

deft

Campaign Ideation Approach
version 1.5
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“We are a design consultancy that delivers creative solutions for complex business problems.”



vision

We work with our partners to improve their business and realize the true value of their brand, market, and technology investments.

Deft Strategy exists to deliver creative solutions for complex business problems. By partnering with our clients, we conceptualize and execute strategic design thinking with confidence and enthusiasm. It is our commitment to provide human-centered design innovations that improve the quality of our clients' products, services, and business.

overview

Deft Strategy is a multidisciplinary company devoted to holistic design that serves a range of clients. We offer strategic design capabilities across a variety of industries, executed with expertise in Branding and Experience Design. By thoughtfully distilling our client's inspirations, ideas, and motivations, Deft generates fresh, sincere, compelling products and messages that engage and resonate with audiences around the world.

clients

Design is a complex and broad industry, we are constantly expanding our knowledge and experience in order to provide our clients with increasingly valuable work.

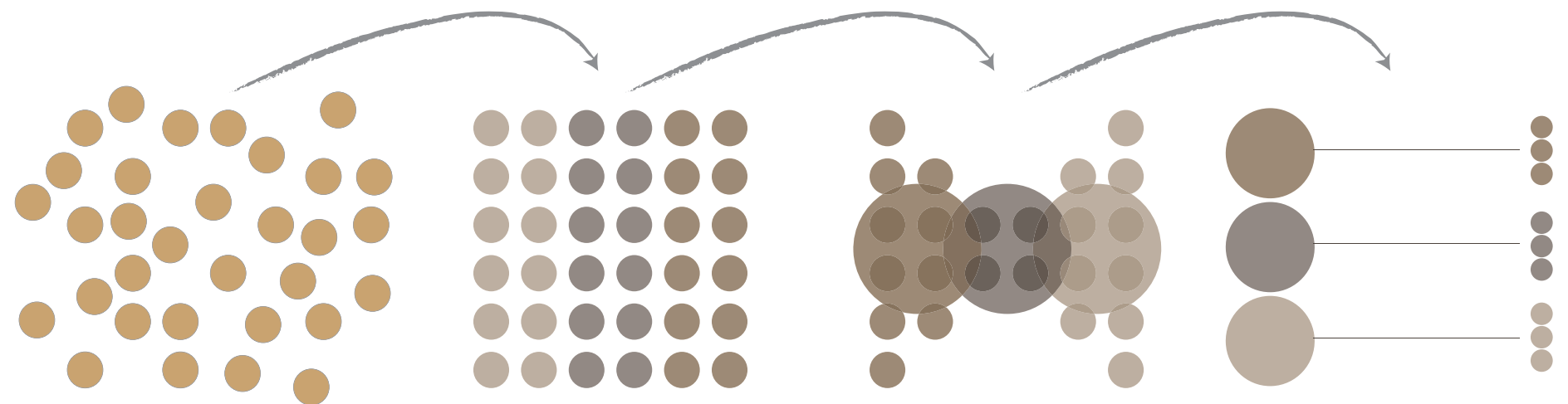
Our core team has more than 50 years of combined experience solving design challenges for companies ranging from nimble start-ups to robust corporations. Our strength is rooted in our diverse expertise and our passion for collaboration.

campaign ideation

Going to market with the right intentions

Identifying and developing the right message may seem as simple as coming up with that "Big Idea". In our opinion, is a bit more complex when identifying a sustainable 6 to 12 month campaign. Deft believes that each campaign concept needs to correlate back to your organizational objectives, vision, and goals. Without the proper checks and balances - a campaign concept is just that 'a concept'.

Deft Strategy utilizes a systematic campaign ideation approach, defined below, that allows us to tie back all campaign ideas back to your organizations corporate and brand profiles. We utilize our approach to validate all ideas; grouping them into identified types, defined objectives, and solidified themes, making sure that all finalized campaigns are successful and map back to the corporate and brand profiles.



Brainstorming

Working in collaboration with your organization, Deft delivers a brainstorming work session that takes things out of the typical agency model of providing you with just 1 to 3 grandiose ideas. Everything we ideate on you get to see and own. The good, the bad, and the ugly.

Grouping Types

Group is an important step into identifying how everything fits together and identifying gaps and overlaps in the brainstorming process.

Mapping Objectives

Bring your corporate goals, objectives, and brand profile into the mix. All the fun stuff, 'brainstorming', starts making sense within a business context and helps lead the campaign with just the right flavour geared towards success.

Themes / Campaigns Identified

After mapping the objectives, goals, and more... Deft helps to identify multiple channels, extensions, voice and tone around messaging, plus additional campaign requirements to fully launch a successful campaign to market.

what you get

01. Brainstorming Ideation Workshop

A professionally facilitated workshop with all required stakeholders. The workshop is designed to get all constituents thinking outside the box in terms of campaign objective(s) and goals for the campaign. i.e. brand retention, brand loyalty, product release, etc.

02. Campaign Ideation Mappings

Following the workshop, Deft will do the initial mapping to business, brand, and/or project goals and objectives. This deliverable will show the alignment of each brainstorm idea not only to the campaign objectives and goals but also the corporate and brand profiles.

03. Campaign Themes

Up to 4 campaign themes will be identified and detailed, providing all details of the campaign from voice and tone, tag lines, messaging, imaging concepts, and a list of identified marketing channels.

04. Marketing Channel Visual Extensions

For each channel one or more visual executable will need to be delivered. Deft will provide all visual extensions and assets defined for each marketing channel of the final defined campaign theme. Visual extensions can range from event marketing, merchandising swag, direct mail, digital banners, and more. Note: Certain campaign ideas may include technology, development, and/or fully blown out mobile applications or full experience websites that will be priced as individual projects.



Brainstorming

Acronym

Play on S.A.A.S. acronym.
[“simple as a stick”]

A TRACT sentence

TRACT: sentence around “tract” ie.
give them TRACTion // a TRACT your customers

Game

Monopoly, SIMM world, alt. reality for financial relations [flying \$\$money game/ booth] [“don’t play games with your billing”]

Gambling

Roulette stations, casino type set-up, relate back to money in and money out. [“don’t gamble with your billing”]

Character

Using a character from a game to add personality. this is relatable and builds a personality withing the messages that we will be sending. approachable.

Business man dissected

A business man in a suit photographed and then drawn over [similar to a cow/meat cut diagram] that identifies diff. parts of a bus. man’s body with diff. parts of business. he could be missing an arm [“your business is missing something”] or just highlight billing as a core part of a business [his arm]

Magician

Magician at booth: [“online billing w/out all the smoke and mirrors”, “magic for your online billing”] this would attract attention [who doesn’t like magic?!] and make our product seem like a magic solution for a real and confusing problem.

Naked billing

Sexy, shock value, memorable, incorporate women w/takeaways stuck on their body to pull off. add to the “transparency” of our billing system. exposed.

Cost of an invoice

Cost of a single invoice: the life of an invoice, something that details how difficult it is, and how we fit in to solve the problem.

Who are you

Identify with people: relational value from a persona approach. perhaps photos of a-typical persons that one could relate to. tag each individual or demographic represented with a specific problem or dilemma with their business. and TRACT provides the solution.

Stability

The concept of building a stable foundation, Jenga, Foundation of house on sand...etc.

Backbone

Tying into our marketing language. we could use a punching dummy of rubber man. provides a game...no backbone. promotes a similar concept as “stability” yet more interactive.

On target

[Is your billing on target?] target, darts and balloons? carnival game? guns and targets? whatever we can do to build an interactive/game-like experience for individuals that speaks to TRACT delivering something on target for their business that may be “off-target” right now.

Automate your billing

[“automate your billing”] robots, helicopters, mechanical impression. using gadget-like intrigue to speak to the metaphor of automation. A roomba vacuum cleaner could speak to ease of use and a “hands free” approach....etc.

Random billing

Hand out papers that look like bills to random people, other booths, attendees... anyone. that look like we are “billing” them. bill actually has info on it like a hand-out. something that someone would take back to a “decision maker” to show them the impact. and it keeps people talking/asking about what it is or why they are being billed.

Burning money

Money that looks very real yet has a watermark that says “tract” instead of US treasury. makes a memorable impression when we burn what looks like real money to illustrate the metaphor of wasting money on insufficient billing.

Dropped a TRACT \$20

Money that looks real left behind, on the ground that has pull out section when picked up that describes tract and discusses offering. it looks like a folded up 20 dollar bill when not unfolded and viewed by a passerby.

Grouping Types

Problem

- Gambling
- Bus. man dissected
- Magician
- Cost of an invoice
- Burning money
- Photo booth
- Backbone
- On target
- Random billing
- Naked billing

Solution

- Acronym
- ATRACT sentence
- Character
- Rock + roll
- Magician
- Who are you?
- Stability
- Automate your billing

Mapping Objectives

Money

- Gambling
- Random billing
- Dropped a TRACT \$20
- Burning money
- Cost of an invoice

Automation

- Magician
- Automate your billing
- Stability
- Backbone
- On target

Persona(s)

- Bus. man dissected
- Rock + roll
- Photo booth
- Character
- Who are you

Themes / Campaigns Identified

RAW Marketing
Fully Powered
Young and Healthy
The Cure

RAW Marketing



No gimmick. No metaphor.

We recognize how dull billing is and in that self-awareness it becomes creative and honest.

Using the sterility of the process and industry to speak directly to the viewer. Billing is boring, but necessary. online billing solutions should be easier. It should be semi-educational. Very clear, no-fluff, very aligned, and almost architectural. Never show the product. Just information and style.

Premium. Premier.

Doesn't rely on flash or flavor to deliver power and a good decision. No photography. Very graphic in its nature. An attitude of -we don't need to sell you on it, because it works.

Come out of the gate assuming that our software is celebrity status. Don't need pretty pictures, I'm already a rockstar. We are not trying to be smart. we are just trying to get the job done...and done well.

- "online billing should be easier"
- "no-fluff online billing"
- "no gimmicks. online billing shouldn't have gimmicks."
- "powerful online billing, without all the useless stuff"
- "making good sense of online billing"
- "just because billing is boring doesn't mean you can ignore it"
- "powerful. scalable. useable. online billing."
- "billing that is actually made for your business"

Fully Powered



Showing things that aren't fully-powered...or efficient...or done right.

Visual approaches could include:
Exterior of something [person, car.etc] looks good from the outside, but is missing something important. A really polished, nice car but has a flat back tire. Chain reaction or mouse trap game....a poor looking chain reaction.

"is this what is running your business?"

Mouse on hamster wheel with belt coming off of it.
"is this what powers your business?"
"how is your business powered?"

Hand drill...next to a power drill...."which one would you choose?"

Speaking on man power, old-school, hand powered....as opposed to powerful, efficient, billing. One man band approach....beat up looking instruments vs. polished stage band. "is your business built around one thing?" Failing on the back end...we are selling [bus] insurance, but were not insurance salesmen. Could include old school accountant looking man with green visor and small glasses hunched over a desk. Old looking accountant with acme rocket strapped to back "powerful billing".

We are the powerful billing solution identified by a slick looking rocket or engine. A geo metro with a hemi in it. a bicycle with a rocket on the back. Bus. man with rocket strapped to back adds a "boost" to your business.

Young and Healthy



The young and healthy billing system in a group of aged, unhealthy, non-efficient billing systems.

More blatantly attacking the competition and landscape of the industry. The concept of the new up and coming has power and vigor. The new generation/trend/platform for online billing. communicating the advantage of being fresh and young.

The visual approaches could be:
Groups of elderly/older people...with ailments or just looking aged....
One young [in color] person standing in the middle of them
Black and white older people and setting with the one young guy in tonal color to stand out. Tonal accents with saturation techniques.

We are the fresh, young, healthy, efficient, etc one in a group of aged out systems [represented by people].

Settings/scenes for this could be:
Pool room/hall, Sitting around table playing cards. Shuffle board at a retirement center. Hospital shot with young guy. Nursing home community event.

- "a new approach to billing"
- "changing the face of online billing"
- "we do billing different"

The Cure



Identifying TRACT as a solution using a medical theme.

"your business is the patient. and your patient is ill"
"your using band-aids where you should have open heart surgery."

The idea is that we are going to fix your problem... not just mask it.

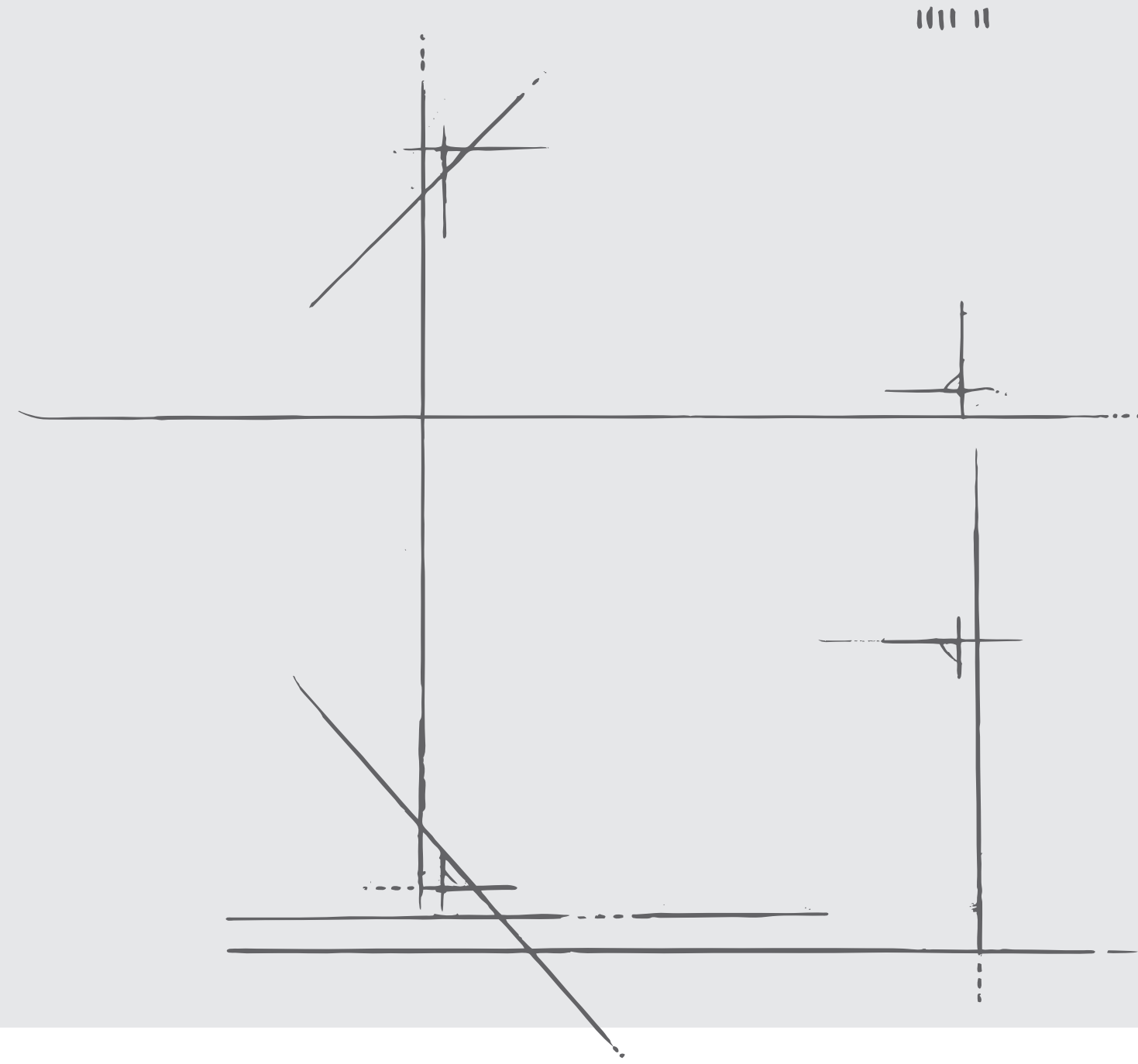
Problem: illness is inefficiency....waste....hemorrhage.... unnecessary

Solution: utilize TRACT as the "cure" for your business. prevent the crisis.

Preemptive. your making a play BEFORE it becomes a problem. arming yourself...just incase.

Visual approach could include:
Medical text book illustrations, diagrammatic. Dissection of a business man. Pain points, pressure points or identifying different parts of the bus. man that are hurting or ailed [wallet hurts because he cant manage his finance/billing. Head hurts because it is too complicated to manage the billing crisis he is now in...etc]. Identifying problems that can not be seen from a photograph such as heart or liver problems. Taking a microscopic approach. You might not realize/see until you analyze or look closer [micro level]. People who got into accidents. [bicycle fall, sport injury, head wrap, wrist wrap] and we provide a solution/cure.

X-ray metaphor. Seeing what is inside your business, you, etc. Seeing the issue/problem/illness before you can... or before it becomes a larger issue. Scaled approach....how painful is your billing solution. Thermometers and scales.



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STRATEGY

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