



Nurturing Great Creative





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Sowing the Seeds

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Champion for Nurturing Great Creative at Ipsos ASI

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Clients are telling us they want to make better advertising more often

1. Advertising that matters to the people it's supposed to matter to, when it is supposed to matter to them
2. Goose bumps
3. Ability to cross borders, media and time



“*Big, insightful ideas lie at the heart of effectiveness*”

Marie Oldham –
Convenor judges, 2012 IPA effectiveness awards

Bonuses & Awards

We want to be part of more things like this...



Source: Ebiquity

So what are we talking about?

People

Brands

BIG IDEA



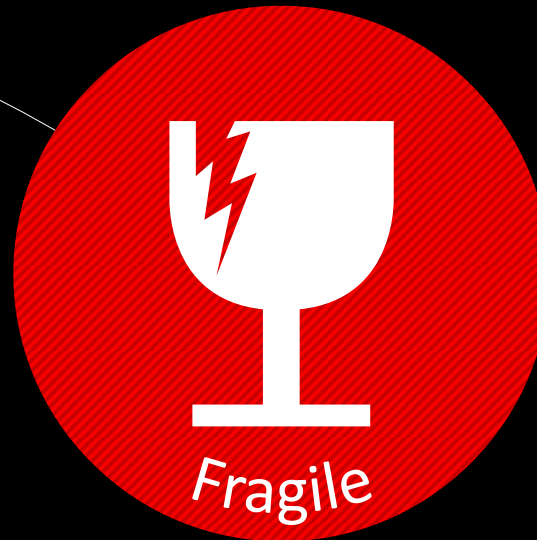
Insights



Ideas



Creative



Fragile



People

not consumers

Source: Stickerkitty.com



The emotional engine of your campaign

The revelation of a
REAL TENSION
(aspiration, frustration, desire, need)
that inspires a
BRAND OPPORTUNITY

Employee Understanding

Landscape

Immersion

Product Experience

Semiotics

Journey

EVERY INTERACTION with the brand or category is potentially fertile ground

Ethnography

Consumer Help Line

Tracking & Equity Insights

Social Media

People Lie

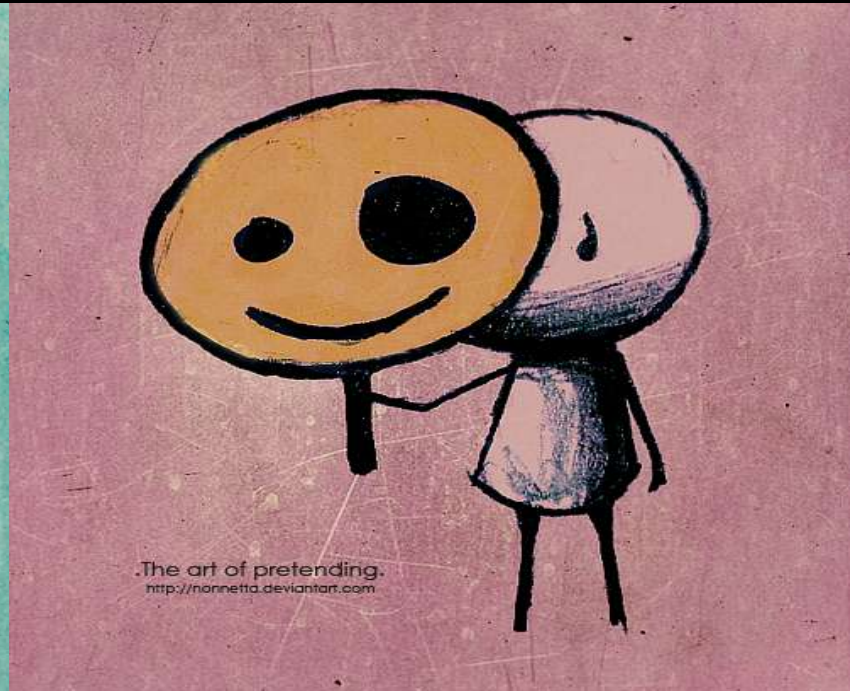
Or rather

....

THEY DO NOT KNOW
THE TRUTH



Real self,
Projected self,
Digital self



**even when people lie
they tell you the truth**

Source: <http://nonnetta.deviantart.com>

But hang on, there just aren't that many human motivations, are there?



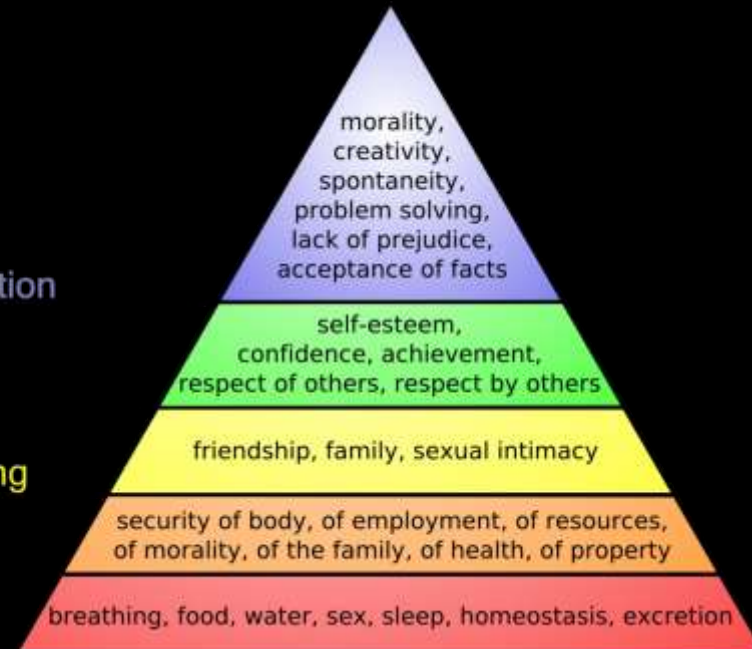
Self-actualization

Esteem

Love/Belonging

Safety

Physiological







Source: Ebiquity

The emotional fuel for your campaign

The resonant and credible
CONNECTION

Between your brand and the relevant insight



Source: Ebiquity

Why Big Ideas?



Think Different

→ POSITION

It can maximize reach
advertising term
differentiating
the brand by highlighting its
singularity

Spray more; Get more

→ SCALE

It can maximize reach
initiative by making them
contribute to building the
brand equity



It only does everything

→ CONSISTENCY

PlayStation 3

It can help in identifying
the brand across all contacts

“ You know a big idea when you see it.
You can feel it in your gut. You can just
look at it and **KNOW** it’s great ”

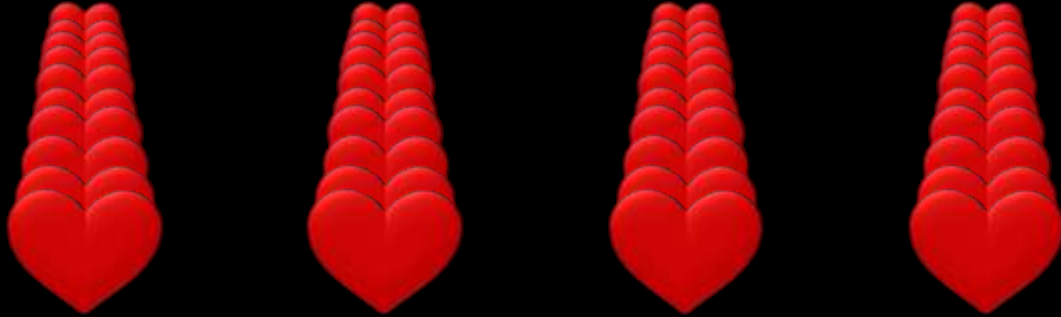
SVP, Global Strategy—
Global CPG Company



**It's hard to
get it right**

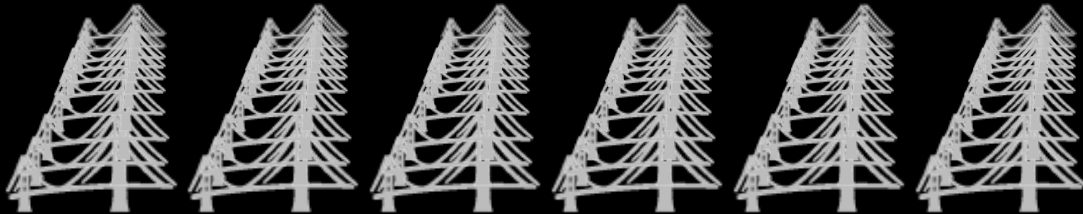


What didn't work so well?



Engagement

or...



**Brand
Connection**

But it's not about pass/fail

**BEST IN TRAINING
SCHOOL**



**KILLED BY A BUNCH OF MIDGET
SIZED BEARS**

memegenerator.net

Source: Memegenerator.net

KEY Learning ... what makes ideas BIG?

SMALL **REVOLUTIONS**



Make the FAMILIAR NOVEL

Saying something important
and/or providing a fresh way
to think about the category

AVOID **DISRUPTION**



Don't change Brand Values if it's not
necessary to do so

Ensuring we don't contradict or dismiss
what has been rightfully
(painstakingly) established and nurtured
over time

Failed to find a way
to tell the story

Keep it real



Source: tradeindia.com

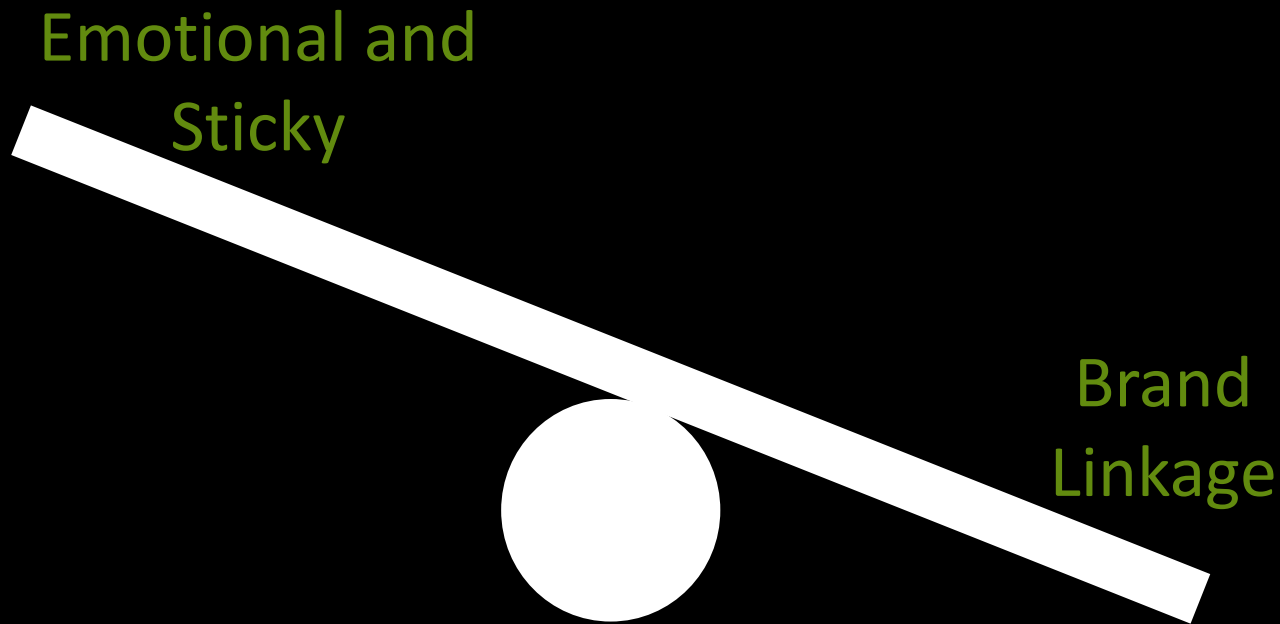
Big Idea lives through execution

Bringing out the free spirit in you



Source: Ebiquity

**There is some evidence that Big Idea ads
have to work harder to establish the brand**

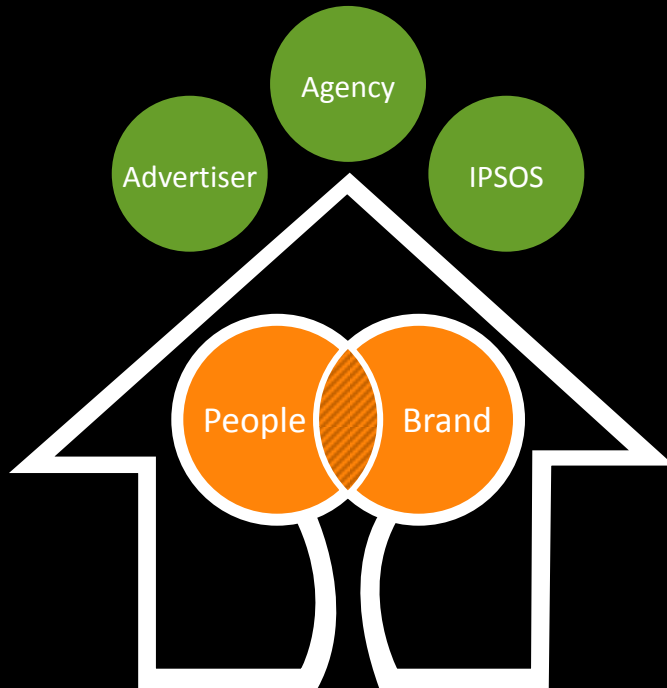


connection



brand link

do not simply
sponsor a tension



- **It's not pass/fail**
- **It's about active participation from all parties**
- **No matter where you are in the creative journey we can help you hold on to what big is**
- **Then you have the space to be brilliantly creative**

People

Brands

BIG IDEA

***It's not just
nurturing growth.
It's about bearing fruit!***

