

List of ideas

What ideas should we consider acting upon?  
Small ideas? Big ideas? Safe ideas? Bold ideas?  
Tactical quick-wins? Big strategic bets?

Small Ideas

Big Ideas

Safe Ideas

Bold Ideas:

After you list ideas, discuss and plot each one on the matrix.



Impact

Ignoring feasibility,  
how impactful would  
it be to implement  
each idea?

- 1. What are some simple but effective concepts that align with our brand message and values?
- 2. Can we create short, attention-grabbing teasers or sneak peeks of upcoming products or events?
- 3. How can we leverage user-generated content or customer testimonials to showcase our brand in an authentic way?

- 1. Are there grand, innovative concepts that can make a strong impact and differentiate our brand from competitors?
- 2. Could we develop a creative series of interconnected Reels that tell a compelling brand story over time?
- 3. Is there an opportunity to collaborate with influencers or industry leaders for a significant promotional event or campaign?

- 1. What ideas align closely with our brand's established image and resonate with our existing customer base?
- 2. Can we repurpose content or ideas that have proven successful in previous marketing efforts?
- 3. How can we build on current trends and popular formats in a way that is safe and relatable to our target audience?

What concepts push the boundaries and challenge the status quo in our industry?

Is there a way to address controversial or thought-provoking topics in a respectful and thought-out manner?

Can we experiment with unconventional storytelling techniques, visual effects, or interactive elements?



Potential feasibility

Ignoring impact, how feasible is each idea? (Cost, time, effort, complexity, etc.)