

# Launch an Idea 2015: ASSIGNMENT

## SITUATION:

Team One was established for the purpose of launching the remarkable. It began with Lexus and has evolved to help grow The Ritz-Carlton, Häagen-Dazs, HSBC, etc.

However, our clients aren't the only ones deserving of remarkable ideas. We are a fully integrated agency that understands all facets of communication and can use this expertise to launch something remarkable not just for commerce, but also for causes that we care about.

## TASK:

Collaborate with T1 employees to launch an original idea that will solve a problem near to your heart and benefit the community. This could support a:

- Cause/Need (e.g., drought, homelessness, inability to communicate, etc.)
- Organization (e.g., Homeboy Industries, CicLAvia, California Arts Council, etc.)

## JUDGING CRITERIA:

You will be measured on:

- The potential to generate awareness and buzz for the problem (buzz can be defined as PR impressions, social amplification of an idea, etc.)
- The degree to which Team One's C.O.R.E. values are included in the ideation and (potentially) execution of the solution
- The level of innovative thinking around the idea

## REWARD:

Team One will allocate a \$25,000 budget to make your team's idea come to life  
A week of paid leave to enjoy an inspirational experience (up to \$2,500 per person)  
Publicity through Team One PR efforts, website and new-business credentials  
The love and admiration of Team One peers and Leadership

# Launch an Idea 2015: FINE PRINT

## SUBMISSION CRITERIA:

All ideas must be submitted to the designated website by Friday, March 13, 2015. You will be required to upload a one-minute video pitch of your idea, along with any photos or supporting documents to convince us why we should make YOUR original idea a reality.

## RULES:

Teams should consist not only of members who have ideas but also of those who know how to execute. Maximum of five full-time employees per team. One individual cannot be on more than two teams. There's a ton of talent in this agency, so collaborate as much as possible!

Idea needs to be feasible with the \$25K budget provided and fully launched no later than December 2015.

Idea must be original and generated by current Team One eligible staff.

Team One is the "client," so all ideas should be connected to the Team One brand and may not be related to any existing Team One or Saatchi & Saatchi NA client.

Job performance in current position must be maintained to participate.

Finalists will be selected by T1 Leadership evaluations (50%) and T1 employee vote (50%). Voting will begin on Monday, March 16, 2015.

Winners will be eligible to take an inspirational trip at a mutually agreed-upon date during planning or after the launch of the idea.

Address any questions you have to Nairey Keshishian.

## PROCESS:

For those unsure where to begin, we will hold a working session encouraging participants and potential idea generators to attend, mingle and collaborate.

The submission website will host examples of past video submissions as well as remarkable ideas from the creative industry to inspire.

## LEGAL:

*All confidentiality and nondisclosure, copyright, intellectual property rights, moral rights and conflict of interest policy rules, as outlined in our Saatchi & Saatchi North America, Inc. corporate and employment policies, remain in full effect. Time spent on the idea cannot be coded on your timesheet as client hours. For those who are eligible for overtime, please get advance approval from your supervisor before you burn the midnight oil!*

*All ideas must be original. If your team's idea is selected as the winner, it is your team's responsibility to secure all applicable rights, releases and permissions to use any third-party content or property in the execution of the idea, including but not limited to copyrights, patents, trademarks, rights of publicity and other intellectual property rights.*