Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2-8 people** recommended

Never some brainstorm?

Get a freshland session going with a fun, ready-to-go template your users love.

Open example →

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Mural or Miro templates to run a happy and productive session.

Open article →

1 Define your problem statement

Strong brainstorm sessions start with a well-defined problem to solve. Using visiting propositions and crucial brand factors, AYBM Paris, The Office should engage the target audience, Polish millennials and Generation Z, with a fun and creative way to showcase the company's culture and expertise. Overall effectiveness is key for brand recall, so the creative should stand out and resonate.

The challenge is to balance entertainment with brand messaging, ensuring the content is shareable and relevant. An engaging hook can drive organic digital uptake and maintain with the brand's quality and potential reach, ultimately contributing to the broader business objectives, such as engagement and sales growth.

PROBLEM
HOW TO CREATE BRAND PROMO VIDEO

Key rules of brainstorming

To run an smooth and productive session

- Stay on-topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

TIP
You can select a sticky note and hit the period button to vote(it's time to start dreaming!)

GOKULADERSHANAM
- Video contest
- Influencer collaboration
- Behind the scenes

JOICE MARY A
- Interactive quizzes
- Behind the scenes
- Engaging short-form videos

PRAVEEN.B
- Interactive short-form video
- Office tours
- Behind the scenes

PRITHIVIGLV
- Video contest
- Interactive quizzes
- Behind the scenes

3 Group ideas

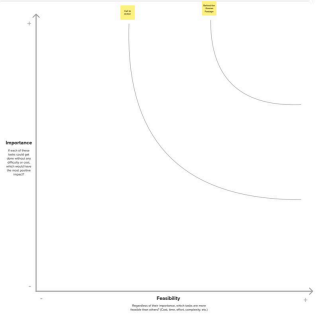
1. **Call to action (CTA):** Clearly define the desired action your users/players to take after watching the video. Whether it's visiting your website, making a purchase, or signing up for a newsletter, include a compelling CTA that aligns with the overall goal of the promotional campaign.
2. **Humor and Entertainment:** Infuse humor or entertainment elements that align with your brand's identity and target audience. A lighthearted approach can make your brand more relatable and memorable.
3. **Interactive Elements:** Consider incorporating interactive elements such as polls, quizzes, or challenges within the video to boost engagement. Interactive content can make the viewing experience more enjoyable and memorable.
4. **Visuals:** Ensure high-quality visuals that can be easily shared. Encourage social sharing and engagement by creating visuals that resonate with your audience.
5. **Authentic Behind-the-Scenes Footage:** Include behind-the-scenes clips to provide an authentic and transparent view of your brand's culture, team, and work process. This can foster a sense of trust and connection with your audience.

TIP
Add customizable tags to sticky notes to make it easier to find, filter, and group them by category(for example) ideas or themes within your mural.

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

TIP
Participants can use their cursors to point at where they think each idea should go. The facilitator can then ask why they put the idea there (peer pressure holding the **TIP** tool up the keyboard).



After you collaborate

You can expect the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

1. **Share the mural**
   Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **Export the mural**
   Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- **Strategy blueprint**
  Define the components of a new idea or strategy.
  Open the template →
- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
  Open the template →
- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template →

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