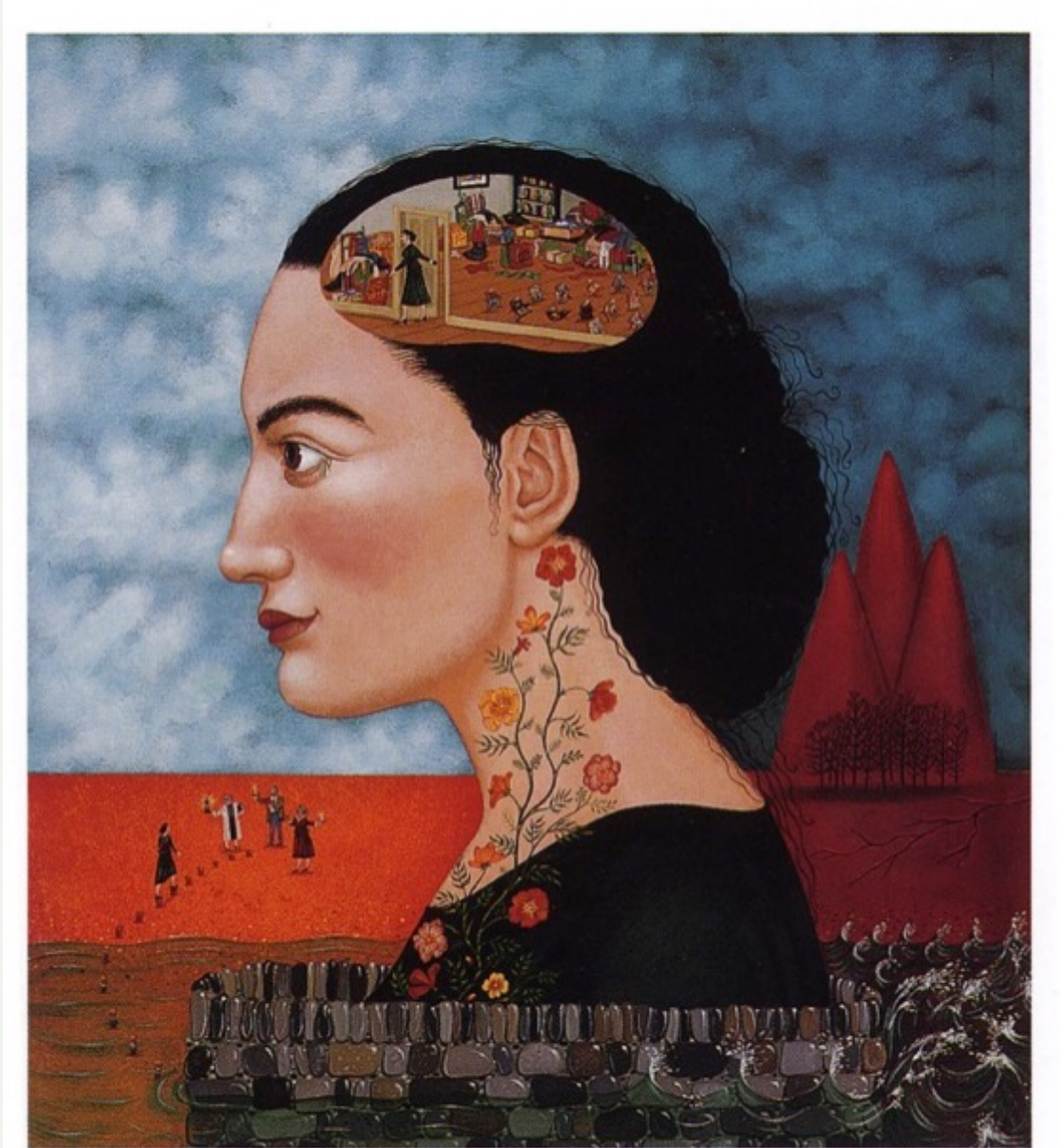
What did he NOT say?



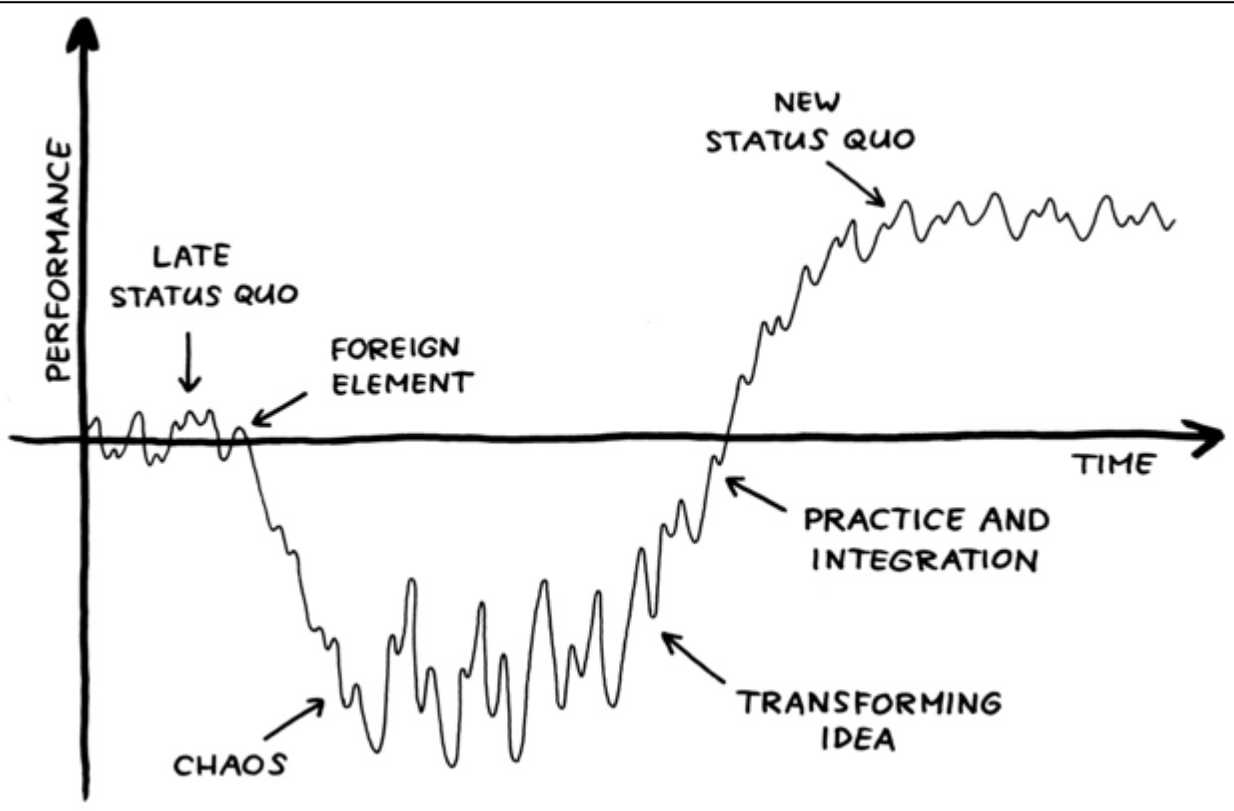
“I have a six point plan”



Problem 3: People see things differently



Problem 4: People don't like change



'Everyone loves inspiring beginnings and happy endings; it is just the middle that involves hard work'

Problem 5: People don't like failure

“Creativity is something we can all improve at... it is about daring to learn from our mistakes”

James Dyson

Dyson spent five years and 5,127 prototypes inventing the world's first cyclonic vacuum cleaner.

Launched in **1993**, the DC01's revolutionary technology solved the everyday problem of vacuums losing suction.





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.



10 min break

Big leap creative thinking

‘The problem is the problem’

Bob Gill



ROMA I BARBARI
LA MOSTRA PER IL MILLENNIO
VENEZIA 26.11 - 20.12.2008
palazzo Grassi







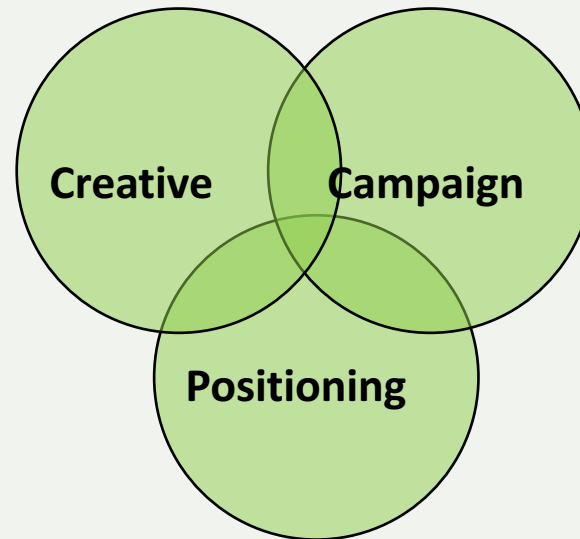
De un heart 20



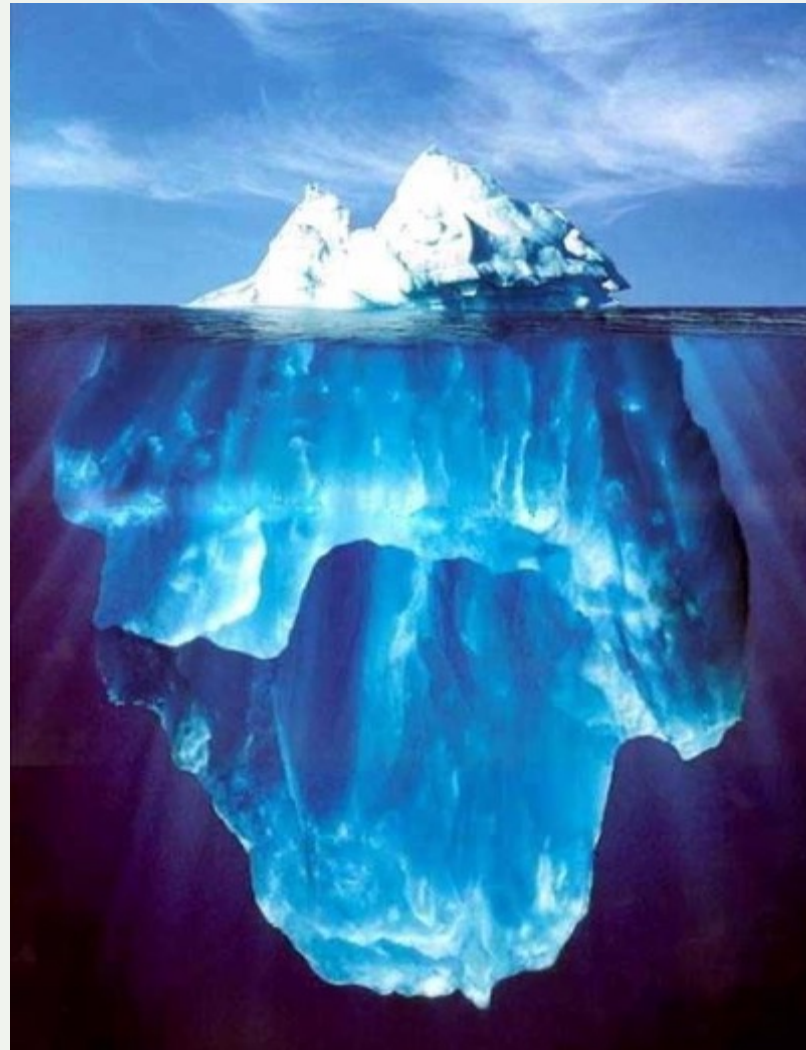
What kind of idea have you got?

Creative solutions to problems

The different types of idea



The Unilever iceberg



Creative idea

Campaign idea

Positioning idea



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

A campaign idea



<https://www.youtube.com/watch?v=ARS78eTBia8>



A positioning idea



<https://www.youtube.com/watch?v=foC7YGg0Hn0>

Reframing



COI's Fire Prevention campaign

Stage one thinking:

You prevent kitchen fires by showing how terrible they are.

COI's Fire Prevention campaign

Stage one thinking:

You prevent kitchen fires by showing how terrible they are.

Stage two thinking:

You question the brief to determine if this approach will be successful.

Q: How would they know if the campaign was successful – how would they measure it?

A: the number of chip-pan fires would go down.

Q: How will they measure if fires went down?

A: by the number of Fire Brigade callouts.

COI's Fire Prevention campaign

Stage three thinking:

You reframe the brief

Q: How can you prevent Fire Brigade callouts,

A: instead of just saying fires were bad, tell people how to put out the fire themselves before they had to call out the Fire Brigade.

Instead of just negative ads scaring people, the positive campaign included useful information.

When the campaign ran it reduced Fire Brigade call-outs down by 40%, and won a D&AD award.

Just by persistent questioning instead of accepting apparently locked-off thinking.

Fat words

Avoid 'fat' words

Best

Love

Quality

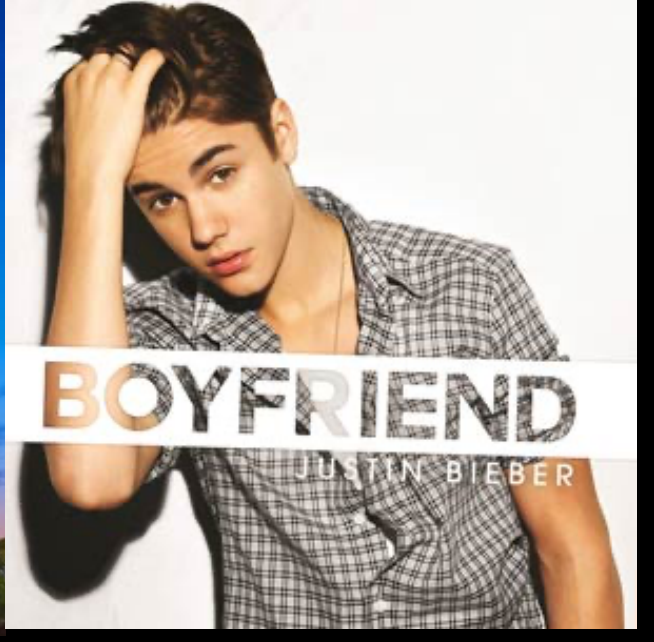
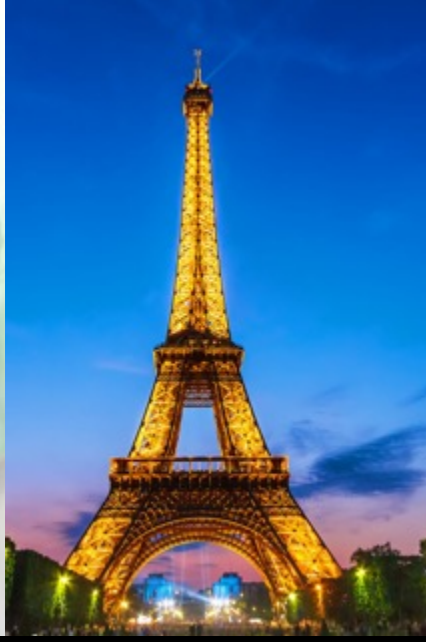
Value

Good

Great

New





Homework

Breathing life into the strategy HOMEWORK

This homework will hopefully help you with your CLARK'S SHOES assignment.

I'd like you to do a creative review of different brands (or a brand) that have (has) done things 'differently' to create increased awareness. By differently I mean something that reframes the category; or that sets out to shift perception like your Clark's 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)

Thanks. Have a good day

