

Co-Creation

Next Generation of Creative Performance



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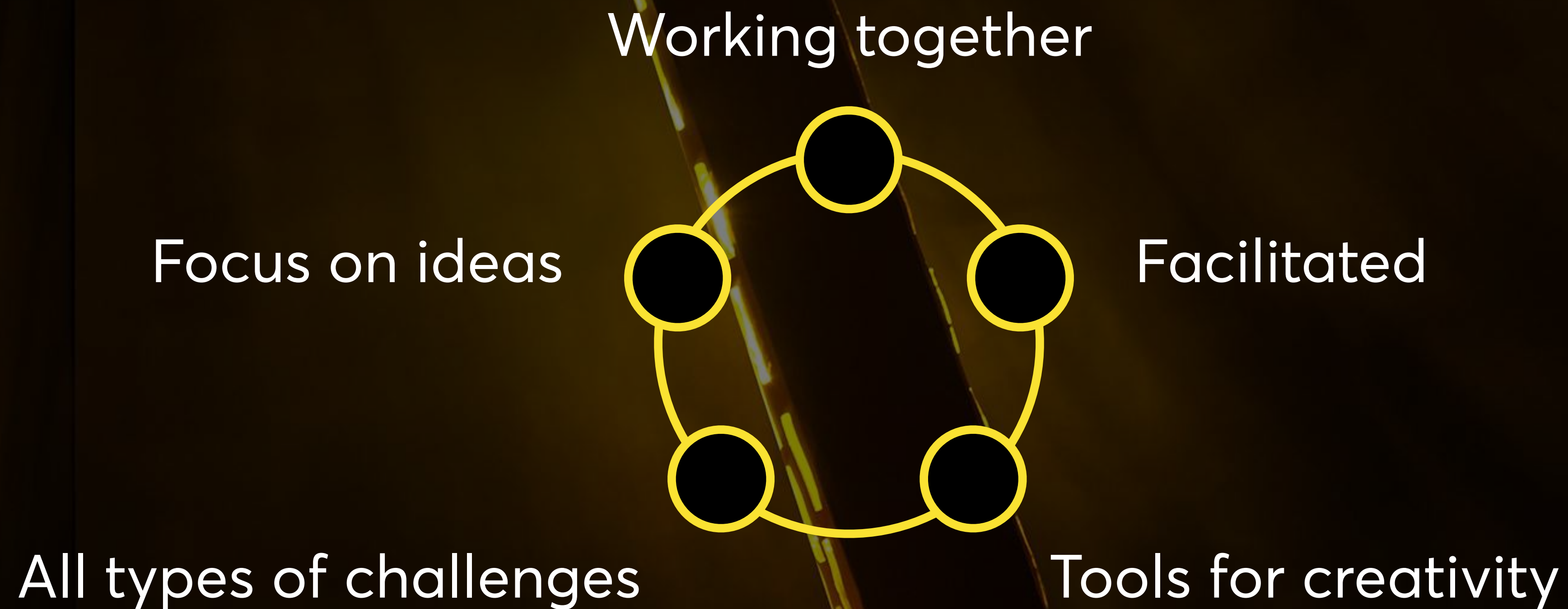
TBWA \ Brussels

2nd Module \

Co-creation Defined Co-creation In 8 Steps

**We Brainstorm, Workshop and Swat,
but they usually follow the "normal"
creative process**

Co-creation defined



2nd Module \

CO-CREATION IN 8 STEPS



STEP 1

Choose The Facilitator





The Facilitator is the conductor of co-creation.

The Facilitator helps people to work smarter together and is the coach of creative performance

The role can be taken by a creative and strategic person with leadership skills.

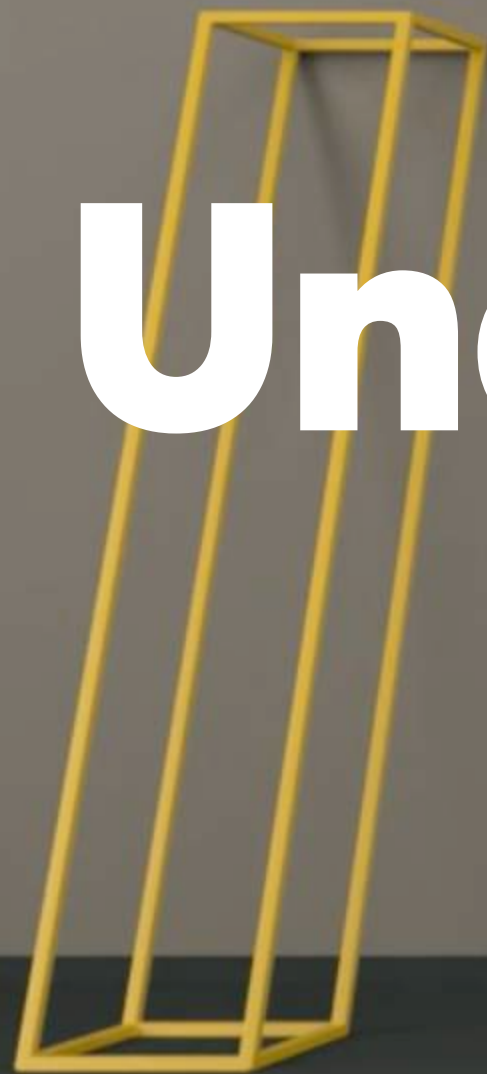
Responsibilities

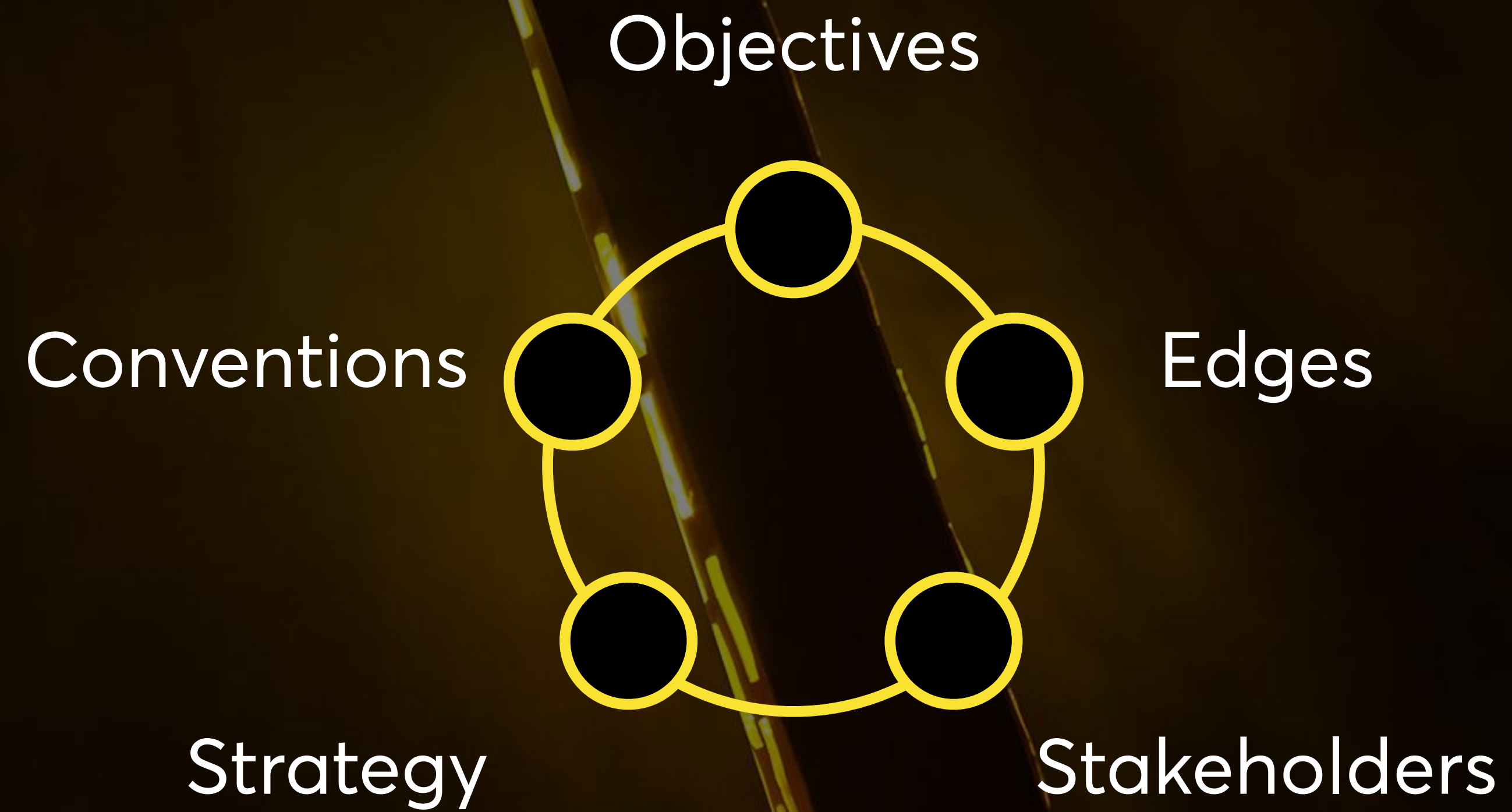


- Works with strategy to find a good creative starting point and formulating the brief into actionable challenges for creation.
- Work with Creative Director to set ambitions and desired outputs of the session. After session works with the CD to bring ideas to execution.
- Designs tools and exercises for the session
- Cast the session with the right people
- Plan and execute the co-creation session

STEP 2

Understand & Discover The Challenge



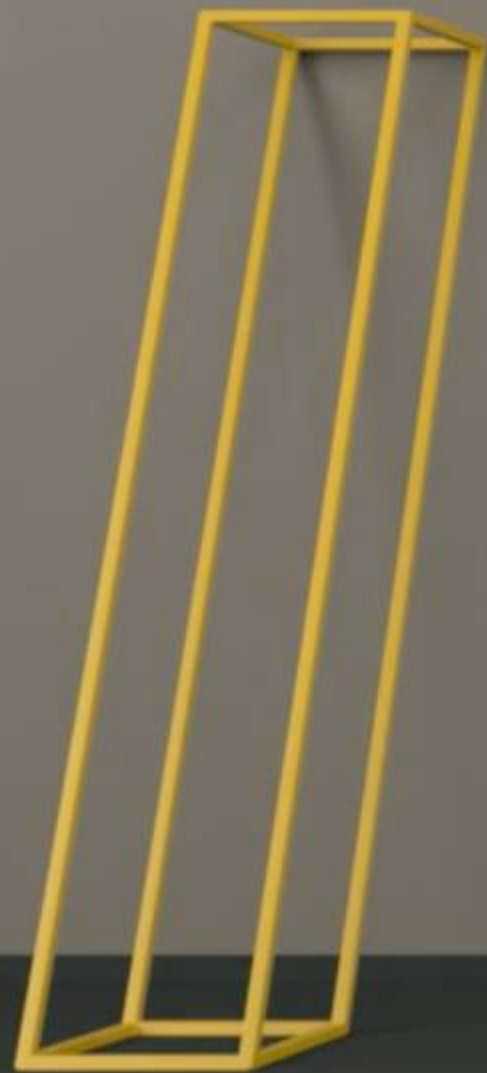




**Facilitator turns information into
actionable parts of co-creation.**

STEP 3

Choose Scale of
Co-creation



CHALLENGE



DISCOVERY



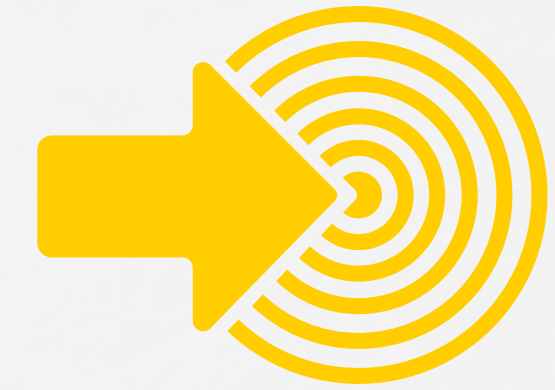
IDEA GENERATION



PROTOTYPE & TEST



IMPLEMENTATION



1. Challenge: Understand the problem
2. Discovery: Get inspired, interact & empathize with people.
3. Idea Generation: create, evaluate and develop ideas with tools
4. Prototype and test
5. Implementation: build a robust team & make a plan for implementation

THREE APPROACHES TO APPLY CO-CREATION



Co-Creation Timeline \ Mid scale

	SESSION DAY		DAY AFTER	2 DAYS AFTER
1-2 Weeks before session	4-8 H	1-2 H	30min \ team	1 H
plan and prepare session	Co-Creation Session	CD & Facilitator Discuss ideas	CD & Facilitator Review with teams	Final review with strategy and account lead

STEP 4

Prepare Session



GETTING READY

- Define the brief into a focused question
- Cast the session with the right people
- Design the workshop flow from start to end
- Prepare materials for session

Who: Facilitator / Creative lead - But involve the strategy and business director

Output: Session Flow

Co-creation flow:

Design the session

sessionlab.com is a tool to design the flow, structure and timing of the workshop.

Everything is carefully planned to make sure you get the creative output you want.

Timing is used as a tool to add pressure to creation.



Telenet Creative Sprint			
04 Oct 2018			
Creative Sprint / Design Thinking			
TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
09:00 10'	Setting The Scene	Intention of the session: co-creating ideas that will bring Telenet's GOOD FLOW to life in a meaningful way to our customers L.D.O.A.R.T. - Intention - Desired outcomes - 100 ideas, 4 fleshed out concepts - Roles and Responsibilities: Everybody works, Steve facilitates. Steve, TBWA, Telenet peeps - Agenda - 2.5 hours - Timing: I have a schedule and will guide the session with a gong! Hands up rule!	Intention: Clarity of why we are here and to grow collective motivation Everybody will bring their expertise to the table and form a multidisciplinary team Create understanding of the method and the flow of the day. Some of the things I will ask you might feel silly but today there is no judgement. Today is about having fun and saying YES and.... Materials to have: Slide with Intention Teams slide and experimentation slide Slide with 100 + 4 concepts Intention Slide
13:30 14:00 4'	Refresher	Something to make people feel fresh like favorite case and why	TBD
14:04 10'	Check in	Quick round of people, roles and what motivates me to be here?	Intention: Make ambitions (and doubts) known to all Materials to have: Roles and check in: What motivates me to be here?
14:14 5'	Innovation process	How are we going to work: creative sprint: Intro by Steve Intro to the whole innovation process and idea development structure. Enter human-centric thinking.	Explain how the creative sprint helps us create together and in practice help us do 4 things: 1. Find the right questions 2. we can foresee multiple opportunities and make better decisions. 3. Leaves us with a common understanding of what might work 4. leaves us with a bank of explored ideas. Materials to have: Innovation Process and the creative sprint

DESCRIPTION	ADDITIONAL INFO
ession: like the Good flow relevant to omer journey.	This should be crafted with team and approved with main client. It will direct the creation and keep the ideas on point. Materials to have: Focus question on the board Intention: To learn by doing that creativity has a gauss curve / saturation point Materials to have: Two flip charts with red lines We need to create as many ideas as possible. Every new thought should be a post-it.
ence 3 minutes ters ideas by using "YES minutes	
tes Human Needs	
tes Trends	
Steve explains the stage.	Explain that we are in a new stage. Find the core of the idea and identify which ideas are connected.
es and find connections. nto concepts but don't discard "headlines".	(do if there is not that much post-its: You can add post-its if you feel something is missing. End up with 4 or more concepts.
ply Selection template er group ethod, (use gut but remember the	DO: 1. Form at least 4 concepts 2. Decide 2 and split groups into 2 4 groups all together.

STEP 5

Facilitate The Session





I.DO.A.R.T.

Intention of the session

Desired Outcome

Agenda

Roles

Timing

CREATIVE PRINCIPLES IN CO-CREATION

- Quantity is a condition for quality
- Write ideas in silence first - avoid group thinking
- Build on each others ideas (Yes! And...!)
- Think big / encourage wild ideas
- Postpone critical thinking and judgement
- Listen to other peoples ideas
- Get all your ideas out
- All ideas are our ideas

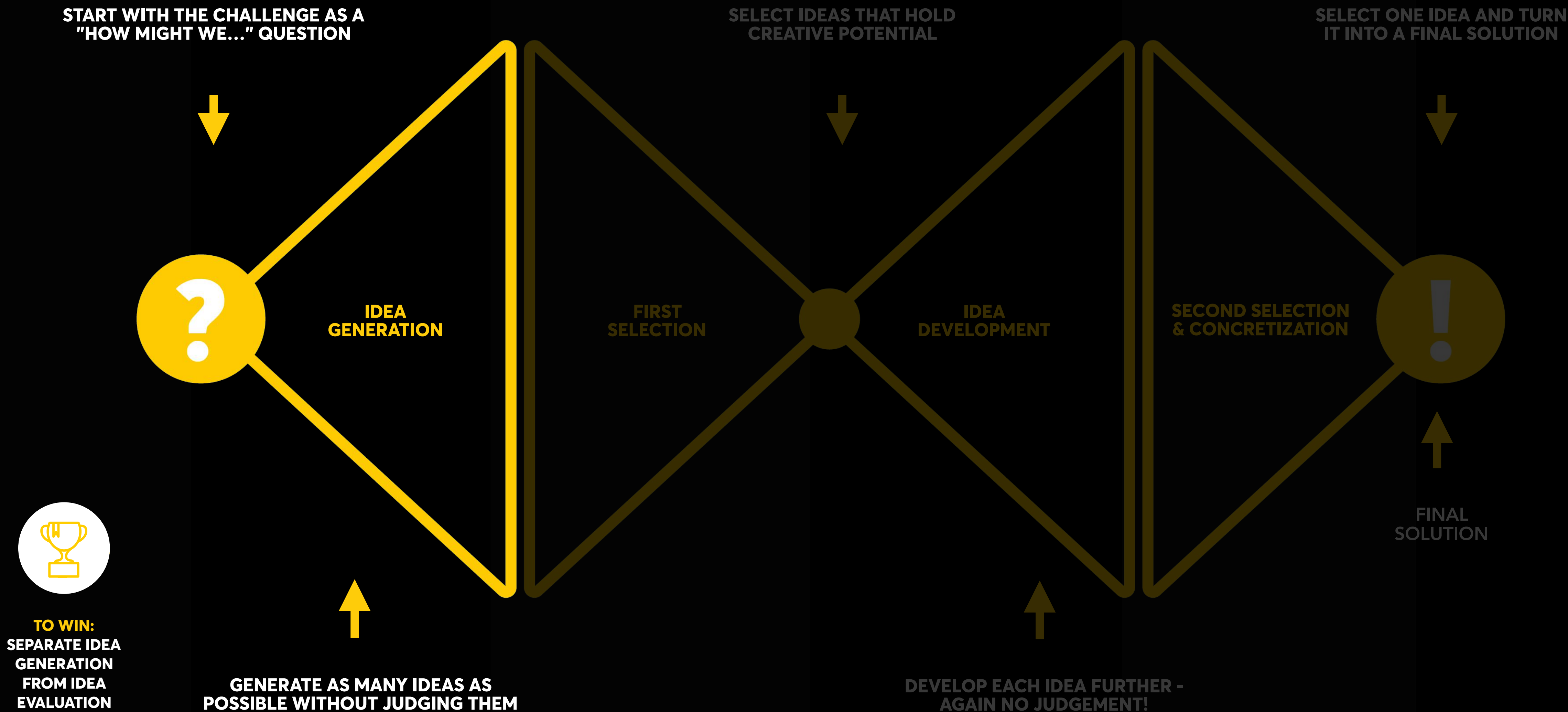


Check In:
What motivates you to be here?
How will you contribute to the session?

FOCUS QUESTION:

How might we tell winery stories in a format that highlights everything great about the wine that you can't taste?

IDEA GENERATION STEPS IN CO-CREATION



Use Post-it's

Easy to move around and organise.

Limits the writing to short sentences

Offline



Ideation tools: Cards

I use Methodkit.com cards to help creatives find new ideas and connections.

I select the right cards depending on what you are creating

Methodkit.com



Format building

Use this tool to give teams input on how to build good content formats



PR hooks by Eleven PR

Tool to create PRable ideas

hook #1: Celebrity

hook #2: The consumer poll

hook #3: The world first

hook #4: A cultural tension

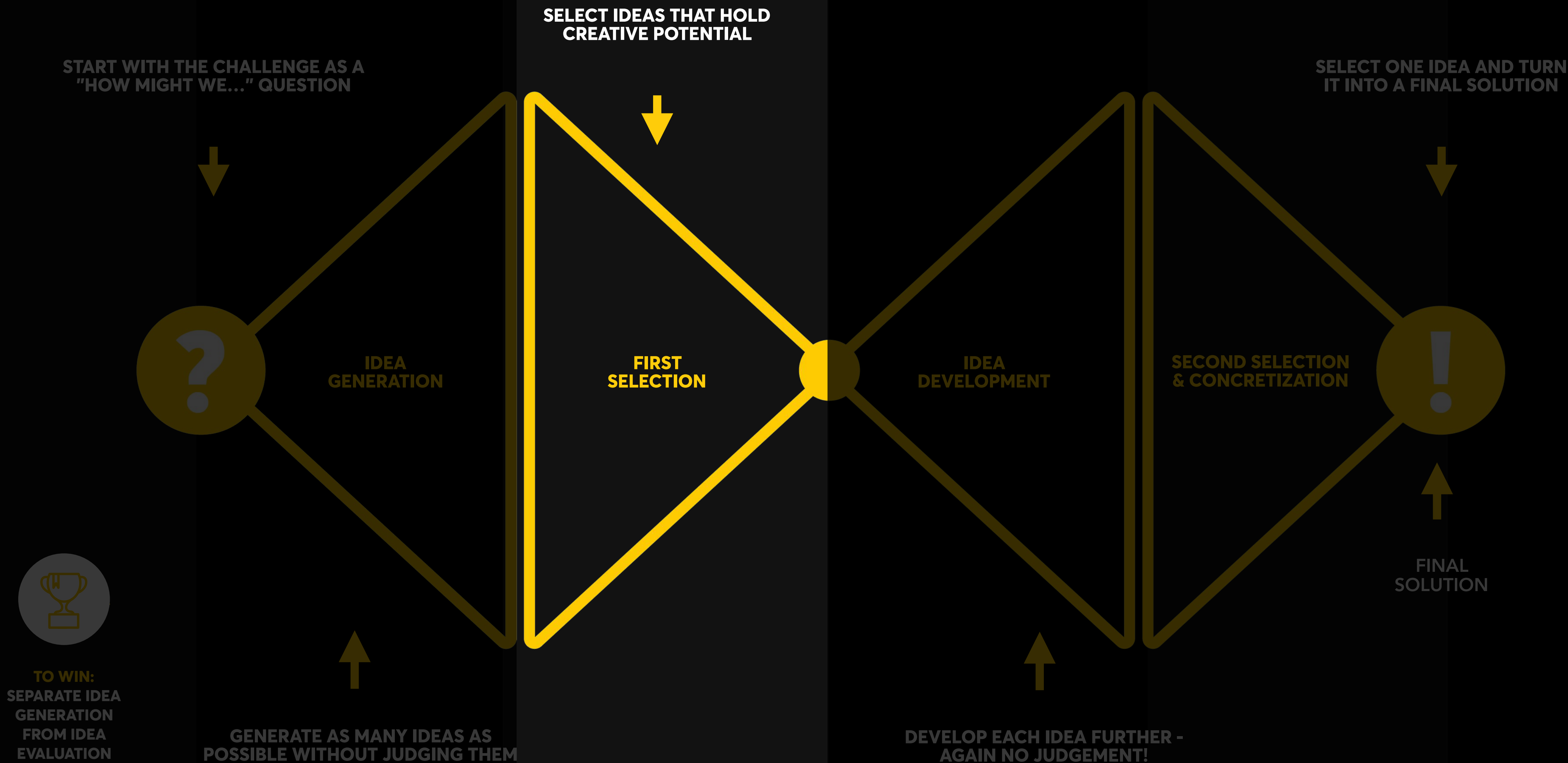


What if Cards

And these....



IDEA GENERATION STEPS IN CO-CREATION



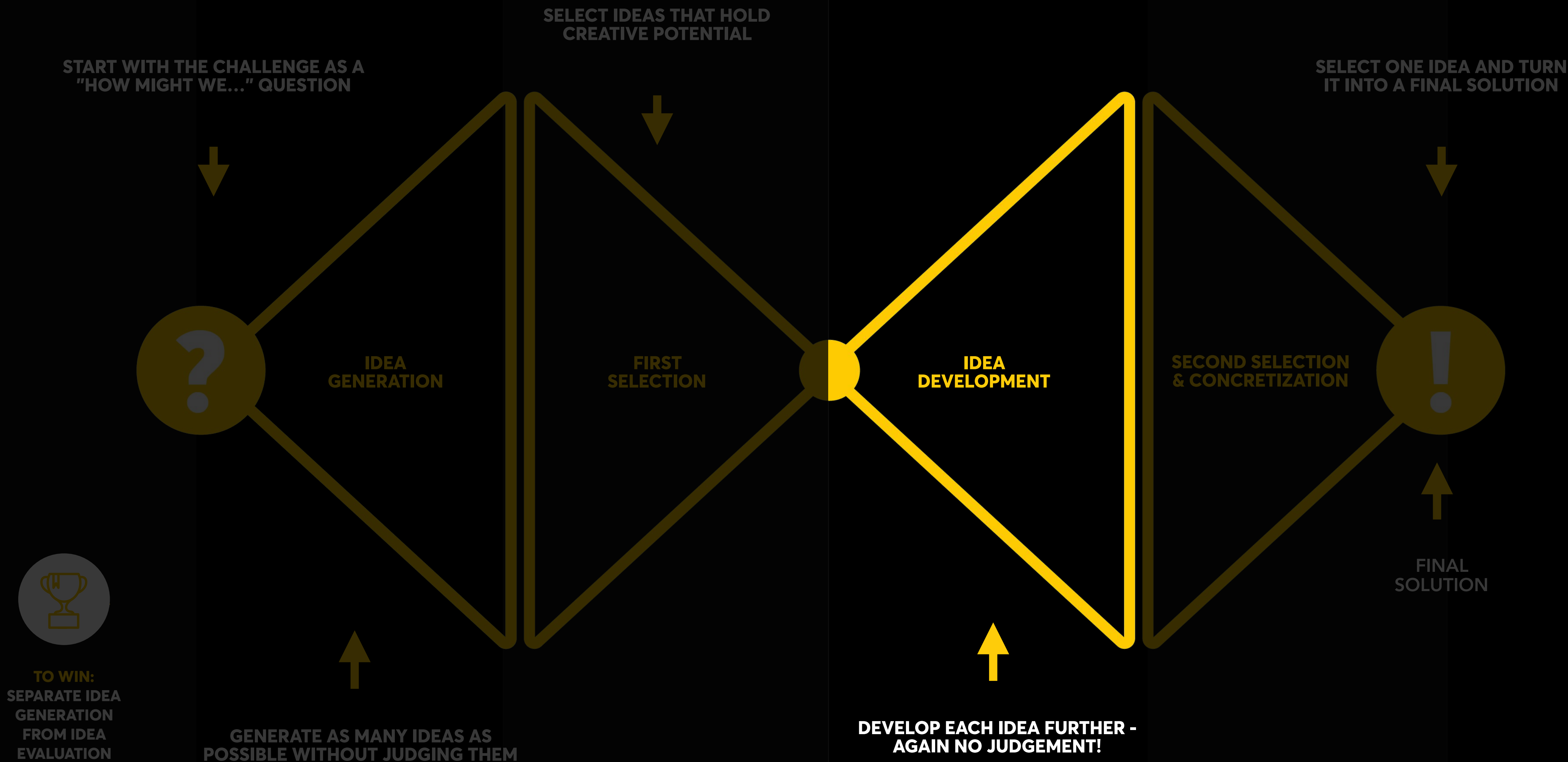
Idea Selection Tool:

I use this tool to help teams define and select the ideas they have created in the idea generation phase that have creative potential.

THE GOOD, THE BAD & THE UGLY

 THE GOOD THE "OF COURSE WE SHOULD..." IDEA, USUALLY THE TOP DOT VOTED ONE...	 THE FUNNY THE IDEA THAT MAKES US LAUGH	 THE SLOW THE IDEA THAT WOULD BE SLOW TO IMPLEMENT
 THE CRAZY THE CRAZIEST IDEA THAT HAS "THAT TWIST"	 THE GAME CHANGER A CRAZY IDEA THAT WOULD TOTALLY CHANGE THE GAME IF IT WAS POSSIBLE, BUT IT'S NOT... OR IS IT?	 MONEY-IS-NOT-AN-OBJECT IF YOU HAVE ALL THE MONEY IN THE WORLD...






IDEA GENERATION STEPS IN CO-CREATION



Idea Concretisation Tool:

I use this tool to help teams clarify their idea.

This is the format they present their ideas to for the whole group

IDEA CONCRETISATION TEMPLATE	
 IDEA TITLE	 VISUALIZE YOUR IDEA
 WHAT HUMAN TRUTH INSPIRED YOU?	
 SHORT IDEA DESCRIPTION	
 5 STEPS FOR IMPLEMENTATION	

Show Time

The teams present the ideas they are most proud of.

10 ideas with 2 minute presentations each



A day in the life of your idea



Ann, 29 yo, NL

TA all the way

Copywriter, baker, optimistic by nature. In love with poetry and design interior. Living in a co-location with 3 other young workers.



Thomas, 34 yo, NL

From TA to WBB

Father of 2 little girls, Account Director, always in for a party with friends.



Lorette, 28 yo, FR

(Eco-conscious) TA
Mom of a son of 4,5 yo and mom to be (8 months pregnancy). Waitress in a vegan restaurant & blogger



Fanny, 34 yo, FR

(Semi eco-conscious) TA
Mom to be (3 months pregnancy). Works in a bakery / singer / stylist

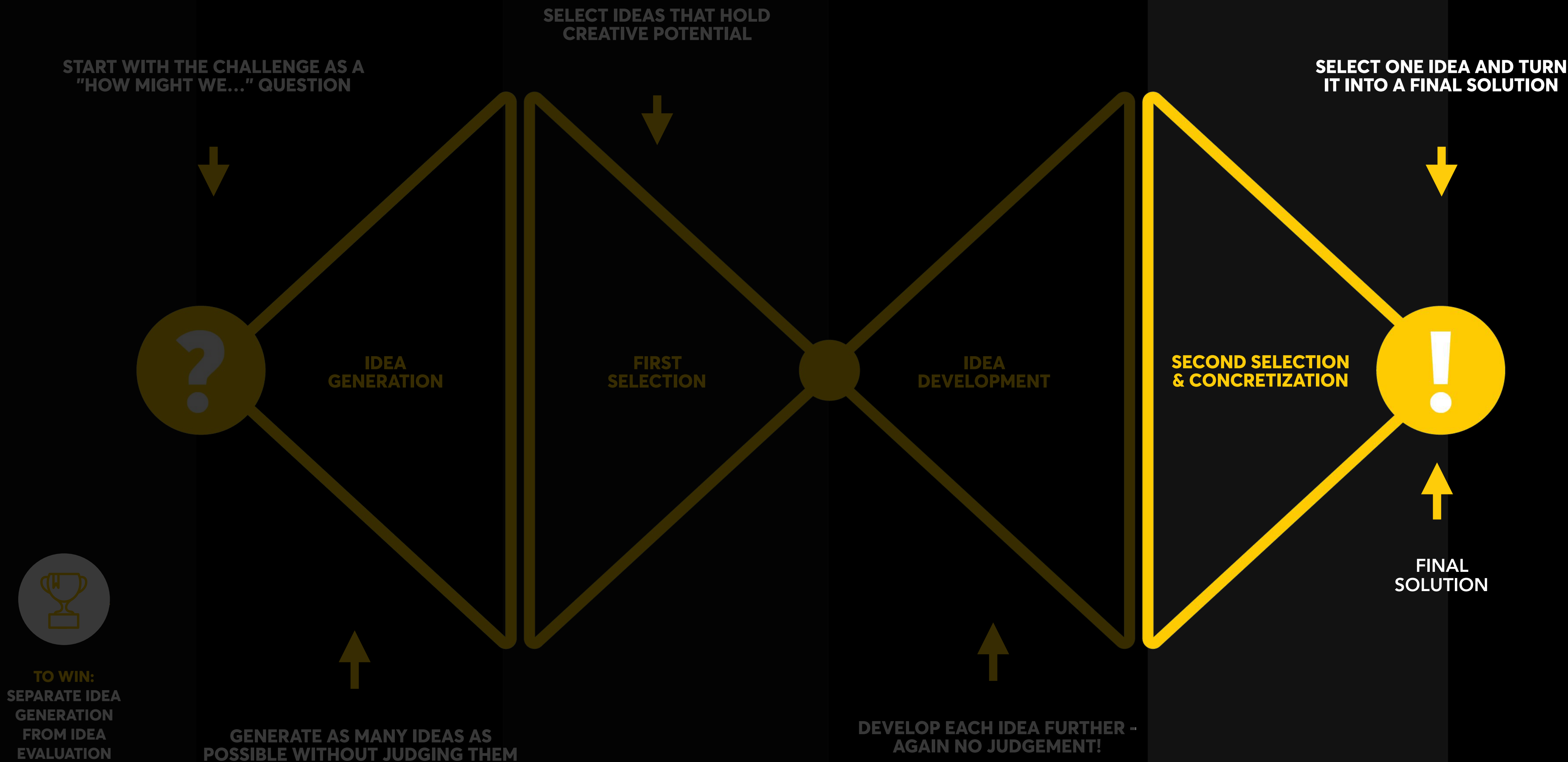
Media Arts

How will the idea work?

Where will people connect
to your idea?



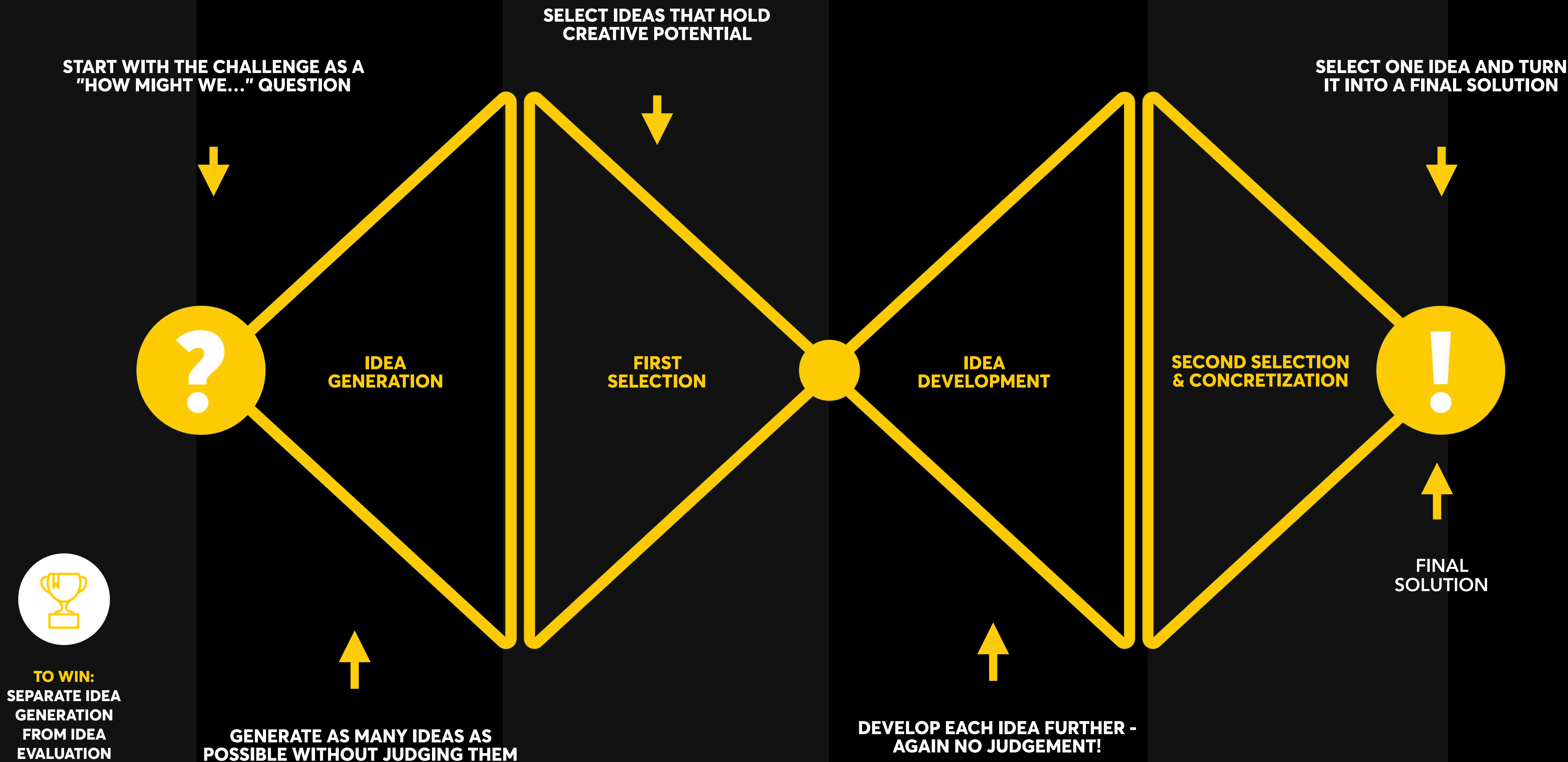
IDEA GENERATION STEPS IN CO-CREATION



Get feedback by asking the group to comment on the ideas



IDEA GENERATION STEPS IN CO-CREATION





Check Out:

What is your biggest take away?

What did you learn in the session?

STEP 6

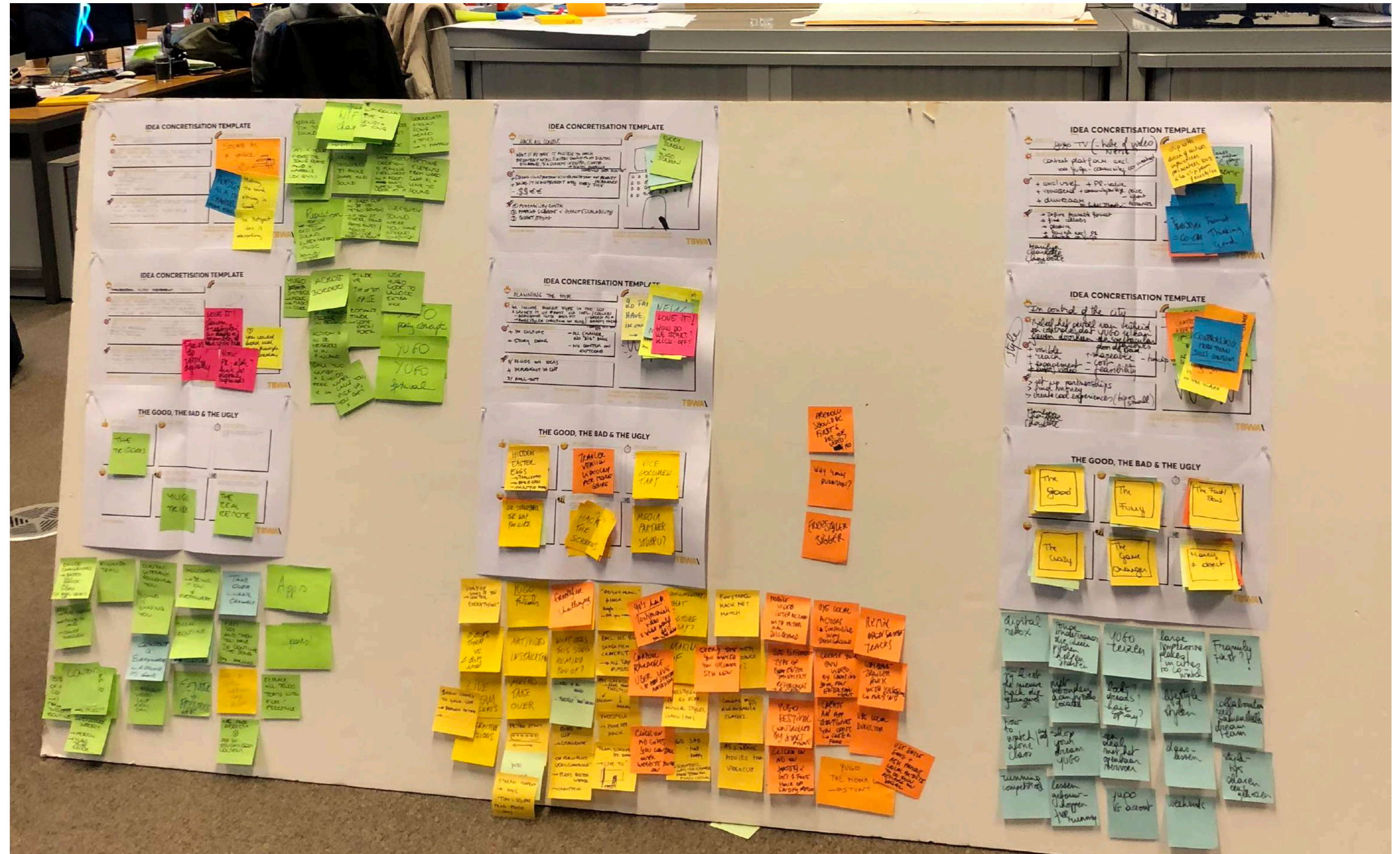
Review The Work



First review after session

On average, After a session there are 10 - 20 concrete Idea templates and 200+ of post-its with ideas.

The Creative Director / Facilitator takes time to select the ones with most creative potential and directs teams to flesh out ideas into presentations.



STEP 7

Present The Work



GROUP 1

STORY TITLE

Finally silence

HUMAN INSIGHT

People need moments of reflections to balance their ideas, to slow down.

STORY IN SHORT

In this world, where everyone says his / her opinion (commenting on social media, etc), we create / offer a moment of silence and reflection.

WHY WILL IT WORK?

Eggy
Focus on the taste and the act of eating

VISUALIZE THE STORY

EAT FIRST, TALK LATER
'CONTEMPLATING'

STOP TALKING
EAT ICE CREAM
A MOMENT OF REFLECTIONS
A MOMENT OF INDULGENCE

Has something unique, difference = good

Never underestimate the fact of shutting your mouth

It makes you more intelligent

How do you share?

Zen is good but sounds very individual. How do you make it shareable?

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GROUP 1

STORY TITLE

The Excuse ice-cream

HUMAN INSIGHT

The taste doesn't matter. It's the unconscious moments that matter for people : to turn the brain off and stop overthinking.

STORY IN SHORT

We give people an excuse to eat ice-cream - we give more value to the moments of your life, the little and the big ones.

WHY WILL IT WORK?

People still need an excuse to indulge themselves, so we are giving them 1001 excuses tapping into life but also cultural moments.

VISUALIZE THE STORY

Everyday is Friday

Ridiculous reasons?

Puur vloams? Regionaal?

Love the title

Sold language is top

What if you didn't need an excuse?

Excuses for flavours is great

YES, THE KIDS ARE OUT!
'BAD HAIR DAY'

I'M HAVING A HEAD -

KISS GOODNIGHT
EMOTIONAL TO HOME

BREAK-UP BOWL!
I HATE YOU / I LOVE YOU

Has something unique, difference = good

Love to see how we bring that traditions into the consumption

Very edgy in a good way

Would not use religion

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GROUP 2

STORY TITLE

Ice-cream as a religion

HUMAN INSIGHT

People always look for a reason to eat ice-cream.

STORY IN SHORT

Our stuff is good for you and the world. So you can really believe in us. Buy a jar, you buy off your guilty. Bye bye guilty, hello just pleasure.

WHY WILL IT WORK?

- 10 commandments (vegan, benefits, ...)
- Pastors, reverent
- Blockchain ? (honor, trans, ...)
- Sacraments? ice-cream for breakfast
- a book of recipes

VISUALIZE THE STORY

Has something unique, difference = good

Love to see how we bring that traditions into the consumption

Very edgy in a good way

Would not use religion

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GROUP 2

STORY TITLE

Traveling the world without burning kerosine

HUMAN INSIGHT

Everybody loves to travel. Our stories about different cultures and culinary experiences become experiences we share with others and travel memories stay with us for a long time. But we are getting more and more conscious about the planet and our impact on it and we look for ways to experience and taste the world without travel.

STORY IN SHORT

Our brand / product tastes like places or moments of the world. We travelled the world to bring people the best and most natural local tastes and ingredients. Our consumer can relive and share their own moments thanks to the indulgence of our taste. Our ice cream lets people explore new tastes, cultures, feelings and moments that we have collected for them, without the downsides of traveling.

WHY WILL IT WORK?

Because we are combining the love of travel, taste and indulgence with emotion stories of the world. Our story is about the adventure of travel and reliving nostalgic moments of travel. Sustainability is a key value for us. So now you can experience the world with less environmental strain.

VISUALIZE THE STORY

Cool PR

* Emotions & moments in combination with taste

Love the travel idea

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GROUP 3

STORY TITLE

Fantasy founders

HUMAN INSIGHT

Taste doesn't come with history. Plant based is a world of imagination and people love stories.

STORY IN SHORT

We create a rich fantasy world and stories that come with the moment of indulgence. Our world is full of fantasy and stories people will enjoy with fantastic taste.

WHY WILL IT WORK?

Ice cream and stories belong together. You don't need a true founder / person. You need an inspirational taste. Art ice-cream fantasy world design. Netflix-series and other natural storytelling platforms helps us launch.

VISUALIZE THE STORY

Personally I think we should try to find a modern way of storytelling on Instagram or YouTube to make it more shareable

CSR layer

Content as a driver

Fantasy is a good playground

Founders or co-creators

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GROUP 3

STORY TITLE

Legal high

HUMAN INSIGHT

We want to break conventions / standards. We are sinners and we like it. We only respect the law of nature.

STORY IN SHORT

We create our own new standards and laws against taboo, stereotypes and standards. Becoming high should be legal. Therefore we return to nature.

WHY WILL IT WORK?

Out ice-cream is addictive. Against self-limitation (no self censorship). Finally something can eat and discover with other people.

VISUALIZE THE STORY

ICE CREAM LAW
BE TUNCK PASH
ICE CREAM DEAL

The law of nature is great!

Hangover ice-cream

Great universe to explore

Endorphines? Addiction!

Excuses for flavours is great

Very sharp take on indulgence

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GROUP 4

STORY TITLE

The ice-cream Republic

HUMAN INSIGHT

People appreciate the things they help to build and relate to communities they belong to.

STORY IN SHORT

We have a rare opportunity : a blank canvas to be filled. Our stories and moments of indulgence will be created by the consumers. A community of people that co-create our story within our boundaries : 1/ sustainable 2/ local (if possible) 3/ challenge the conventions 4/personalised

WHY WILL IT WORK?

Brand is not talking to you, you are having a conversation. You will have the chance to consume your own way. Being open source gives us opportunity to engage and activate our consumers.

VISUALIZE THE STORY

TVC that can adapt to your taste: product that change from season to season based on people's choice

Love the co-creation

Good idea

Difficult to implement High stakes

Difficult to implement High stakes

Become one of our founder? Interesting. You're the secret ingredient.

Never ending stories

Local = diff since EU / global brand

Ice-cream cooperation

Love the naming!

Totally agreed with a co-creation platform

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GROUP 4

STORY TITLE

A receipt for living

HUMAN INSIGHT

It doesn't taste only good, it feels good (make me feel good).

STORY IN SHORT

Every part of the story will be sustainable and vegan, not only the ingredients but the way of producing, the communication, the media even the ink for advertising.

WHY WILL IT WORK?

It's a proof of the positionnement of the brand, not only marketing. It's not only about ice-cream, it's not about saying, it's about doing.

VISUALIZE THE STORY

PR

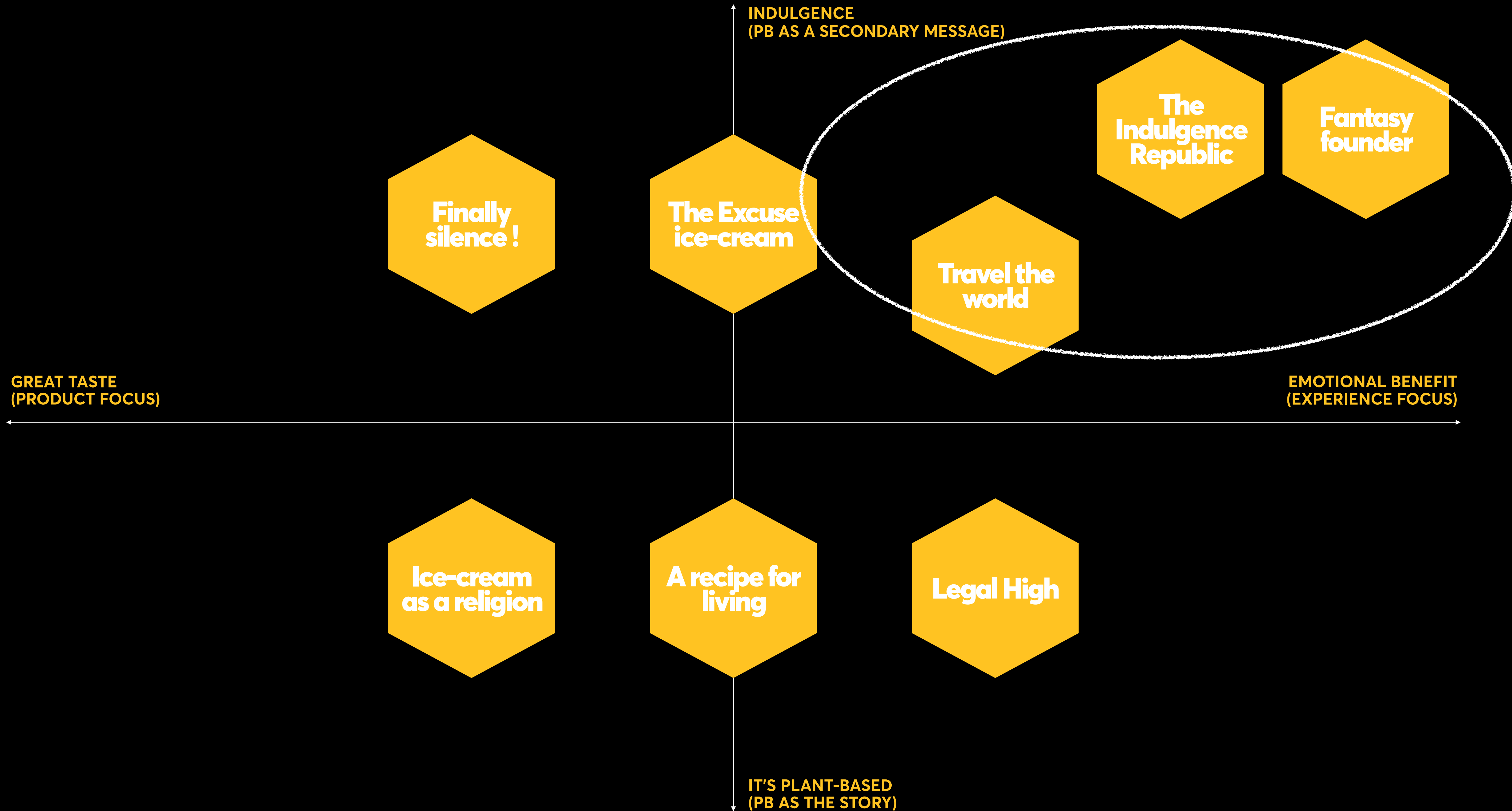
Too close to Provamel?

High focus on the PB part. I wonder if there is enough room for taste & indulgence

Would not use religion

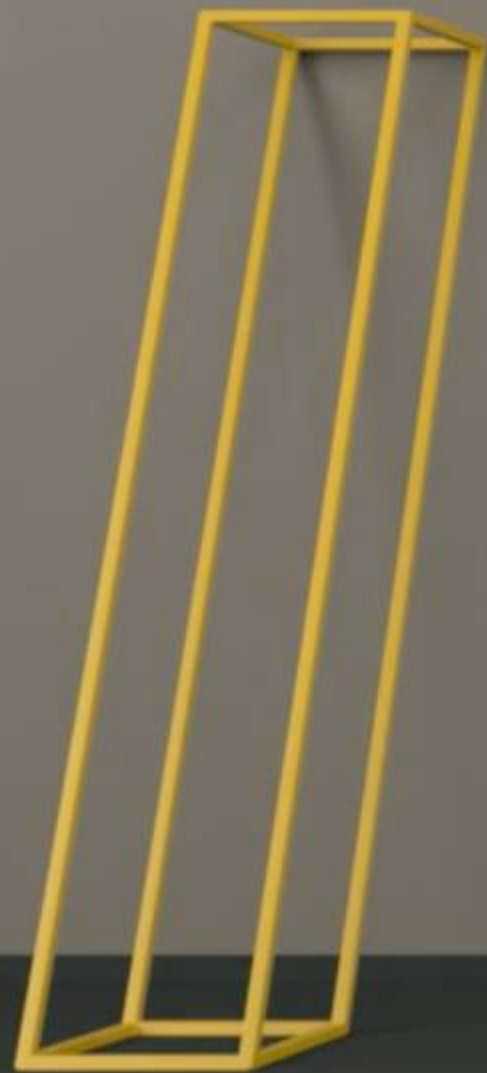
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STEP 8

Revisit The Work



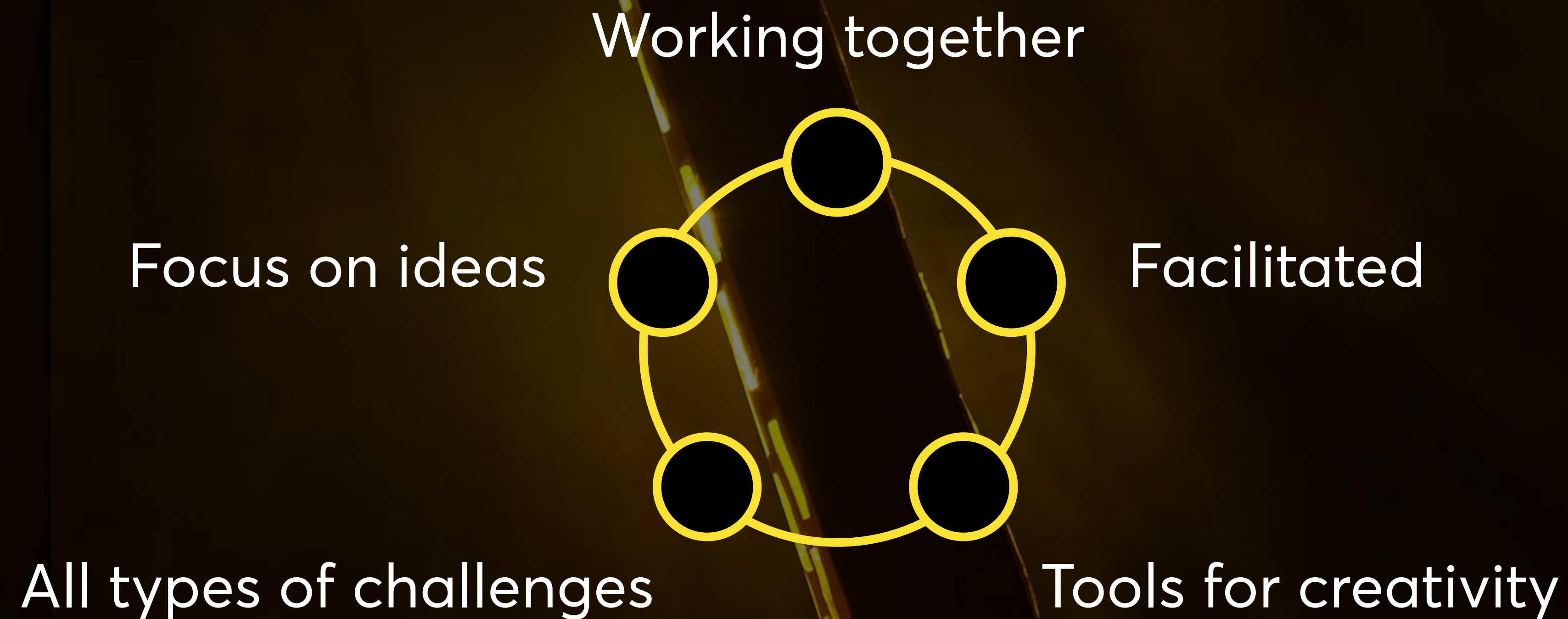
Golden Nuggets

After the session you will have hundreds of ideas.

Gather the team if needed to rapid fire the ideas on the posits that were not presented. review the ideas with the team CD.



Co-creation Recap





ALWAYS IN BETA.

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