

Co-Creation

Next Generation of Creative Performance



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TBWA The Disruption® Company

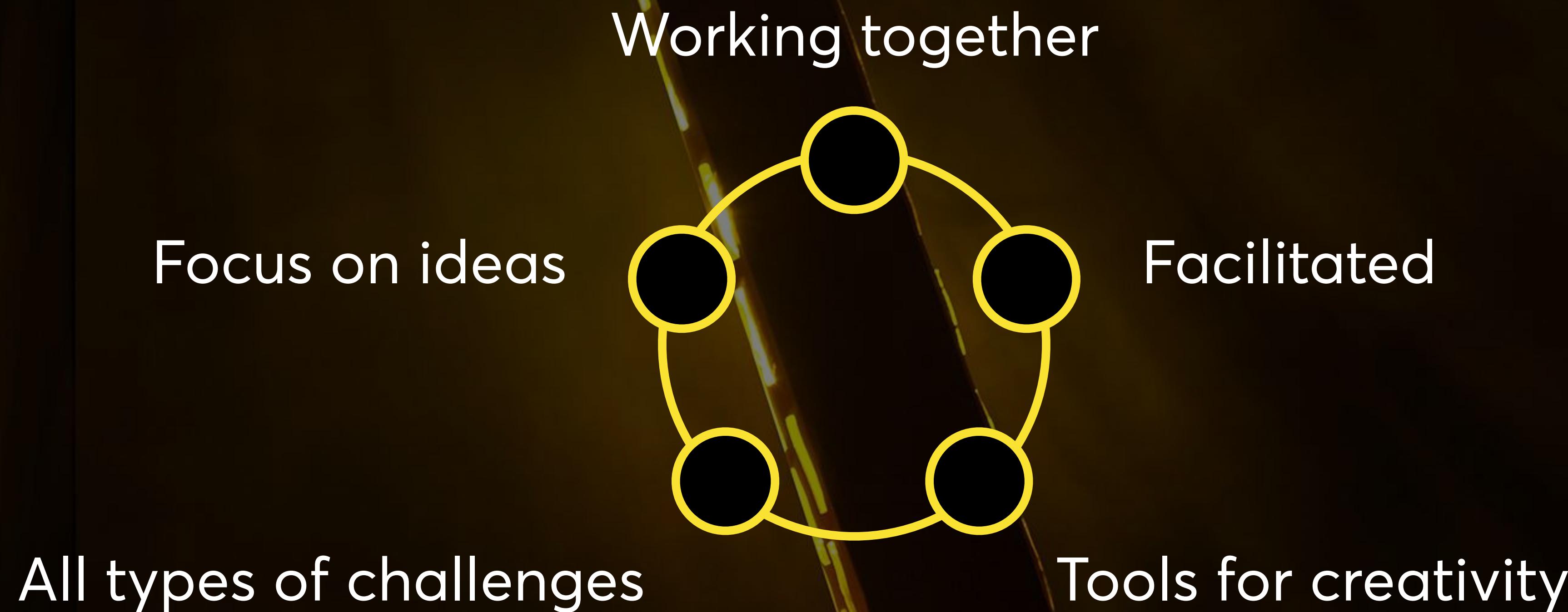
2nd Module \

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

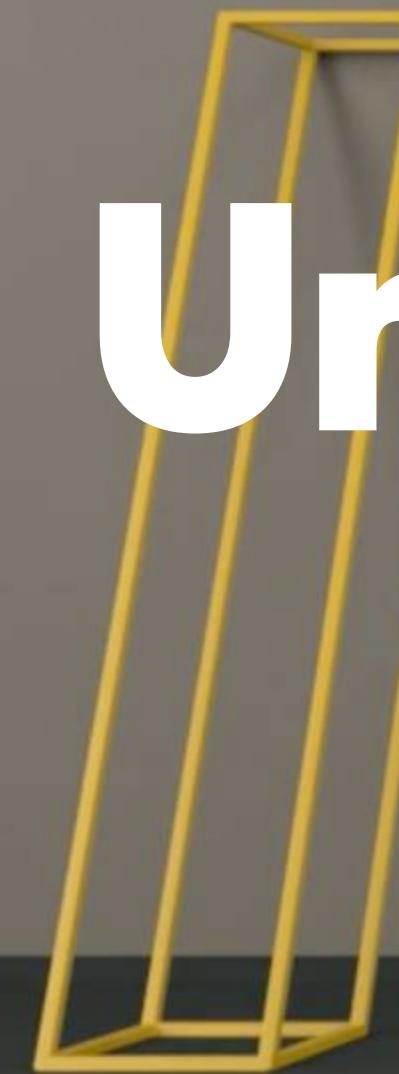
The role can be taken by a creative and strategic person with leadership skills.

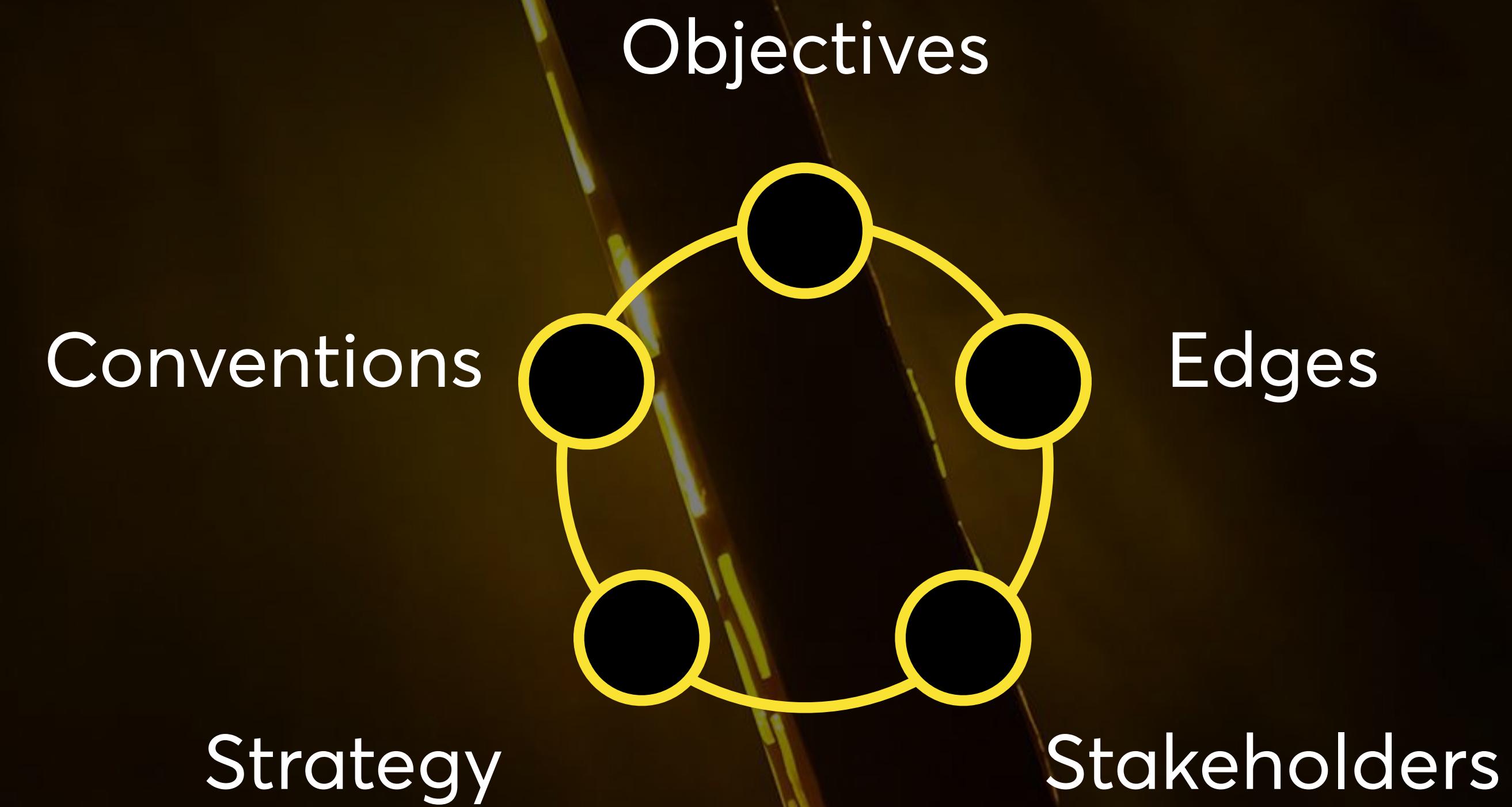
Responsibilities

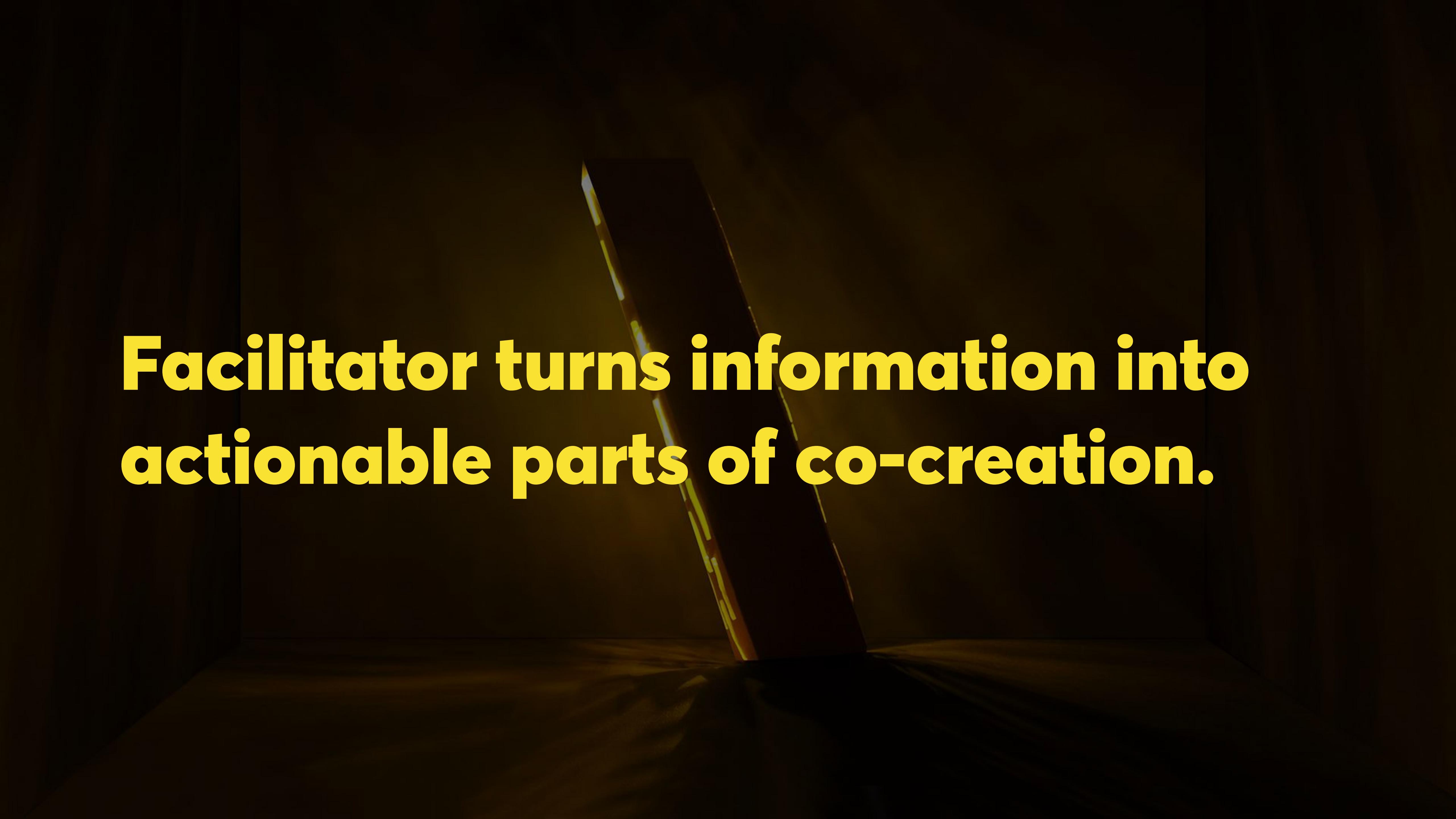
- Works with strategy to find a good creative starting point and formulating the brief into actionable challenges for creation.
- Work with Creative Director to set ambitions and desired outputs of the session. After session works with the CD to bring ideas to execution.
- Designs tools and exercises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

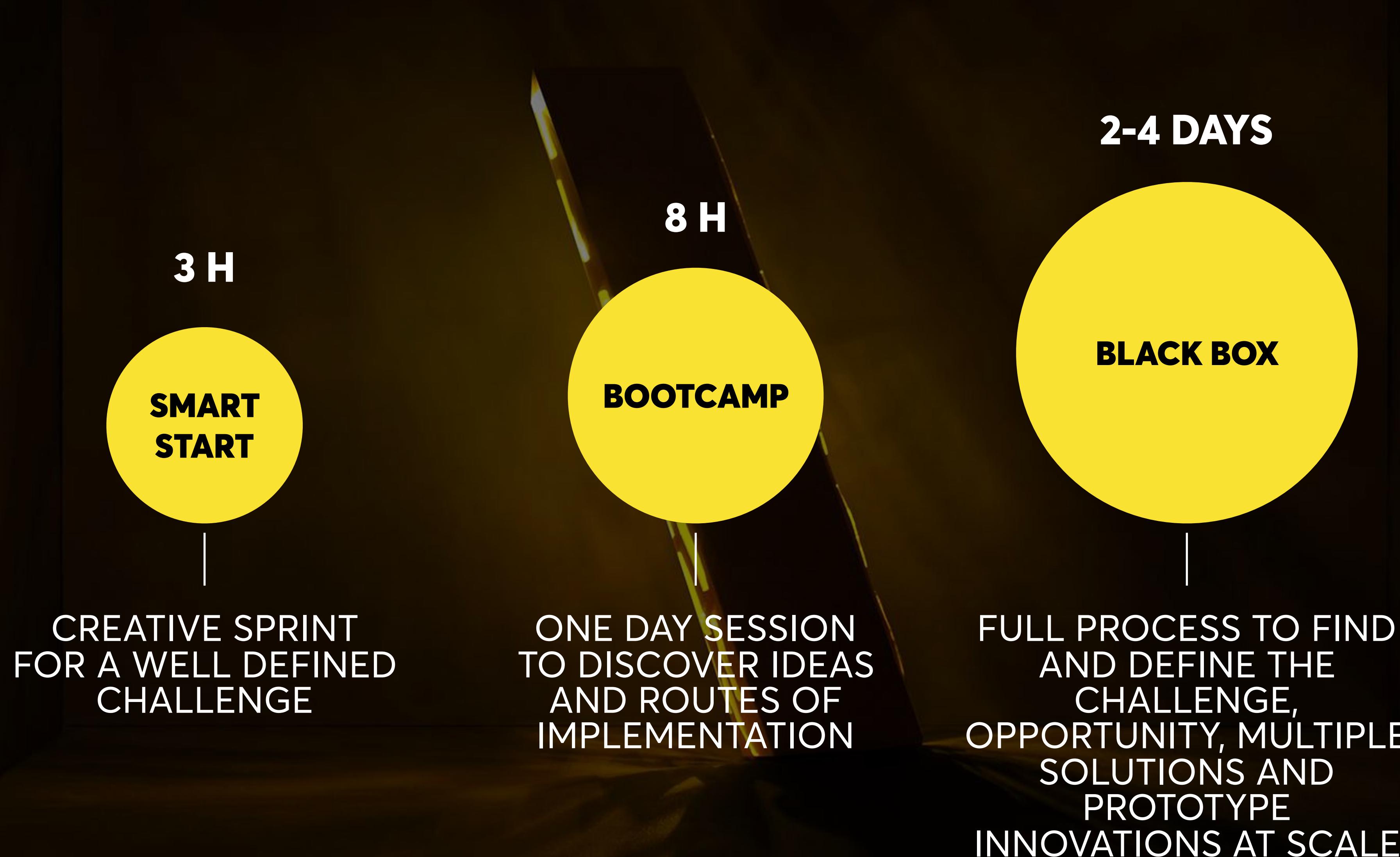
Choose Scale of
Co-creation



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.

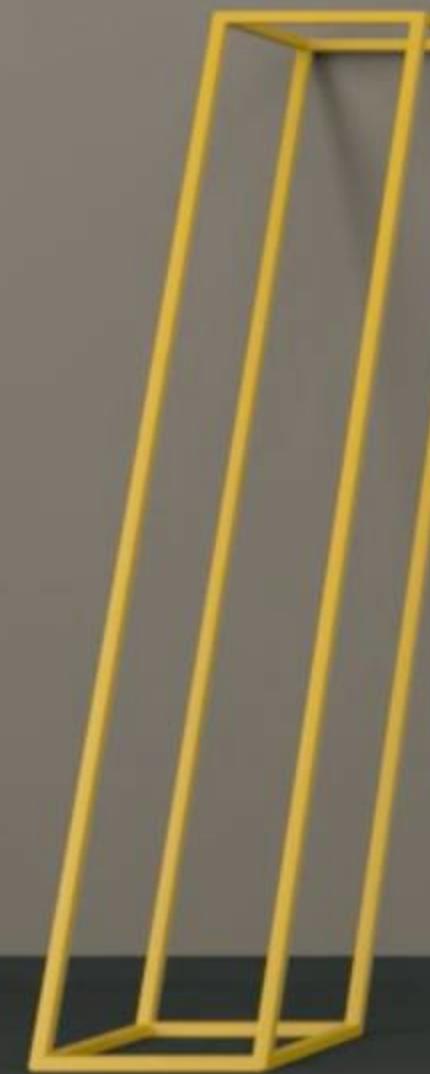
Timing is used as a tool to add pressure to creation.



Telenet Creative Sprint			
04 Oct 2018	Creative Sprint / Design Thinking		http://www.sessionlab.com
TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
09:00	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	Clarify why we are here and to grow collective motivation
	I.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	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 will ask you might feel silly but today there is no judgement. Today is about having fun and saying YES and...
	Refresher	Something to make people feel fresh like favorite case and why	Materials to have: Slide with intention Teams slide and experimentation slide Slide with 100 + 4 concepts Intention Slide
14:00	Check In	Quick round of people, roles and what motivates me to be here?	Materials to have: Roles and check in: What motivates me to be here?
14:14	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.	Materials to have: 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

STEP 5

Facilitate The Session





I.D.O.A.R.T.

Intention of the session

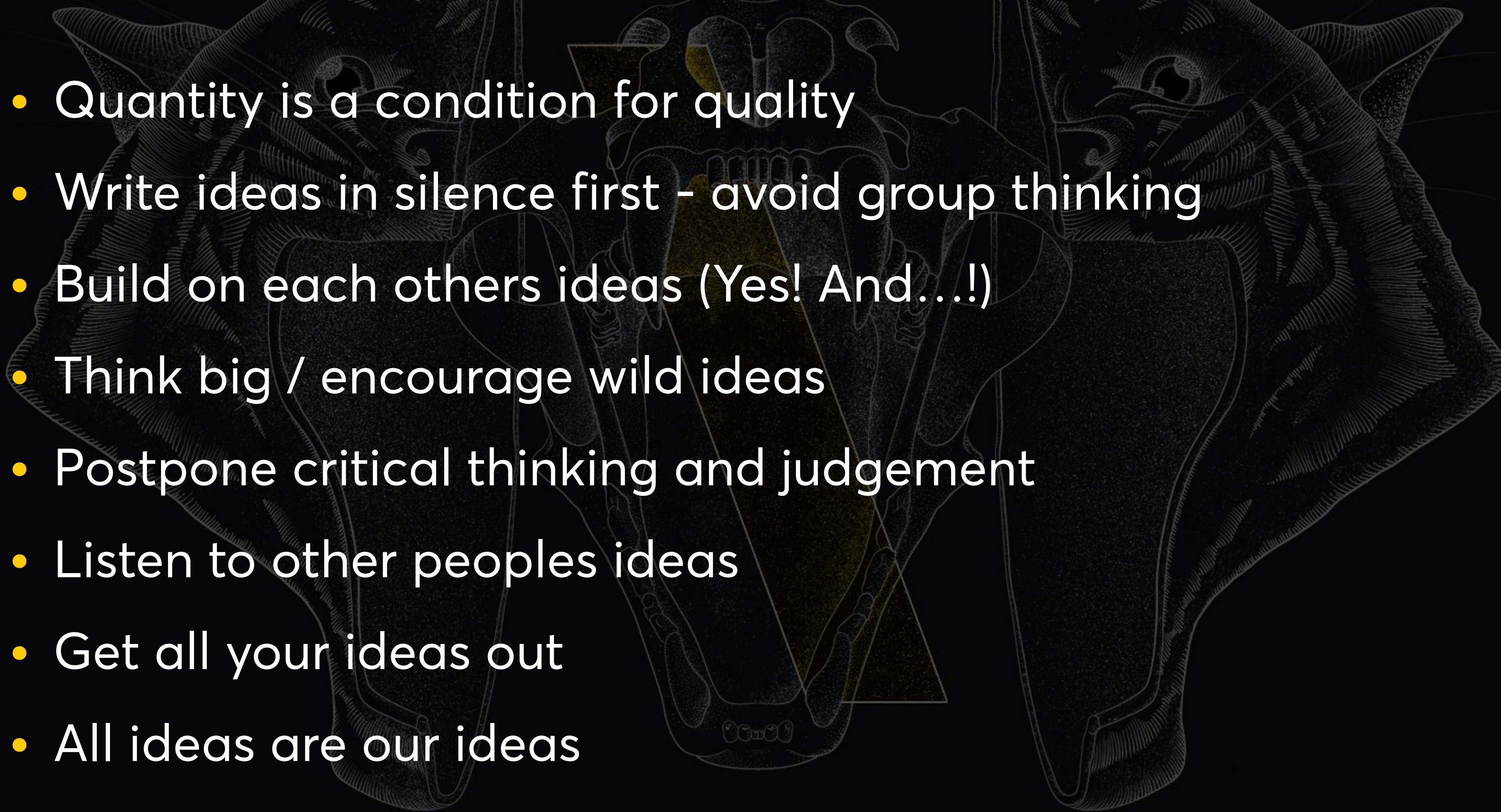
Desired Outcome

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

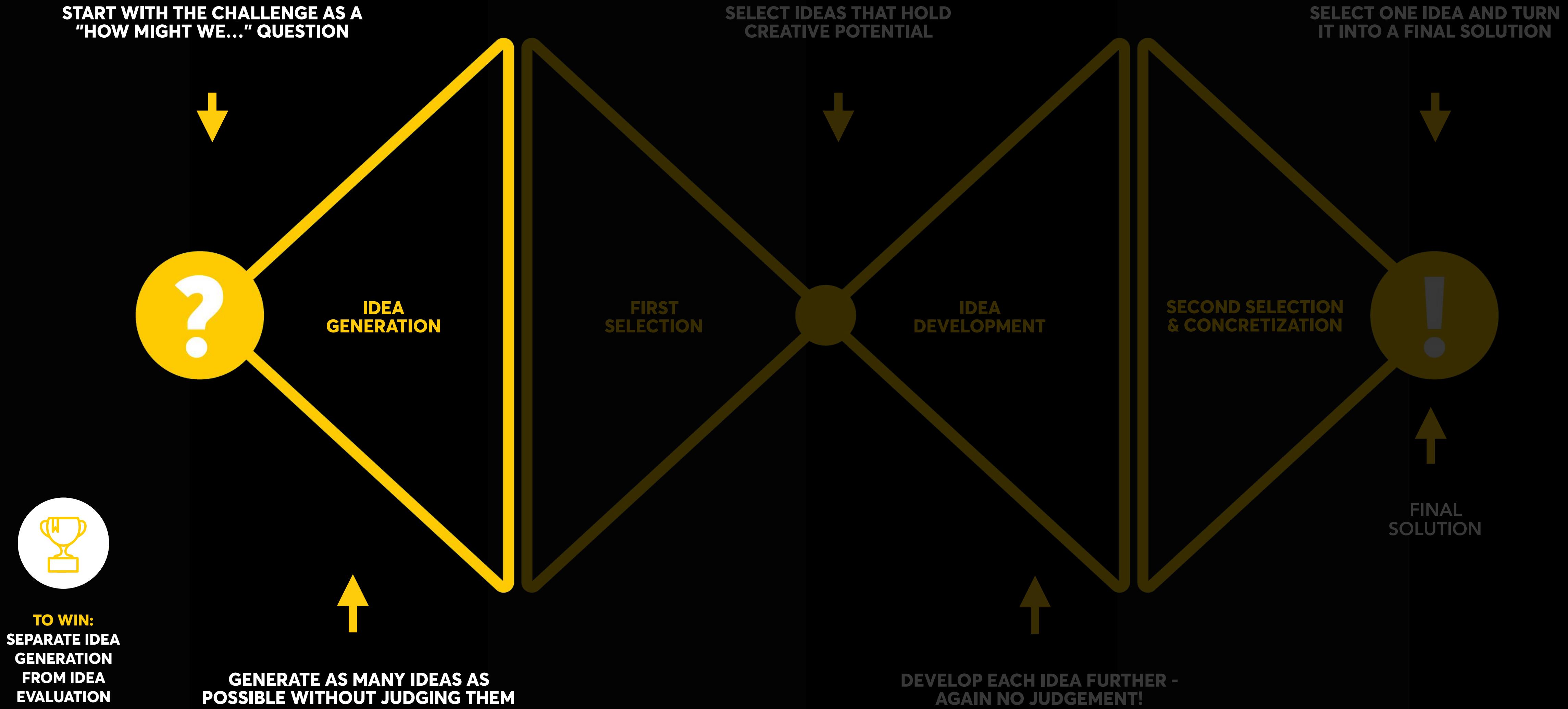


Check In:
What motivates you to be here?
How will you contribute to the
session?

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

SUBJECT	+	GENRE	+	SUCESS FACTORS	=	STRONG FORMAT
Psychology		Short social		Sympathetic (target) groups: elderly, children, musicians, etc		
Travel		Blog				
Food inspiration		News show		Celebs (as special people, but also as people like you and me, eating, sleeping, etc)		
Talent		Talent show		Personality		
Popculture (movies, music, entertainment)		Social experiment		Type casting / weirdo's		
Love		Consumer program		Excitement, battle among each-other, conflict		
Sports		DIY		A major achievement		
Products & brands		Human interest		"Emotional" responses		
News of the day		Travel program		Humour		
Behind the news		Documentary		Voyeurism/curiosity		
Life of well known Dutch people		Soap		Surprise people		
Illness/medical		Drama Series		Awkwardness		
Health		News report		Bloopers		
Knowledge/science		Talkshow		Tests		
Living (interior design, life at home)		Battle		Cool (news) to know...		
Art & culture		Reality, survival, etc		How to...		
Magazine		Quiz				
		Crime \ Satire				

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

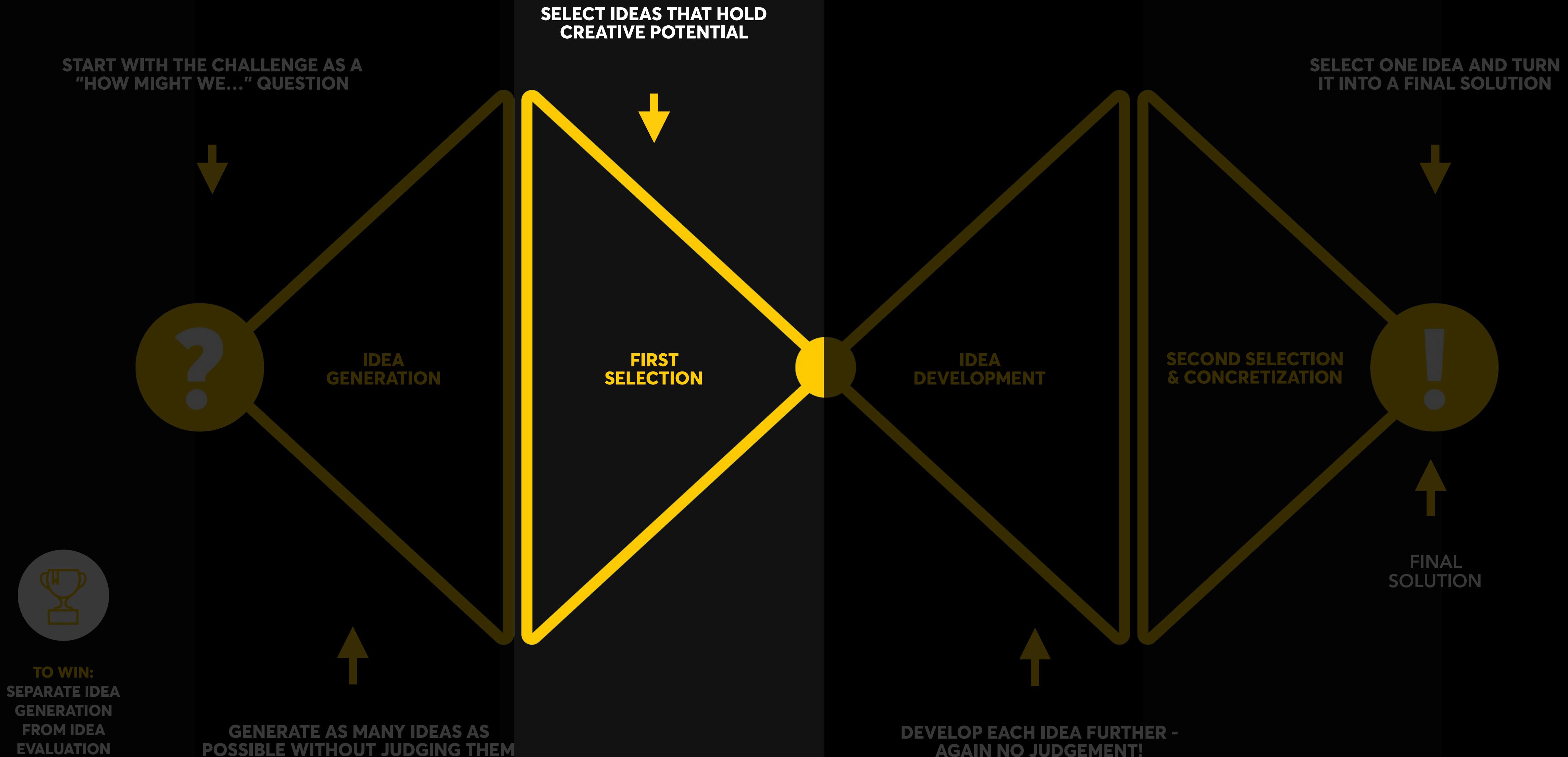


What if Cards

And these....



IDEA GENERATION STEPS IN CO-CREATION

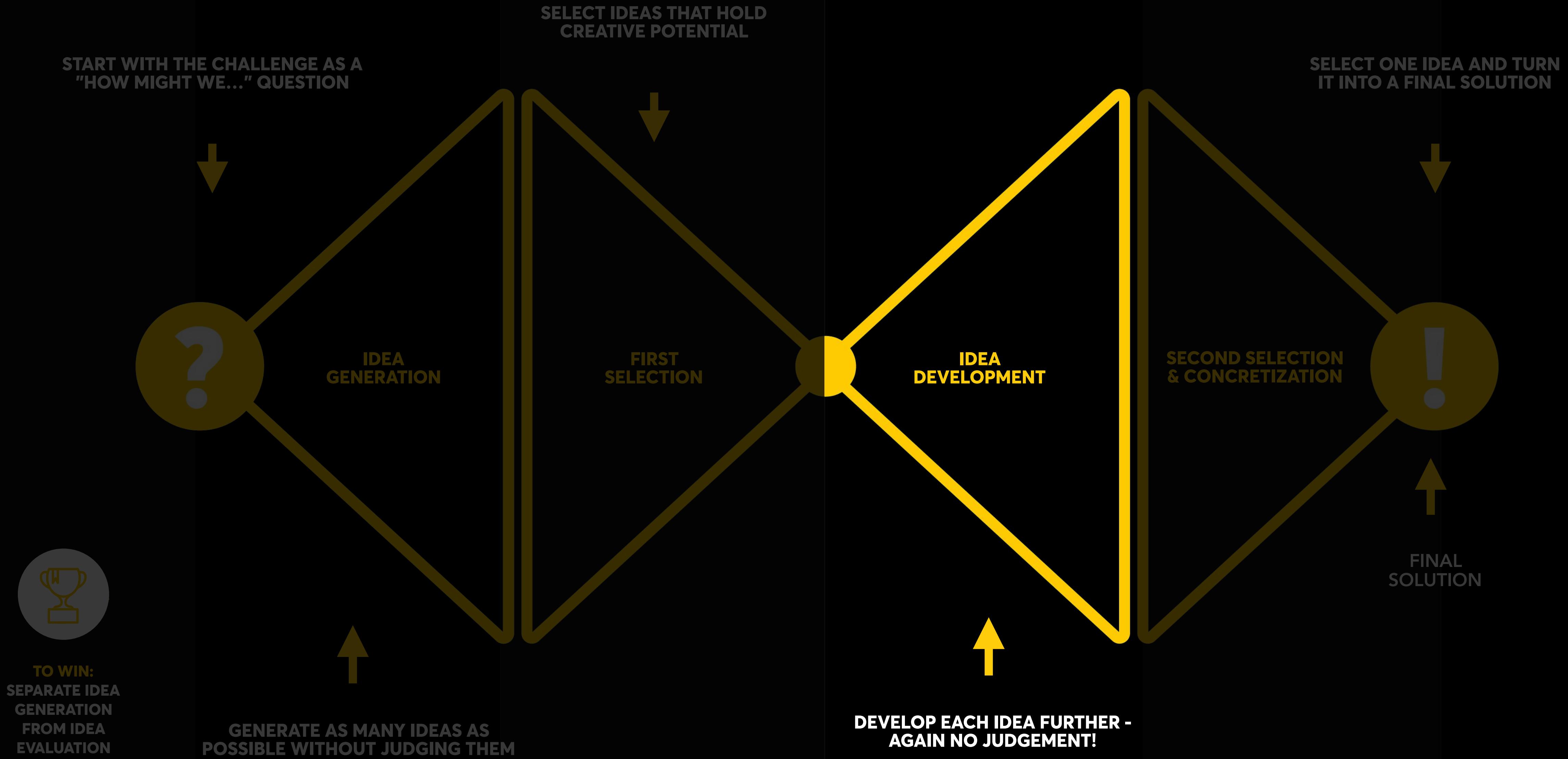


Idea Selection Tool:

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



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

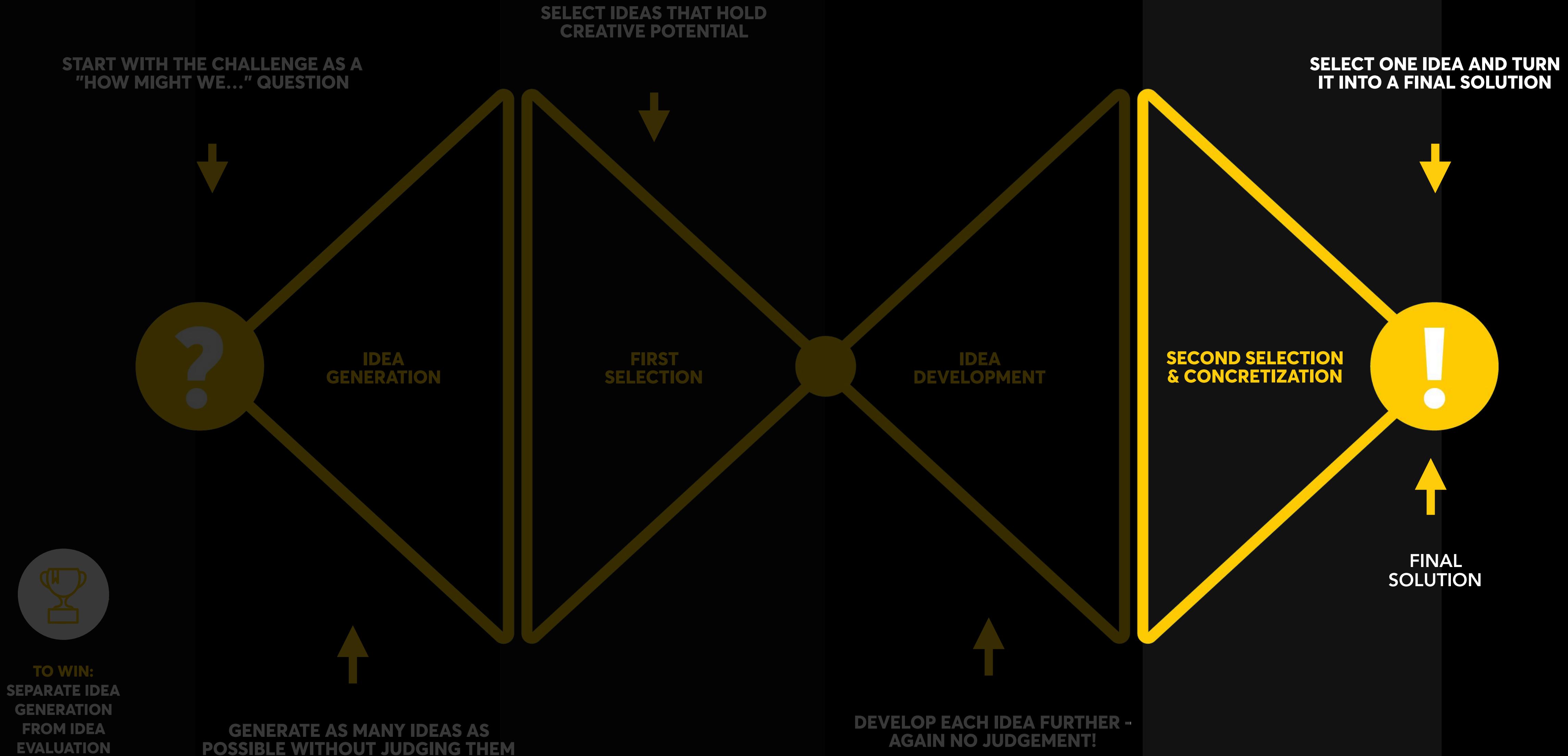
Mom to be (3 months pregnancy). Works in a bakery / singer / stylist

Media Arts

How will the idea work?
Where will people connect
to your idea?

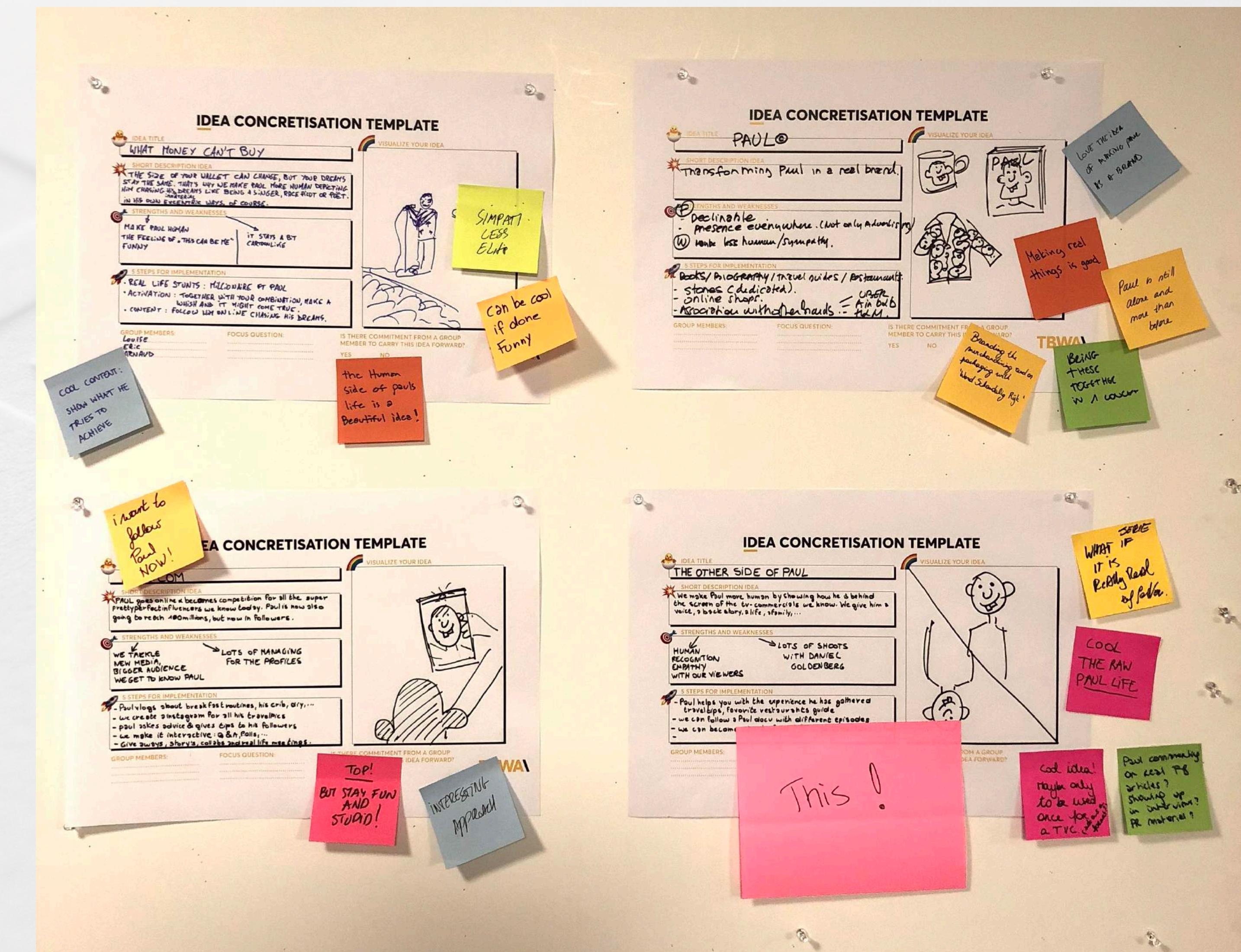


IDEA GENERATION STEPS IN CO-CREATION

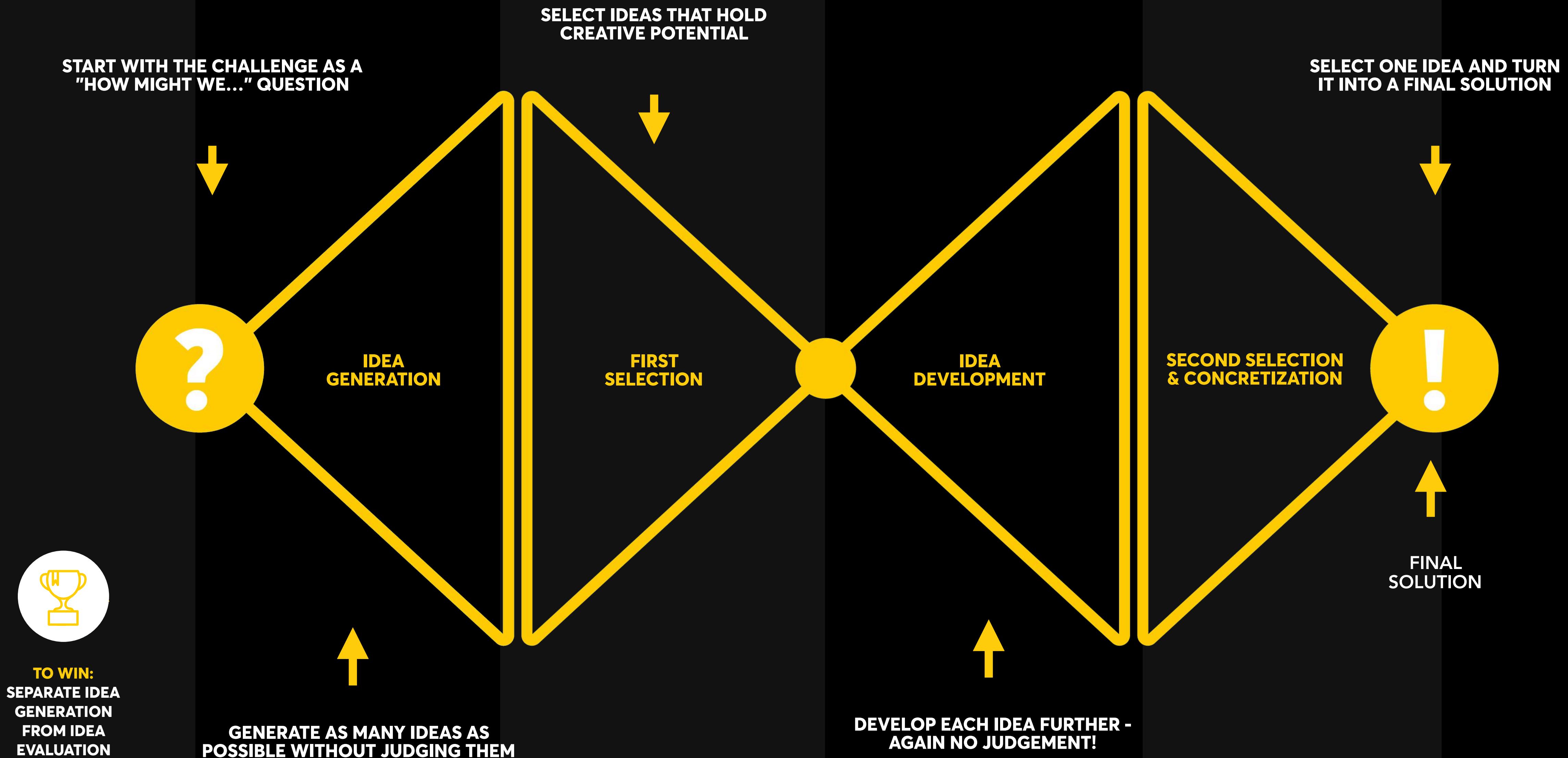


Idea Gallery

Get feedback by
asking the group to
comment on the ideas



IDEA GENERATION STEPS IN CO-CREATION





Check Out:
What is you biggest take away?
What did you learn in the session?

STEP 6

Review The Work



<divfunction(f){var e="function"==typeof f?f:window[f];e("First review after session")}("First review after session");

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

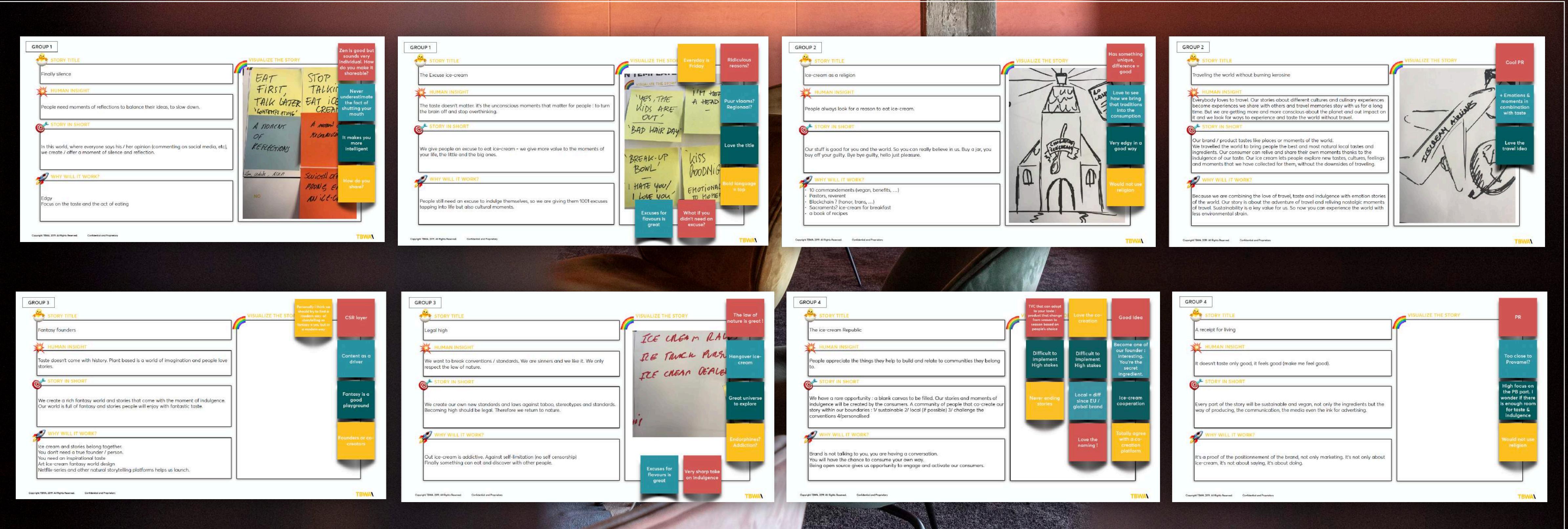
<divfunction(f){f("p").text("The Creative Director / Facilitator takes time to select the ones with most creative potential and directs teams to flesh out ideas into presentations.")}(document)

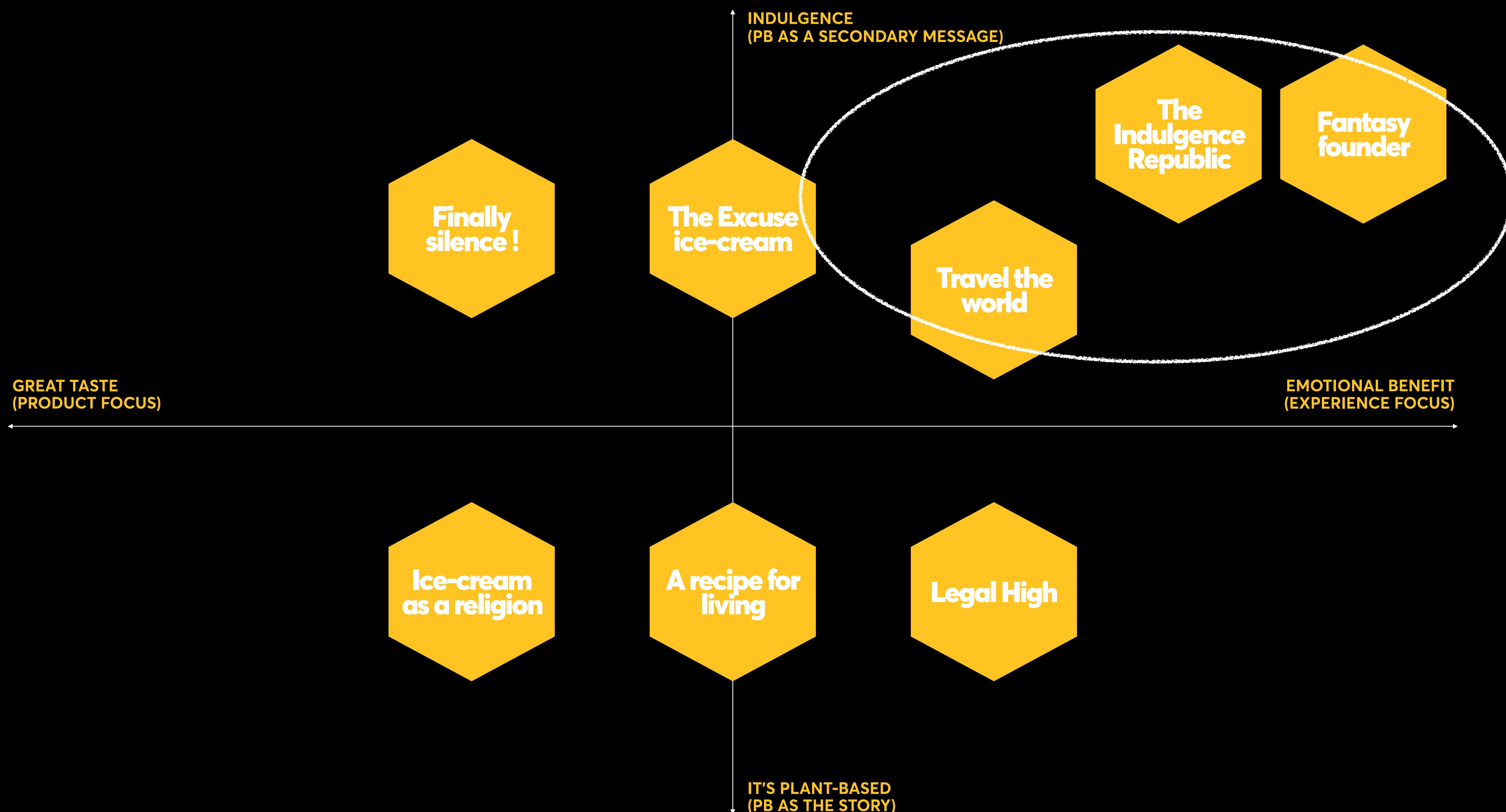


STEP 7

Present The Work







STEP 8

Revisit The Work



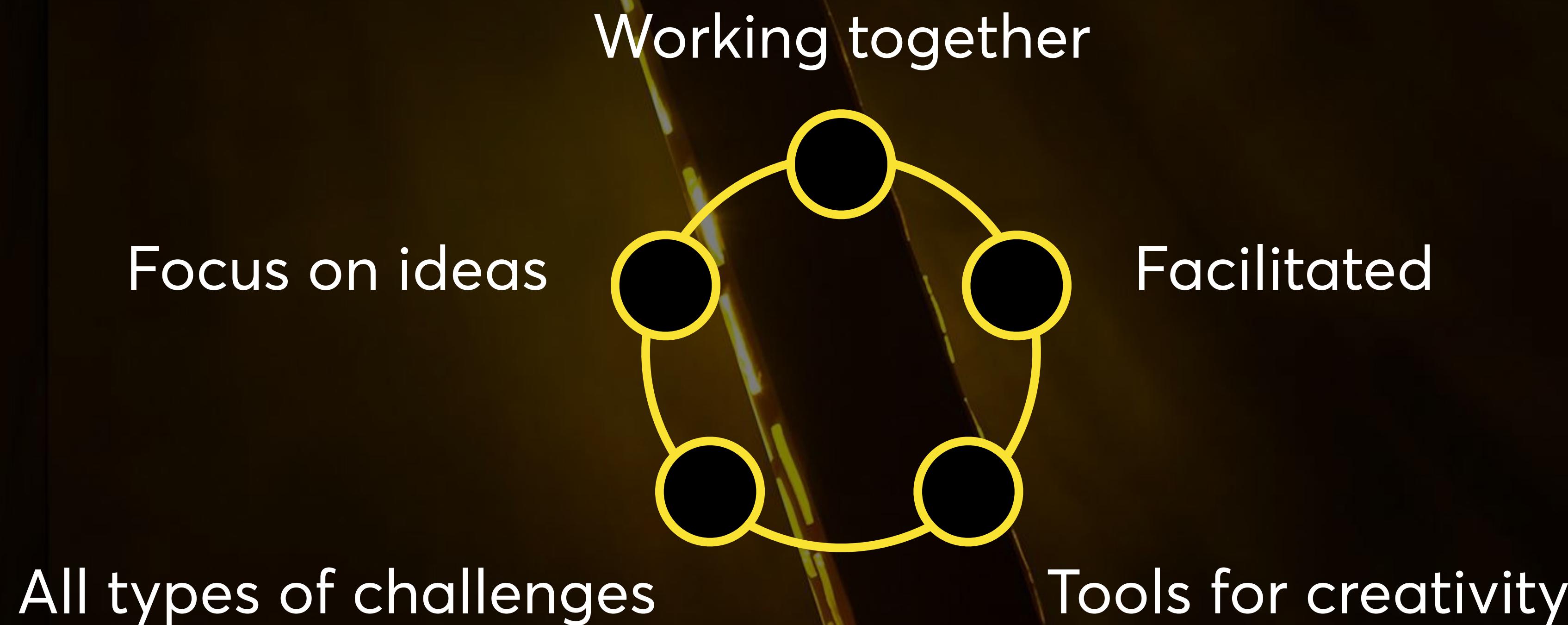
Golden Nuggets

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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