Advertising Insight Ideation

Workshop goals

- Up to five, prioritized, concepts to build out from 20 concepts generated
- Other sketches and concepts to consider

Setup

- 90 min session + 10 min break + 5 min voting
- 5 tables x 8 people per table
- Sharpies and blank 8.5x11 paper
- 2 insights per table randomly assigned, but getting equal coverage for all insights - in depth one sheet inside an envelope with 'secret' on the outside?
- 5 board games (with 3 min timers replaced with 1 min) - provided by Philosophie
- Masking tape to put things on wall

Notes to Philosophie

- Keep on top of time this is a short meeting.
- No talking during the ideation.
- Avoid specific brands.
- Phones and computers off the table!
- If someone is talking too much in a group we should switch to talking in turns around the team rather than free for all.
- Give a 10 second warning

Timeline

Introduction - Brian   5 min

Overview of what we are doing today and the people involved.

Insight walkthrough - Natasha   15 min

Walk through each insight (~1 min each) and what research went into it.

Divergence - Philosophie   30 min

How might we use this insight to create a new and unique ad product?

Two insights revealed at table split into half (4) for each insight	2 min
Split board members evenly between the teams	
Introduction of divergence activity, board game and sketching	3 min
Single "Bad" idea ideation warm up and presentation	5 min
Sketching not writing as much as possible	
Start with 1 min, give an extra 1 min after	
Share ideas in 10 seconds each	
Crazy Eights with board game for randomization (90 sec each)	12 min
One board for whole table	
Don't forget to flip over timer!	
Presentations within team of 4 (1 min per person)	8 min
No responses or discussion yet	

References:

- [Crazy Eights](#) - standard
- [Crazy Eights with randomness](#) - with our randomization technique
- [Enterprise UX board game](#) - we can use this for divergence

Convergence - Philosophie   35 min

Introduction of storyboard convergence activity using board game	5 min
Split into teams of 2	
Teams of 3 are OK if there are odd number of people	
5 rounds of discussions using board game (2 min each)	15 min
May not do all 5 based on timing	
Sketch a four panel storyboard of the concept in team	15 min

References
- [Enterprise UX board game](#) - we can use this for convergence

~~Application - Philosophie~~ ~~10 min~~

~~Random assignment of brand~~ ~~1 min~~
~~Sketch a concept together for a particular brand~~ ~~9 min~~

Cut for now due to time constraints.

Presentation of concepts - Brian? 15 min

Put all concepts on the wall, give ID number, and mark with insight targeted 5 min
    One facilitator (Aliya) to photograph and post to Google Drive
    One facilitator (Adam) to put them on the wall
Present each concept to group (30 seconds each by team member) 10 min
    Each person announces number, insight, pitch

Voting - Brian 5 min

Have everyone vote

Break 10 min?

Tally votes

References:

- [Sli.do](#) - voting mechanism real time

Announcement - Brian 5 min

Announce the top voted concepts