

Co-Creation

Next Generation of Creative Performance



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1st Module \

Why Creative Performance?
Disruptions of Co-creation
Co-creation Experiences

WHY?

**The problems we
need to solve
become more
complex**

**There are endless opportunity for
creative thinking in the world of business,
culture, technology and communication**

**Our clients need full
service partners
with a holistic view
on the world**

**We have been stocking up with new disciplines
to master the new outputs**


**But we struggle to integrate
them in our way of working**

**...and turn new capabilities in
to creative and business
opportunities**

Transparency

WHY \ HOW \ WHAT

**By changing the inputs and our
creative methods
we change our impact**



Disruptions of Co-Creation

1

Creativity Needs Air & Pressure





**Co-Creation is a way to
apply pressure first and
save air for later**

2

We are
Multidisciplinary





**Co-Creation is a team sport
that accelerates collaboration
of people and builds on the
next generation of talent.**

3

**Creativity should be
fun and inclusive**

**Kill
Boring**



**Co-creation uses tools to
make ideation like play
and ideas open source**

4

Brand experiences go
beyond advertising




**Co-Creation is new
collaboration with
clients and partners
over company silos**

5

**Innovation doesn't
happen behind
closed doors**



**Innovation is a collective
effort of sharing,
experimenting, learning
and scaling ideas...**

A detailed illustration of a human head in profile, facing right. The head is rendered in a dark, textured style. A large, bright blue arrow points upwards from the bottom of the head, passing through the brain area. The background is a solid, vibrant green.

That's Co-creation

5 Disruptions of Co-Creation \ recap

1. Bring The Pressure - 100 I/h
2. Multidisciplinary - Everybody is creative in different ways
3. Fun with ideas- Using tools to gamify creativity
4. Break Silos - Collaboration & New Business
5. Mindset of Learning - Innovate by sharing ideas

LEWIS VAN
SAME DAY SERVICE
CLEANERS

EXPERIENCES

WE USE CO-CREATION FOR EVERYBODY





FROM

To

**TELCO
BRAND**



**ENTERTAINMENT
BRAND**

CO-CREATION CAN BE USED FOR:

- Activations
- Product innovation
- Content ideas: Film, Formats
- PR
- Conceptual creation
- Branding
- Influencer marketing
- Service design

WHAT THEY SAY

CLIENTS

- Like to be included in stages of creation
- They understand what we do when they see creation
- More engaged with the ideas from Co-creation
- More engaged with people

TBWA

- Focus on creativity and delivers unconventional ideas
- More ideas
- Get to work with all types of talent

PARTNERS

- They get to bring their speciality to the table
- Common goals

Next up...

Co-creation in 8 steps