

FOREWORD

Just think. Think loud. Think out loud. Louder than a balloon popping. Louder than the sirens blaring. Louder than a plane taking off. Think loud. Think out loud. Kick the dust up. Send up the smoke signals. Skip the shallow water, and start at the deep end. Think of the loudest thing you can think of and then think louder than that. Just thinking—what if, why not, how come—is not enough if no one can hear it. The world is loud, so think louder. Make us stop and listen. Make us hear it.

START WITH QUESTIONS

For our first workshop, the questions were:

- 1 How do these wider market shifts and consumer trends impact both client challenges and our creative opportunity?
- 2 Could (and should) we be considering the end consumer more the process of making and thinking?
- 3 How do e-tailers attract visitors to their online shop—Who does that impact our opportunity within digital design and art direction?
- 4 What challenges and opportunities do you see for Made Thought in the future within the online or in the physical space?
- 5 What skills do we as a team wish to grow to deliver impact on the agency of the future?

From the readings, pose five questions for everyone to think about before the workshop.

Use the Question Cards included in this pack during the workshop.

[illegible]

THINK

Brand identity is not enough...this is just one piece of the puzzle. We now have to consider so much more. What is the deeper meaning & message behind this brand? This is where our creative challenge lies.

THINK

WE SHOULD FIND VALUE
IN DESIGN NO MATTER
THE MEDIUM, MAKING
EVERY TOUCH-POINT A
SENSORY EXPERIENCE.

A guidebook

FOR THINKING AND TALKING AND MAKING

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