It’s a big world. Make it yours

OUR BBN CREATIVE TOOLKIT

Ideas are essential for our success. Our ideas separate us from other B2B agencies worldwide.

Use the tools and best practices in this toolkit to optimise your create outputs.

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Tools and best practices

Why a Creative Toolkit?

Because ideas are what we sell to our clients

As THE WORLD'S B2B AGENCY we set the pace in B2B communication. With cutting edge creation.

The BBN Creative Toolkit helps us to improve our creative abilities – and the quality of our ideas.

Instructions:

For optimal use of the interactive elements of this PDF, open it in Adobe Acrobat Reader and launch full screen mode. Alternatively you can just scroll through the pages and use the interactive links along the top to jump to different sections.

WHAT IS IN THE BBN CREATIVE TOOLKIT?

Tools we can sell to our clients

NameStorm	CultureCheck	PropositionFinder	CreativeCalibration
2B5972	1A89AF	2CB2E0	ABE0F3

Tools that advance creativity

StoryGenerator	AlienInfusion	WackPack	TortureTest
606610	8F9918	BFCC20	EAF0A0

BigLongIdea – The ultimate creative goal

A big long idea is strong, contextual, versatile and differentiating in the market place. It works seamlessly across all communication channels and is relevant for different target groups and across several product/service levels - not just for the duration of a campaign, but over a longer time. For international activities it must ensure a consistent communicative impact across borders.

Use the tools outlined in this document to help you reach your BigLongIdea!

BigLongIdea

Not a tool but a brand leading thought!

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Handy hint: *Combine with the Torture Test to ensure that only those ideas that pass the test make it to the next round.*

Benefit: Once identified and sold to the client the BigLongIdea helps to work more efficiently on the brand image

Fee: FREE!

BigLongIdea
E0E971

NameStorm

100 names in 24 hrs

Need to find a name for an international product, brand or service?
Give your BBN colleagues the brief, in a few hours with a small budget, you will receive a bunch of proposals in return!

Handy hint: *Combine the NameStorm with a Culture Check.*

Benefit: An international selection of names in a very short time – great inspiration for your creative team

Fee: $200 per participating agency

CultureCheck

A creative evaluation of what works and what doesn't

You are working on an international campaign. You anticipate that other markets are wired differently. But you have no insights into the exact creative scopes. Involve your BBN colleagues with a short brief and they will provide you with a professional evaluation of the creative limits in their market

Benefit: Get valuable insights and associations from the markets that help you to define the creative culture check for your ideas

Fee: Basic check – FREE (up to one hour)
Complex check – costed based on requirements

CultureCheck
1A89AF

PropositionFinder

Find the best springboard for your ideas

Sometimes it can be challenging to strike the right spark for trailblazing ideas. If you are mired in layers of highly strategic thoughts maybe other creatives can help? Just share your situation with other BBN senior creatives. They will bring in new perspectives and propositions you can use as a springboard for your creative team.

Benefit: Get valuable inspiration for your creative process and save time

Fee: Quoted on project by project basis

PropositionFinder
2CB2E0

CreativeCalibration

Find out how far your client is creatively prepared to go

This is one of BBN's most popular tools. So, your client wants an emotional campaign – but you can only presume what his definition of emotional means. CreativeCalibration helps you to specify vague perceptions and expectations together with your client in an insightful and productive workshop.

Benefit: Get valuable insights about the limits and associations of your client before starting with the creative work

Fee: Sell this to your client based on the time and resources allocated for the workshop

CLICK to download calibration template slides

CreativeCalibration
ABE0F3

StoryGenerator

Asking the right questions to unearth powerful brand stories

Use this to get under the skin of the client to unearth powerful in-roads to stories that can work at the brand and campaign level.

Handy hint: *Use this tool in a workshop or online.*

Benefit: An easy-to-use question guide that helps create interesting client discussion that lead to great storytelling insights.

Fee: Sell this to your client based on the time and resources allocated for the workshop

CLICK to download story generator questionnaire

AlienInfusion

Inspirational minds from other cultures

Creativity comes from inspiration. Inspiration comes from outside. So how about inviting a creative mind from another BBN agency to bring in new ways of thinking into your creative department? Just write down the task you work on – and the BBN Coordinators will find the right creative hotshot to give you an “AlienInfusion”

Benefit: Inspiration from international B2B creative minds can spark new ideas

Fee: Depending on duration and daily rate

WackPack

Techniques to free your mind to brainstorm ideas

Each creative person within BBN has their own ways to conceive an idea. We plan to collect all of these tools and produce a Creative Wackpack to share with all BBN creatives. One of these tools from wobAG is the Inspirationnaire which you can find at the end of this toolkit.

Benefit: Learn about tools and methods other creatives use and evolve your creative thinking techniques and improve the quality of your ideas

Fee: FREE!

TortureTest

Only the best survive

No matter if it's just about good ideas or big long ideas. In order to prepare our idea 'babies' for the wilderness out there, we have to put them to the test! This is simply a series of simple questions you pose to your new idea. The response will reveal whether the idea is strong enough for its intended audience.

Benefit: Pre-qualify and assess your ideas before they potentially fail
Fee: FREE!

TortureTest
EAF0A0

The Inspirationnaire

Eight approaches to help us come up with new ideas when we are stuck

Before you find the right answer, find the right question(s)!

To come up with new ideas, you have to...

... understand the essence of the proposition first.

... play with this essence and approach it from different directions.

If a question does not work for you, don't stick with it for too long.

Just jump to the next question and see if that triggers something!

CLICK to download Inspirationnaire (text version)

NEXT>>

The Inspirationnaire

1 Without words

- How could the proposition be depicted without words?
- Are there scenes or situations in which the message could be conveyed without words?
- How can the benefit be portrayed in one picture?

2 Mixing and matching

- How can the problem and solution be combined to make the message unambiguously clear in a single picture?
- Mix the two together? Collage? Selection? Rearrangement? Combine several objects to make one?

NEXT>>

The Inspirationnaire

3 Comparative Justaposition

- What kind of juxtaposition could represent both the problem and the solution in surprising, provocative or humorous terms?
- How can the benefit be communicated by comparing the product(s) with something from a completely unrelated context?

4 Exaggeration

- An exaggeration could represent the benefit more forcefully. What can be added? Make it bigger? Longer? Heavier? Thicker? Give it added value? Increase the number of components? Multiply by two? By twenty? The sky's the limit?
- Reduction, no matter how extreme, could represent the USP more forcefully What can it do without? Make it more compact? Smaller? Shorter? Flatter? More aerodynamic? Lighter? Can the parts be shown separately?

NEXT>>

The Inspirationnaire

5 Playing with time

- What effect does time have on our products or users?
- How will the company's products change the user's future? What possibilities do they open up?
- How might the user have had to solve problems previously without the products?
- Where do the new products take the user? What can be used from anywhere in history to throw positive light on the USP?

6 A change of perspective

- How can the proposition be presented from the viewpoint of other creatures, things or events associated with it?
- How can playing with extreme closeup or extreme distance communicate something about the product or service?
- How can the benefit be presented from the viewpoint of things or creatures affected by it?

NEXT>>

The Inspirationnaire

7 Telling stories

- What everyday situations could you develop around the proposition to show the benefits in the best light?
- Which dramatic style would be best for presenting the product strength in an everyday situation or story? For example, thriller, adventure, comedy, action or love story?

8 Metaphor & Analogy

- What metaphors or analogies can be found in nature or technology that will represent the brand or benefit at a glance: the brand is like X?
- What parallels can be drawn? What visual images do these metaphors and analogies suggest?
- How can metaphor or analogy present a problem situation so that it can be seen at a glance and needs no explanation?

NEXT>>

The Inspirationnaire

How to use the Inspirationnaire

1. First sit down on your own: Think about the questions and produce a few solutions for yourself. Write down everything that comes to your head. (30 min)
2. Transfer your best ideas into the Idea Template (20 min)
3. Then, come together with your team and exchange your thoughts. See where your ideas might perfectly complement each other. And: Produce completely new solutions together. (60 min)
4. Select the 3 best ideas of the team by using the TortureTest (30 min)
5. Decide on elaboration/ refinement of your creative concepts (Open end)

Idea Template

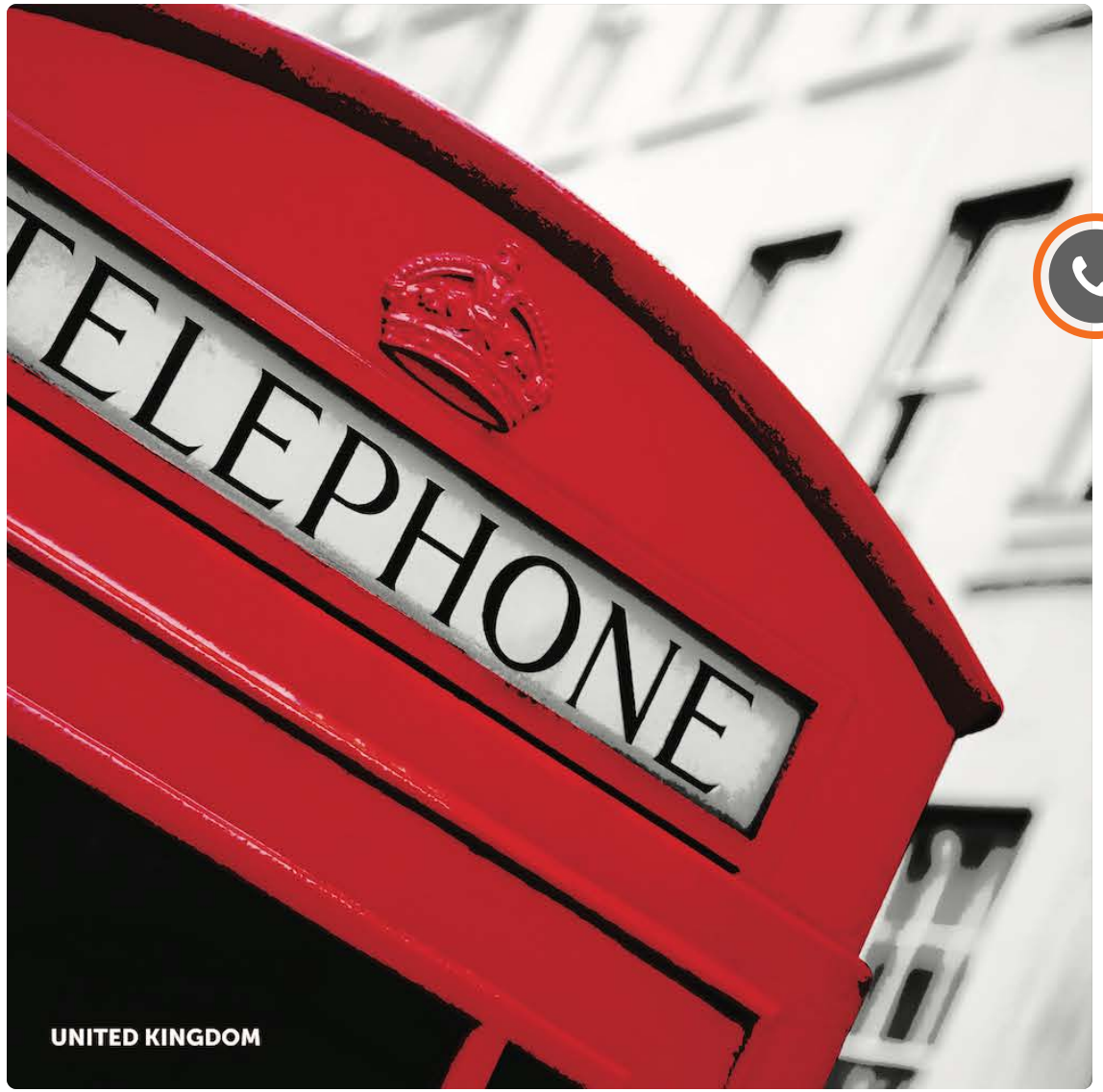
Idea name

Visual (scribble of the key idea)

Idea Concept (scribble of the key idea)

Campaign tagline (if applicable)

CLICK to download Idea Template



Contact us for more information

Need to know more?

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WHY NOT JOIN OUR BBN CREATIVE COMMUNITY IN THE HIVE

Thank you