

Innovation & Creativity for Building Strong Brands

Creative thinking tools for creating innovative products/services
and for creating more effective communications.

A two day Mindscapes masterclass

Day 1

Creative thinking tools for creating innovative Products/Services

Surprising as it may sound nearly 70% of the most creative solutions to problems, and innovative new products/ Services in the world are based on some recurring creative thinking patterns. This session is designed to supply brand and marketing professionals some of these innovative thinking tools to enhance their creative thinking potential and enable them to create more creative and effective ideas in their daily work, both in the field of developing new ideas for products/ services, solving problems and in promoting the company's new products/ services.

These innovative thinking tools enables professionals to break out from the habitual thinking patterns, overcome their mental fixedness and make better use of their own thinking and creative potential.

Training goals:

- Enable participants to enlarge their scope of thinking, thus to utilize more their own creative potential.
- Teach and practice creative tools for developing innovative ideas for new products/services.
- Practice and implement the new thinking tools on some marketing and product/service innovation challenges.

Summary of the training content

- The principals of inventive thinking.
- Key learning from award winning and game changing case studies of top innovative products and services.
- The Function Follows Form process in innovation: breaking out from the dependency on consumers and technology as the sole sources of innovation.
- Learning three innovative thinking tools for developing solving problems and for inventing and developing new products/ services.
- Applying& practicing the innovative thinking tools for expanding one's innovative thinking abilities.

Proposed agenda:

09:30 – 09:45	Introduction, warm up
09:45-10:45	Session #1 <ul style="list-style-type: none"> • The first tool for developing innovative products/services Looking at a product/service as a matrix of connected variables, and understanding the innovative opportunities of creating new disruptive connections. • Presentation of award winning case studies exemplifying this tool. • Practical tips for applying the tool on any given product or task.
10:45-11:00	Coffee break
11:00-11:45	Workout Session #1 : applying the tool on a challenging marketing task, working in small teams
11:45– 12:15	Presentations of ideas created by participants, feedback.
12:15-13:00	Session #2 <ul style="list-style-type: none"> • The second tool for problem solving & developing innovative products/services: instead of thinking outside the box, use the box-but in a different way • Creative thinking applied to problem solving • Reframing the assumptions about problems • Showcasing award winning new ideas exemplifying this tool.
13:00 – 14:00	Lunch
14:00- 14:30	Practical tips for applying the tool on marketing challenges and in product/service innovation
14:30-15:00	Workout Session #2- applying the tool on a marketing challenge- working in small teams
15:00-15:20	Presentations of ideas created by the teams, feedback.
15:20 – 15:35	Coffee break
15:35-16:20	Session #3 <ul style="list-style-type: none"> • The third tool for developing innovative products/services

	<p>Breaking structural fixedness to enable the mind& imagination see new innovative solutions & opportunities</p> <ul style="list-style-type: none">• Showcasing award winning cases this tool.• Practical tips for applying the tool
16:20-17:00	Workout Session #3: applying the tool on a real brief-working in small team
17:00-17:20	Presentations of ideas created by the teams, feedback.
17:20-17:30	Summary, feedback, take out from the day

Day 2

Creativity for creating more effective communications and stronger brands

Creating and approving truly creative ideas provokes fears and uncertainty and involves risk taking, thus much tension between agencies and clients. The digital, social and integrated ideas, which are harder to pre-test and to control, increase the perceived risk factor.

Mindscapes methodology and tools have a proven record of helping companies and marketing professionals in creating more effective communications and in building stronger brands.

Mindscapes methodology and thinking tools provides a major help in reducing the uncertainty of creative ideas, by providing a solid process of understanding, evaluating and selection of creative ideas. These are based on a structured logic of creative ideas, of how and why they work, and on specific efficiency criteria. This results in more creative and more effective brand communication, and in better cooperation between agency& client. The ultimate result is a stronger brand in the mind& hearts of people (your existing and potential consumers).

In this session participants will get practical tools and method for bridging the gap between client and agency and supplying the logic and rational behind the magic of creative ideas.

The session includes a practical exercise in which participants are tasked with responding to communications briefs, using the Mindscapes tools.

The take-home value for participants

- **Gain new insights** into the creative thinking patterns behind some of the most effective recent campaigns in communication world-wide.
- Acquire **practical tools to lead their teams** in the process of ideation and creation of creative concepts and innovative ideas.
- Learn a set of commonly agreed **criteria** for evaluating and assessing the effective potential of new and original creative ideas.

- Learn a **structured process** for presenting creative ideas, demonstrating their rational and logic, and providing the logic which transforms creative ideas into effective results.

Content

This session presents some of the most effective new ways for brands to successfully engage with consumers in the new communications reality, while responding to some of fears, barriers and crucial questions marketers have:

- How effective can the new age of communication campaigns be? (Much more than you think).
- What kind of new tools and techniques can be used to increase effectiveness of such approaches?
- How to evaluate and assess the value of creative ideas and their potential in achieving significant marketing and communication results?
- How to brief an agency, what can you expect from your agency?
- How can the agency and client be on the same page and create better creative & effective communication?

The approach:

This program examines and studies many of the most recent, effective & creative award winning campaigns and identify the recurring thinking patterns behind these campaign ideas. Based on these patterns, it then offers structured thinking tools for developing original ideas and projects. These tools are then implemented by the participants on marketing challenges and tasks.

Training goals:

Here is a description of the goals of this program and the expected benefits and take out for participants from this program:

- Better understanding of the new ways and approaches in communications and in the creation of engagement between brands and consumers.
- Understanding and showcasing the power and efficiency of these new communications tools and platforms.
- Learning the success factors behind these new effective approaches, so as to be able to use them for developing new projects.
- Realizing the difference between a "campaign" and "engagement projects" which make the brand more meaningful and relevant to people's life. The

shift from "talking about the brand" to doing "meaningful acts" illustrating the brand's idea or message.

- Analyzing why many marketers resist these changes? What are the mental and organizational obstacles? Are they right or wrong? How to embrace the change, overcome the obstacles/fear and benefit from the new possibilities open to the brand and the company.
- Employing a new way of understanding and evaluating creative briefs.
- Employing a new way of assessing creative ideas, based on a common and agreed set of criteria and guidelines.

Topics:

- How to transform a (banal) promotion into an unforgettable public and personal experience for consumers.
- How to use consumer's creativity and people's desire for attention/recognition to co-create stimulating brand experiences.
- How to transform a brand into a warrior for a surprising cause, and initiate a social or cultural movement.
- How to create a media experience which will put the brand in the center of a public debate, and thus enabling incremental marketing results and sales.
- How to create, within a limited media budget, ideas which provoke strong media coverage and social network buzz.
- Supply a structured method for presenting creative ideas, based on a solid rational, logic and facts, demonstrating the efficiency and proven results of creative & effective ideas.

Agenda

09:30 – 09:45	Introduction, warm up
09:45-10:45	Session #1 <ul style="list-style-type: none"> • The first tool for developing creative communications concepts and ideas • Presentation of award winning campaigns exemplifying this tool. • Practical tips for applying the tool on any given brief or task.
10:45-11:00	Coffee break
11:00-11:45	Workout Session #1 : applying the tool on a communication brief-working in small teams
11:45– 12:15	Presentations of ideas created by participants, feedback.
12:15-13:00	Session #2

	<ul style="list-style-type: none"> • The second tool for developing breakthrough ideas and creative concepts: • Showcasing award winning campaigns exemplifying this tool. • Practical tips for applying the tool on creative & innovative platforms and touch points
13:00 – 14:00	Lunch
14:00- 14:45	Workout Session #2- applying the tool on real briefs-working in small mixed teams
14:45-15:15	Presentations of ideas created by the teams, feedback.
15:15-16:00	Session #3 <ul style="list-style-type: none"> • The third tool for developing creative ideas and creative concepts: (the specific tool will be selected after receiving the briefs from the agency) • Showcasing award winning campaigns exemplifying this tool. • Practical tips for applying the tool
16:00 – 16:15	Coffee break
16:15-16:45	Workout Session #3: brainstorming applying the tool on a real brief-working in small team
16:45-17:15	Session #4 How to use the logic of the magic of creative ideas to better present new creative ideas What are the criteria which should be used to judge and evaluate the creative ideas
17:15-17:30	Summary, feedback, take out from the day

Handout Material:

Each participant receives an access to the online Mindscapes tools app: (<http://www.themindscapes.com/tools/tools-demo/>) with free admission to all the tools presented during the training sessions. The application includes the logic/rational behind each thinking tool, a step-by-step thinking procedure, examples of case studies exemplifying each pattern, tips + suggestions regarding when and how to apply each tool.

→ Read what our clients have to say about their experience with Mindscapes [here](#).



About the trainer

Yonathan Dominitz



Founder of Mindscapes. A trainer and a leader of creativity enhancement projects in advertising, media, marketing and communications. He is also a senior facilitator of projects for New Product Development, and an experienced trainer in courses for inventive thinking and creative marketing. Yonathan has conducted projects with numerous companies and leading global ad agencies. He is a frequent keynote speaker at international conferences and advertising festivals, such as Cannes Lions, Spikes Asia, Eurobest, Dubai Lynx and more. He has over 20 years of experience working in senior positions in the advertising industry.

Over the past years more than **30 Cannes Lion awards**, including **3 Grand Prix Lions**, were won by *Mindscapes trained agencies*, using our creative thinking tools.

Mindscapes Clients (partial list):

Agencies:

- **McCann Erickson/Momentum:** New York, Tokyo, Bucharest, Belgrade, Prague
- **Universal McCann:** Tokyo, Prague, Asia Pacific (regional), Tallinn
- **BBDO/Proximity:** Paris, Madrid, Barcelona
- **Leo Burnett:** Tokyo, Bucharest, Budapest
- **Y&R:** Prague, Moscow
- **Grey/G2/Geometry:** Berlin (regional), Helsinki, Belgrade
- **Publicis:** Helsinki, Moscow, Prague, Bucharest
- **TBWA:** Tel Aviv
- **Cheil Worldwide:** Moscow, Warsaw
- **Lowe:** Bangkok, Prague
- **DDB:** Helsinki, Moscow, Prague
- **OMD:** Moscow, Prague,
- **Initiative:** Bucharest, Moscow
- **Mindshare:** Bangkok

Companies:

- **Google:** USA, UK, Germany, Singapore (APAC region)
- **Marks and Spencer:** UK
- **Mondelez:** France
- **Samsung,** Vietnam
- **Cineplex:** Canada
- **Shaw Media:** Canada
- **Pepsico:** Vietnam, Russia
- **Coca Cola:** EMEA, Israel
- **Paulig:** Finland
- **Swedbank:** Baltics
- **MTS:** Russia
- **Vivacom:** Bulgaria
- **Telenor:** Serbia
- **Nestle:** Czech Rep., Russia
- **Danone:** Poland, Russia
- **Molson:** Romania