

The Creative Process

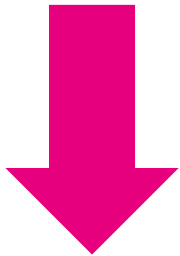
A decorative graphic on the left side of the slide consists of two overlapping L-shaped frames. The outer frame is composed of a blue-to-purple gradient, while the inner frame is a solid magenta color. To the right of these frames is a white rectangular box with a thin black border. Inside this box, the text 'Why be creative in digital PR?' is written in a black, sans-serif font.

Why be creative in
digital PR?

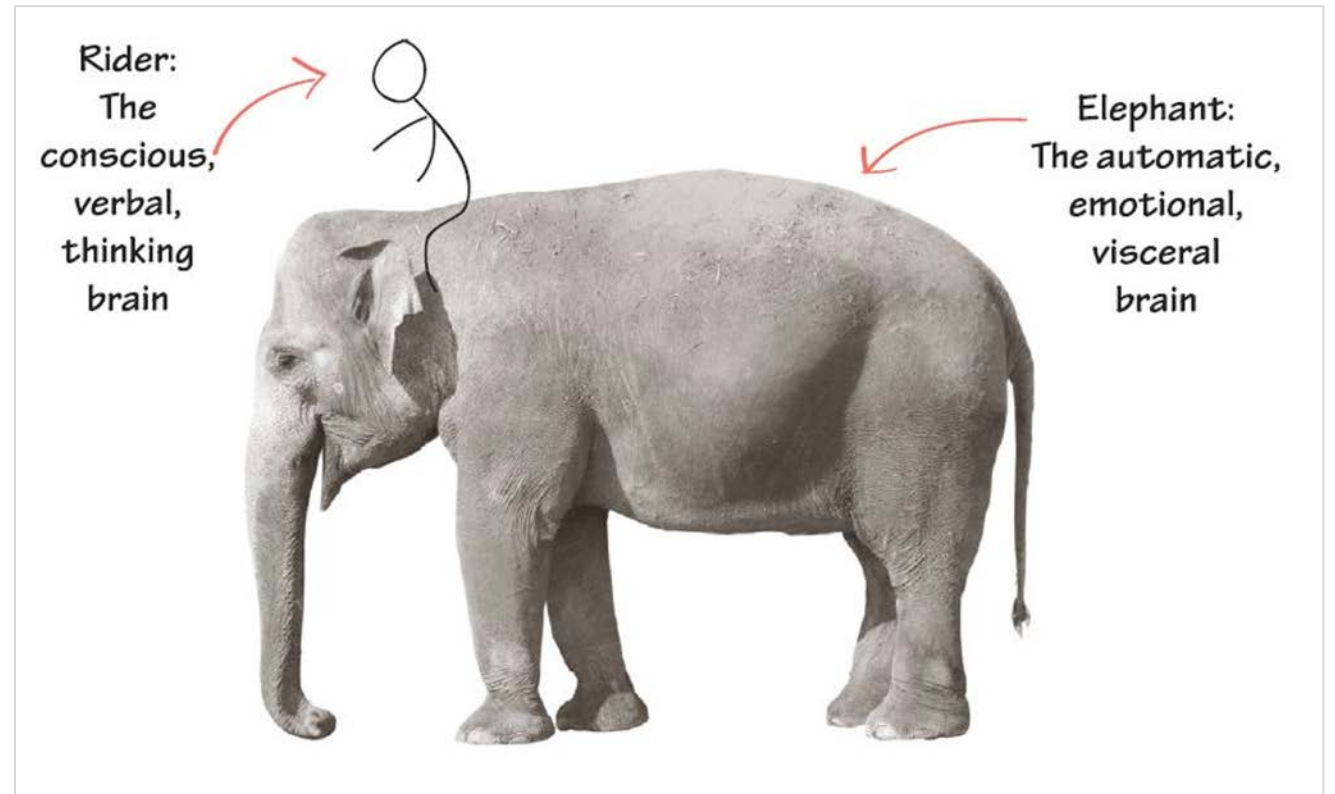
A: To step out of the rational facts worlds

BE THE ELEPHANT, NOT THE RIDER

Originality = Distinctiveness



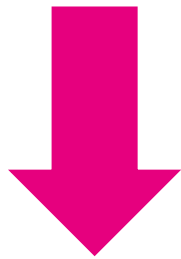
Distinctiveness = Earned Attention



A: Creativity can cause the suspension of reality

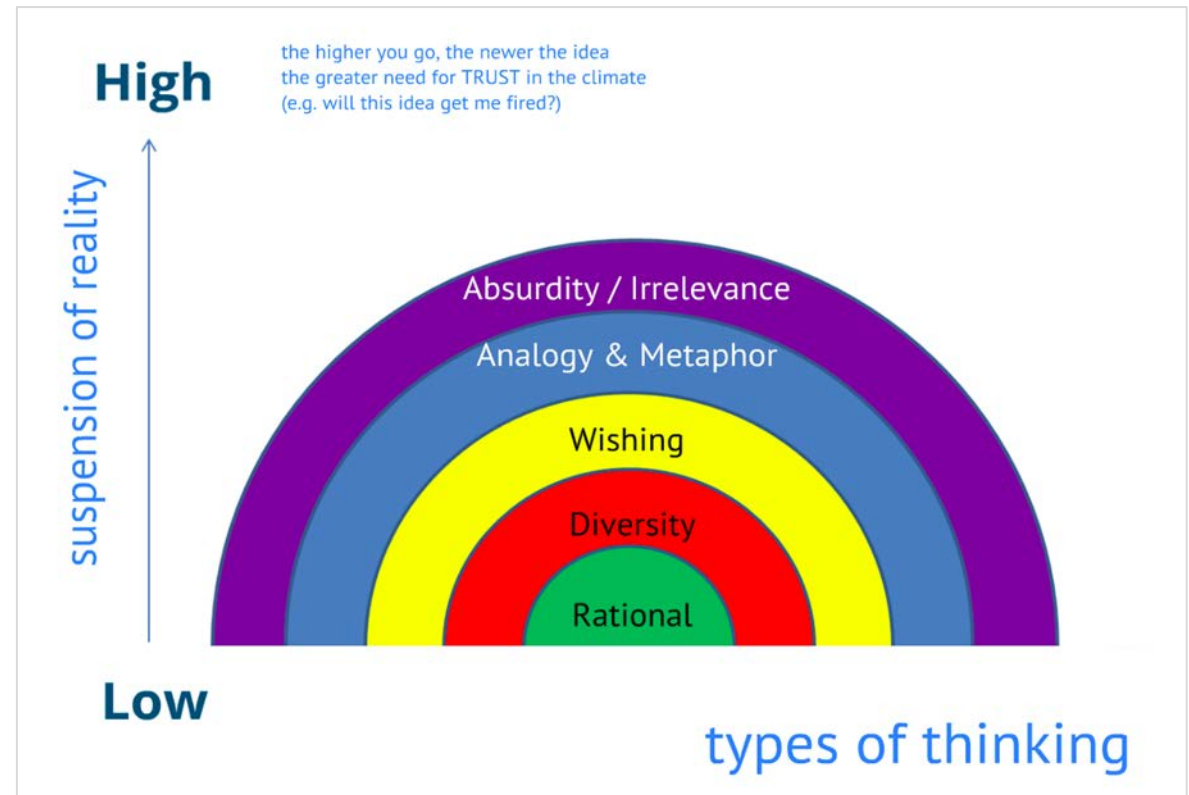
STRATEGIC CREATIVITY:

- New & original
- Absurdity
- Approximate thinking



EXPERIMENTAL IDEAS:

- Taboo breaking
- Metaphorical & image based
 - Intriguing



A: When you dramatise, you make them memorable and sticky

- Associations = Connections
- New = Energy
- Metaphors = the Penny Drops
- What Gets Fired = Gets Wired





When to be creative?



When there's a problem to be solved

It's either:

1. Insights-led (research it)
2. Creative-led (invent it)



HERO CAMPAIGNS

Yes, they're about distinctiveness.



THOUGHT-LEADERSHIP

Probably not, they're too rational.



PLANNED EDITORIAL

Possibly.



REACTIVE NEWSROOM

No, they're immediate responses.

Why have a creative process?

SO THAT WE ASK OURSELVES
“IS THIS A CREATIVE BRIEF?”.

TO HAVE THE CONFIDENCE WE
CAN GET BEAUTIFULLY
CREATIVE IDEAS EVERY TIME.

TO KNOW WHERE WE ARE AT
ANY GIVEN POINT.

What's wrong with now?

WE DON'T HAVE
CONFIDENCE WE
CAN GET
BEAUTIFULLY
CREATIVE EVERY
TIME.

WE DON'T KNOW
WHERE WE ARE AT
ANY GIVEN POINT.

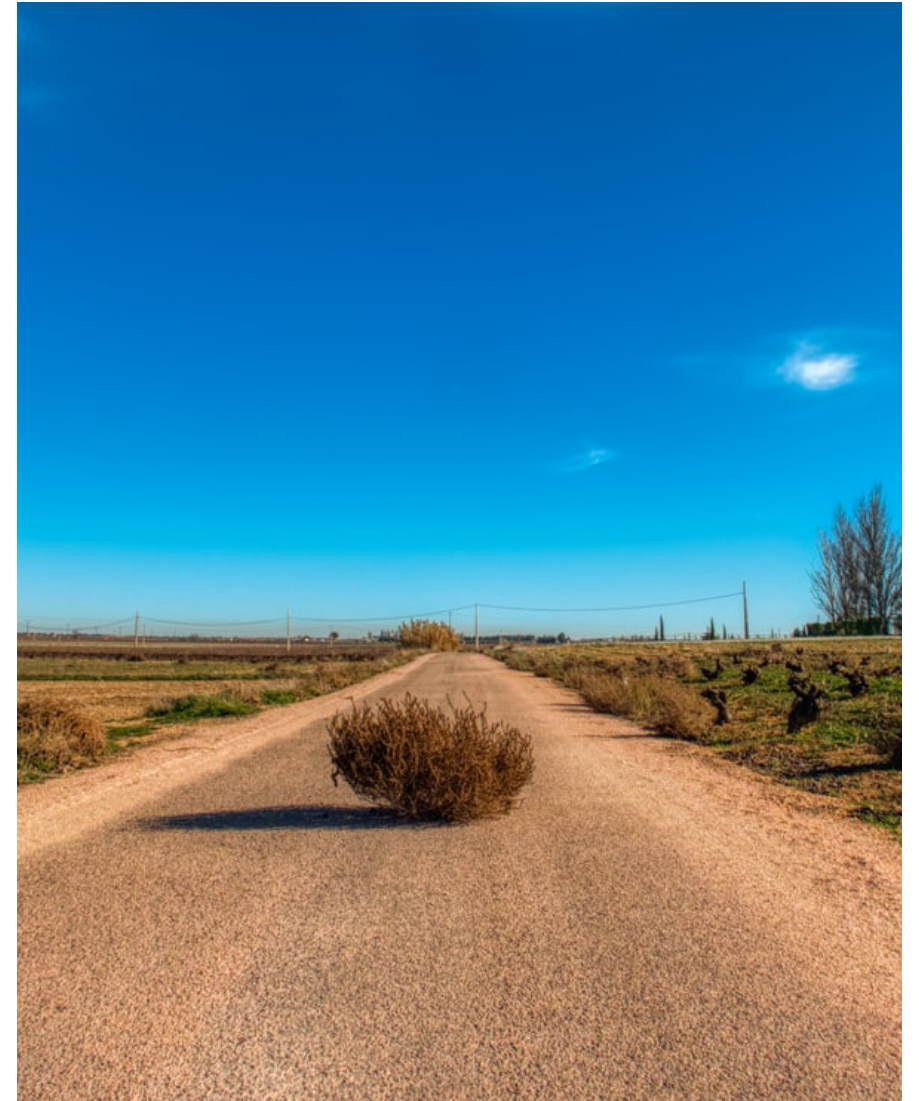
WE DON'T HAVE A
CONSISTENT VIEW
OF GOOD, OR
BEAUTIFUL, OR
COOL.

SOME GOOD STUFF
GETS KILLED.
BECAUSE IT GETS
JUDGED TOO
SOON, OR BY THE
WRONG PERSON.

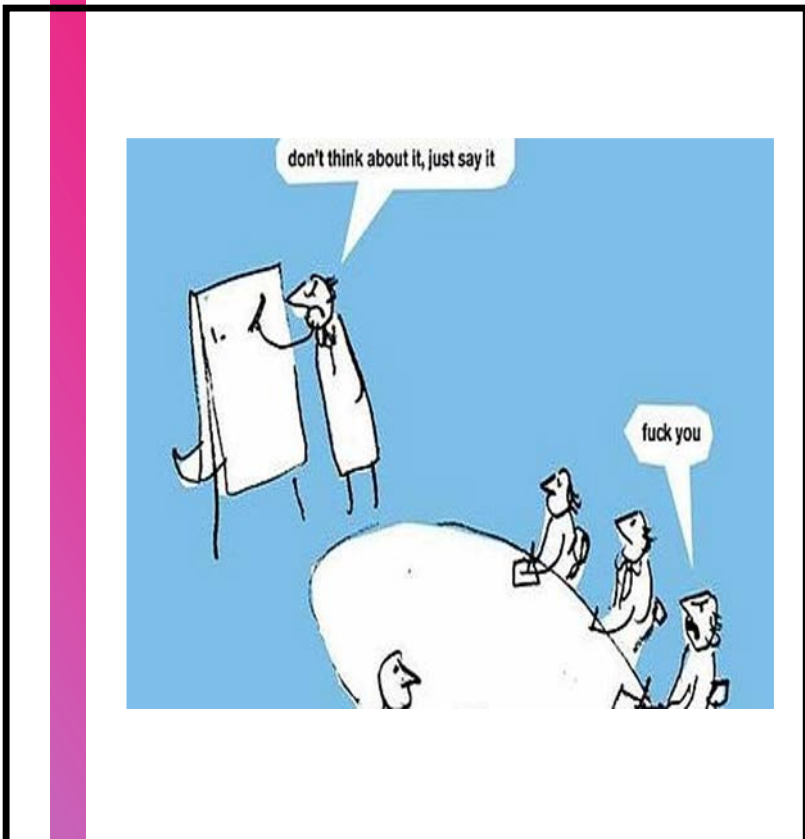
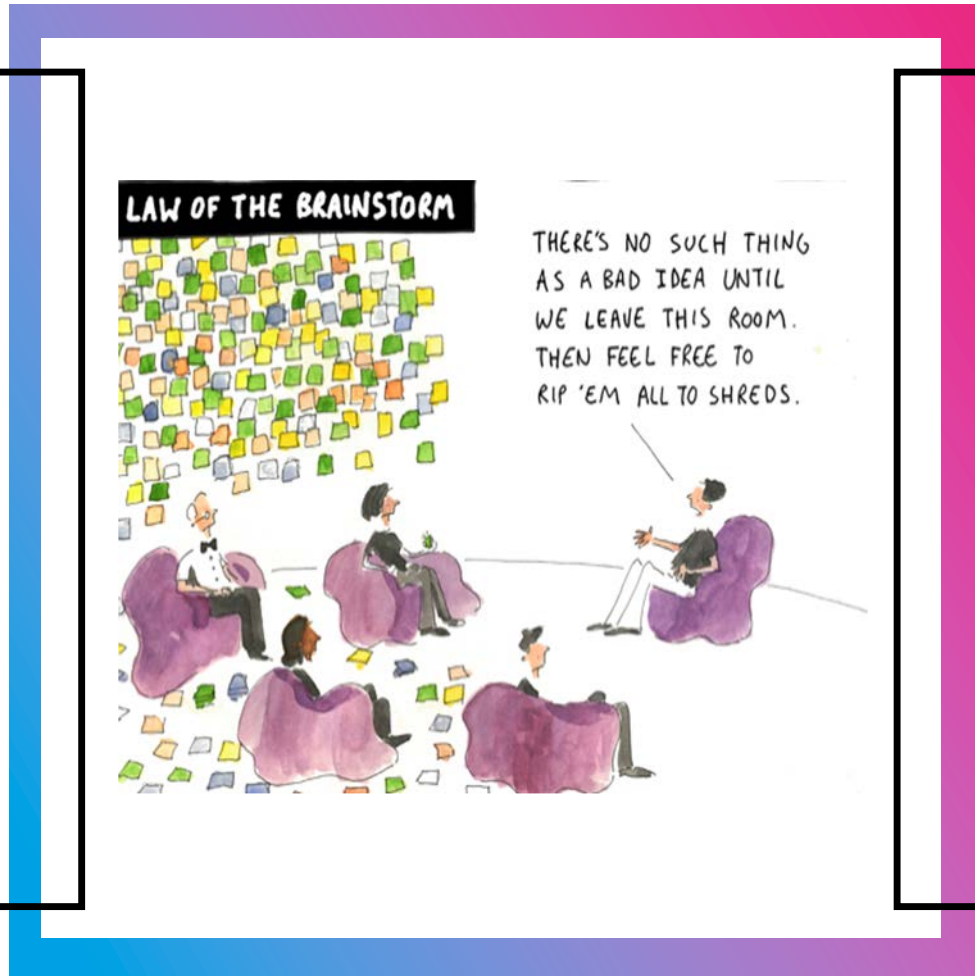
The bit before the creative process?

When the client hasn't really given a brief and you just want some random ideas to somehow make them think they want a creative idea, even though those ideas are the the actual creative ideas. That bit.

(You wouldn't try to sell a Mercedes by giving them the gearbox of a Nissan Micra and asking them to imagine something that is a bit like the car that it came from, only much better... Would you?)



Two words kill creativity: LET'S BRAINSTORM



So, let's not brainstorm...

The key principle to the creative process

“Give me the freedom of a tightly written creative brief.”

David Ogilvy



The Bottle Creative Brief

BACKGROUND

You've got 75 words to fill us in on what has happened before that will help set the scene for this brief. (This is roughly what seventy five words looks like. Not much room, be succinct - remember that there's only so much people can take-in.)

TARGET AUDIENCE

In short, who are the people this idea needs to speak to?

What do they do and care about?

(You can link to an Empathy Map for more information).

ELEVATOR PITCH

You have a short elevator ride to convey the gist of the campaign - go!

What's the SINGLE thing someone should take away?

INSIGHT

What have we discovered that can help this brief? What is the key piece of insight that will drive the idea?

Lift from quant or qual research.

OBJECTIVES

What should the campaign achieve (results)

and in what channels?

By when?

BRAND PERSONA

Using Bottle's brand archetypes, have a go at identifying the 1 or 2 brand archetypes the client falls into, and explain their personality in ten words.

MIND SHIFT

As a result, what do we want audiences to

THINK

FEEL

DO

differently?

WHAT TO SAY & HOW

Insert in no more than 30 words, in the brand tone of voice that conveys the message the audience should take away.

CONSIDERATIONS

Include budget, and any other practical details that impact the output of the brief. Keep it to essential facts only.

Add constraints - as well as budget - that we need to operate within.

DEETS

CLIENT NAME:

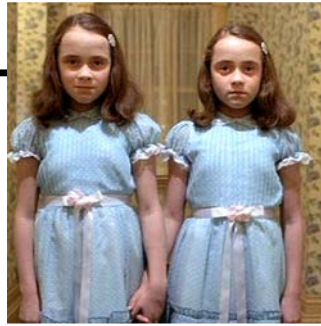
DATE:

BOTTLE OWNER:

BRIEFED:

CLIENT PRESENTATION:

Stimulus, like...



Creative pairs



Creative singles



Silent ideation



**Babies are all
ugly**



Original is risky



**Intriguing beats
obvious**

Plus, in and out listening

When people talk, we tune out...

- After 10-15 secs, our minds wander
- We speak at 100 words / min
- Our brains process 900 words / min

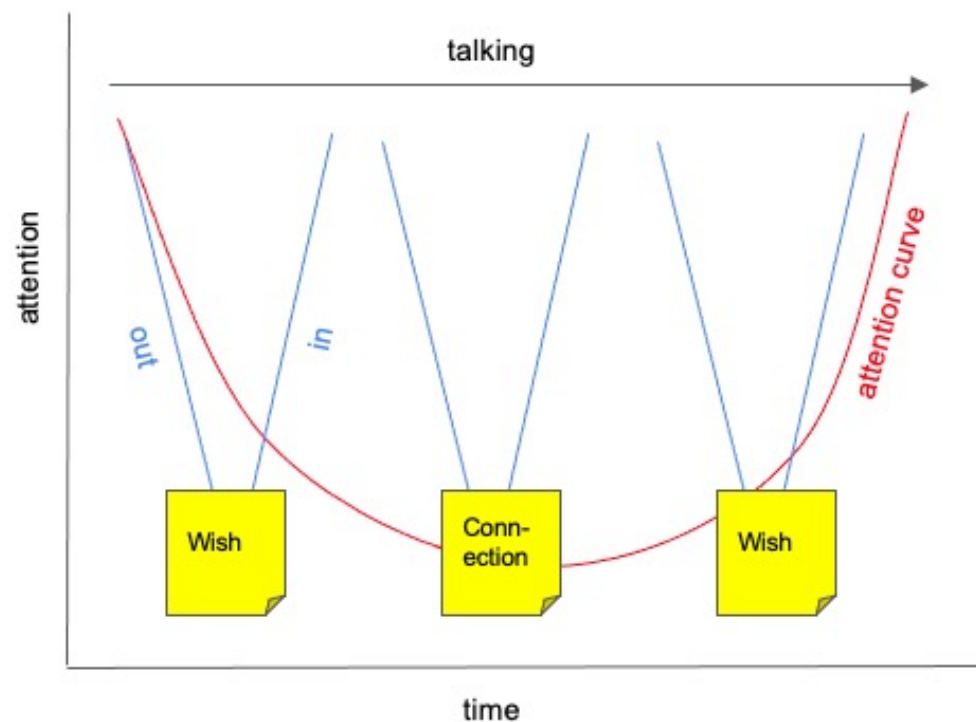
This gap is where ideas happen.

It's good.

If - we capture the associations, connections, thoughts.

And then we're more likely to re-join the subject.

Until our mind wanders again.



The creative process in 6 leaps

1

Stimulus

The Context + Excursions
(In-Out Listening)

2

Clustering

Gather our thoughts
(Post Up)

3

Pitching

Sell the idea
(headline, 5Ws & 1 H)

4

Wishing & Builds

"I wish" + "That makes me
think"
(Post Up)

5

Bashing

Knock into shape, make it real
(5Ws & 1H)

6

Selecting

Winners and not-winners
(itemised response)



A creative process walkthrough

With an example brief called "Warner: the most-friendly".

The Warner Creative Brief

BACKGROUND

You've got 75 words to fill us in on what has happened before that will help set the scene for this brief. (This is roughly what seventy five words looks like. Not much room, be succinct - remember that there's only so much people can take-in.)

TARGET AUDIENCE

Couples and friendship groups in their fifties

Their kids are grown up enough for them to want a weekend away sometimes without them around - or anyone else's kids around for that matter.

ELEVATOR PITCH

Friendliness isn't the same as being besties.

It's some special version of welcoming, politeness, openness and consideration that immediately puts someone at ease, especially when they are in a new, unfamiliar situation.

That's what's so appealing about Warner.

INSIGHT

No-one has actually 'defined' what warner's version of friendly is...

But they have received awards and get feedback on tripadvisor

OBJECTIVES

100K Reach and engagement (views) in youtube

BRAND PERSONA

CAREGIVER

JESTER

WARNER has a loving earth-mother nurturing persona, with a bit of playfulness, like your aunt who sometimes surprises you by quoting from the Inbetweeners

MIND SHIFT

We want audiences to FEEL.

like they have just received the friendliness that Warner is famous for, even though they haven't been to Warner, yet

WHAT TO SAY & HOW

Generosity - we have friendliness to share - and we want to give it freely. But how can we spread it around? At the moment, you would have to come to one of our hotels to discover it.

CONSIDERATIONS

£50K budget

Go beyond the physical locations of warner hotels

DEETS

Client name: warner

Date: Sep 17

Bottle owner: Anna

Briefed: Sep 17

Client presentation: 19 oct 2017

Stimulus | Excursions

Make (and share) a deck with content that 'wanders away' from the problem.

EXAMPLE

Create a campaign about friendliness |
Excursions deck



best friends



over-friendly



friendly places



symbols of friendly



unfriendly



data of friendly



our brand of friendly



friendly faces



stiff upper lip

Wishing | Group rules

Share these at the start of the Wishes session (it's for the facilitator to keep them alive)

DEFER JUDGEMENT

You never know where a good idea is going to come from. The key is make everyone feel like they can say the idea on their mind and allow others to build on it.

BE WISHFUL

Wishes free us from the rational and can often give rise to creative leaps. In thinking about ideas that are wacky or out there we tend to think about what we really want without the constraint of 'how?'

BUILDERS, NOT WRECKING BALLS

Being positive and building on the wishes of others take some skill. In conversation, we try to use "and" instead of "but." Or, "ooh, that makes me think..."

ONE SINGER, ONE SONG

You're far more likely to build and make a creative leap if everyone is paying full attention to whoever is sharing their wishes.

WRITE AND DRAW

Write wishes down on Post-its and then put them on a wall. Or draw it. Sometimes nothing gets it across faster than drawing it.

GO FOR QUANTITY

Crank the wishes out quickly and build on the best ones.

Wishing | The wishes

Get them from your In-Out Listening

EXAMPLE

Create a campaign about friendliness |
Wishes

I wish
people had tails
so they could
show how
friendly they are
feeling

I wish
We could make a
giant welcome
mat out of
puppies

I wish
We could bottle
the fragrance
of
friendliness

I wish
We could have a
little
friend
in our pocket

Wishing | Post-up & build

After the stimulus, pause, capture your own wishes (not everything you've written will be useful...but don't discard something just because it's 'silly', or you don't really know what it might mean) - and let others build, if it inspires any builds (deferring judgement, which includes saying "nice idea")

EXAMPLE

Create a campaign about friendliness
| Builds

I wish

We could have a
little
friend
in our pocket

Build

Makes me wish

We could make a
a
tamagotchi

Build

Makes me wish

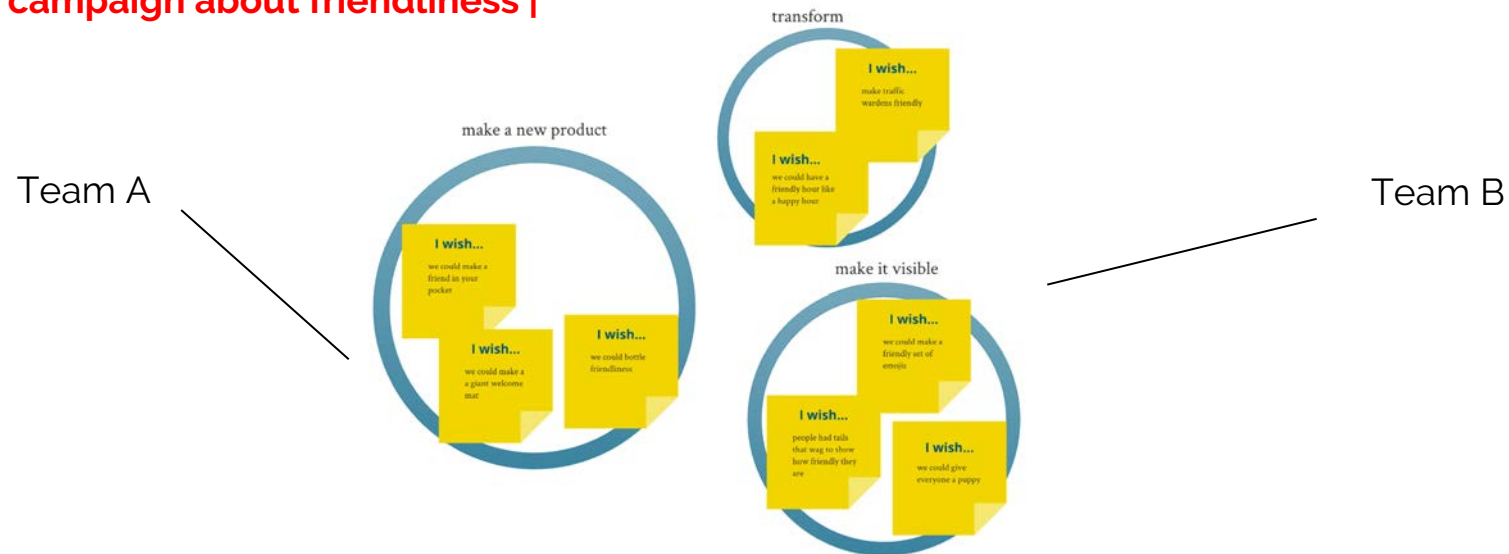
There was
an app that
responded to
how friendly you
are

Clustering

Problem owner (or facilitator) - create clusters of wishes, and name them
And then allocate a cluster, or two - to each creative team

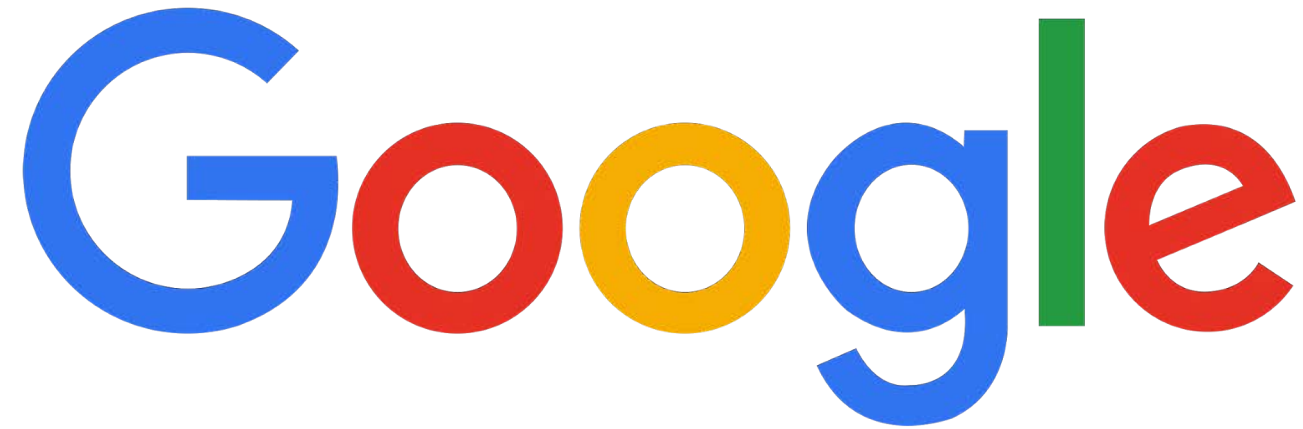
EXAMPLE

Create a campaign about friendliness |
Clusters



Bashing

Work on your cluster of ideas, investigate what has been done, what tech exists, google the bejesus out of it...

The Google logo is displayed in its characteristic multi-colored font. The letters are: 'G' (blue), 'o' (red), 'o' (yellow), 'g' (blue), 'l' (green), and 'e' (red).

Bashing (some more)

Use thinking tools and resources - like the [deck of brilliance](#)



Pitching (5Ws & 1H)

Make your idea 'concrete' using the 5Ws and 1H - each one of these is its own little creative opportunity to add value and meaning and distinctiveness to the idea.

Why	this is a good idea
What	it is
Who	it would involve
When	you would do it
Where	you would do it
How	you would do it

The pitch

Teams present to the problem owner
They're going to judge it (yes, this is where it gets a bit judge-y)

EXAMPLE

Create a campaign about friendliness |
Pitch



Eau de Amie

Why
What more friendly
When
Who
Where

How

we have the formula for friendliness, and can share it
a bottle of perfume to our own formula that makes people

working with a 'nose' from one of the scent-houses
try it out in Britain's least friendly place

street-sampling

Selecting (the itemised response)

Rate the idea out of 10

- Where each point below ten is something you want / need to solve to make it right
 - To meet the brief
 - If it's below 6, it's not a good (enough) idea, discard it

Use the group to solve the 'How to' elements...



Create a campaign about friendliness |
Itemised Response

Eau de Amie **7 / 10**

- | | | |
|----|---------|--|
| -1 | How to: | make it work in the youtube channel |
| -1 | How to: | make it work for new / different audiences |
| -1 | How to: | make it work within the budget |

Selecting

When you have finished solving the How To's from the itemised response

Choose the one or two preferred ideas - sometimes a safekeeping idea, and a riskier one

EXAMPLE

Create a campaign about friendliness |
Selected Ideas

Eau de Amie



Truman Show



Thank you

WANT TO FIND OUT HOW WE COULD HELP YOU?

GET IN TOUCH: HELLO@WEAREBOTTLE.COM