

VIRTUAL CREATIVE | LABS



Explore insights, ideas and early creative executions in 3 days

The Challenge:

Does the insight / idea, creative resonate and engage consumers?

Is the idea telling a story about the brand that answers challenges and inspires at the same time?

How should we communicate, bring the idea to life / optimize the creative and deliver it with maximum impact?

How can we best test big ideas & early creative executions within a very short timeline?

The Solution: **VIRTUAL CREATIVE|LABS** available in 61 markets

ACCELERATE Research, learning and action steps – all carried out ONLINE IN JUST 3 DAYS	CATALYST Bring total understanding of how people experience your creative, and how best to nurture your ideas and take them forward through integrated quant and qual learning	INSPIRE CONFIDENCE To all stakeholders by involving them throughout the research and with a recap in a virtual workshop at the end of the qual day
---	--	--

The Integrated Design:

<p>Quant Online</p> <p>DAY 1-2</p> <p>100 respondents are exposed to each route, to scope and size strengths and opportunities. Also serves to direct the moderation of the subsequent qual deep dives</p>	<p>Qual Online</p> <p>DAY 3</p> <p>Online mini-groups (4 participants) to explore how the creative works and why, and drills into how to maximize its potential</p>	<p>Online Recap Workshop</p> <p>END OF DAY 3</p> <p>Same day debrief and workshop with all stakeholders in a virtual setting combining all insights and recommendations for next step</p>
---	--	--

EXPLORE INSIGHTS, IDEAS AND EARLY CREATIVE EXECUTIONS IN 3 DAYS WITH VIRTUAL CREATIVE|LABS