


IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION

Team ID	NM2023TMID03540
Project Title	YouTube AD Campaign

Step 1: Problem Statement

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



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.

🕒 10 minutes

A

Team gathering

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

B

Set the goal

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

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How to make a youtube campaign?



Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.



Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example](#) →

Step 2: Brainstorm, idea listing and Grouping

2

Brainstorm
Write down any ideas that come to mind that address your problem statement.
[10 minutes](#)

HOPE ANGELINE

Clear Content

Quality

Worthy

KAVIYALAGAN

Proper Images

Video clips

Slides

KAVYA

Story

Feels tasty

tempting

POUSIKA

Attractive

Easy to identify

Integrated customers

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!


3


Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.
[20 minutes](#)


TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

PROCESS


Creating a Youtube Channel


Creating an AD video



Creating a Google ad account and Uploading the ad Video


ADVANTAGES


Helps to make money


Visibility of our products


Helps to reach customers





























Step 3: Idea Prioritization

4

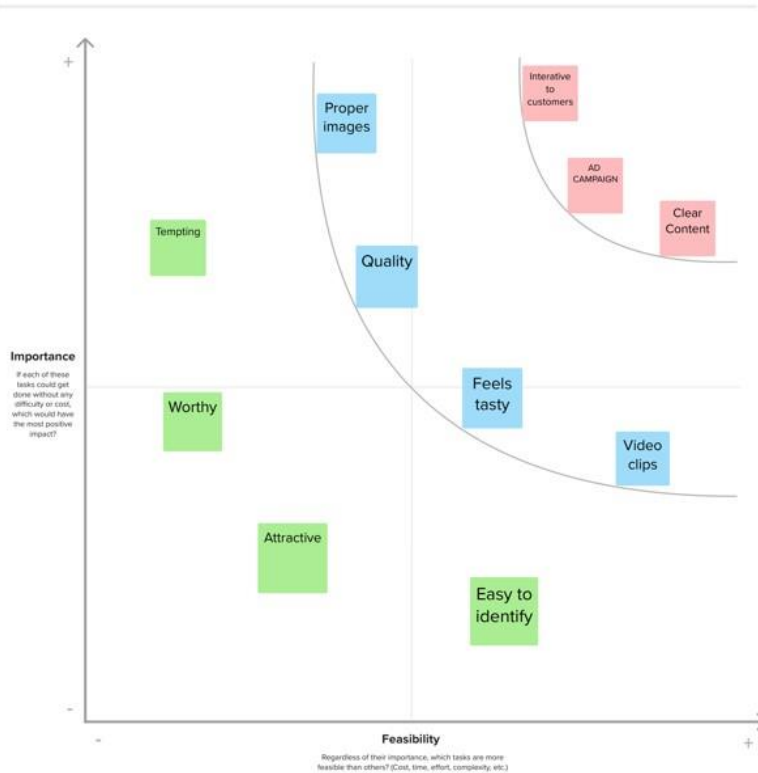
Prioritize

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.

20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer heading the H key on the keyboard.



5

After you collaborate

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

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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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