

# Brand Labs



# Brand Labs



**Calling all brands:** You provide the brief for your next execution, let someone else give you the big idea, and do all the work.

Creativity has no limits. If you are planning an upcoming project, a new marketing activation or are just wondering what else you could do for your product's next campaign, then this is the opportunity for you to hear how far the level of creativity you could go for this next execution. Just send us in advance your brief, detailing the nature of your product, your campaign objectives and what you intend to achieve.

We will open it up to selected creatives and print experts, who will pick it up, work on your brief, and then present you with their BIG CREATIVE idea for your next execution.

To ensure privacy and that no other brands can sniff what you are up to, we will get a room specially reserved for you throughout the summit days. There, hear first hand groundbreaking ideas specifically tailored for your product, bounce thoughts with each other, refine them, and you could maybe strike the Eureka spark that you could potentially apply for your next campaign.



## **Who should submit the call to pitch?**

All client-side brands

## **Why should you submit the call to pitch?**

At one seating, you get to hear fantastic creative ideas for your next project from various agencies/print service providers seeking to impress you – with no strings attached!

## **What's in it for you then?**

You are planning an upcoming project - do you know how far the level of creativity can it potential achieve? You'll get your answers at this session. You'll be surprised!

## **Objectives**

Central to the summit's 'Winning Inspirations' theme, this session encourages free-flow exchange of creative and innovative ideas.

It pushes agencies and PSPs pitching for your attention to think beyond ordinary.

It's also an opportunity for you to see and understand the creative capabilities your product's next campaign can potential achieve. Definitely a win-win situation.



# Mechanics



- **17 October** – Final call for brands to submit their call to pitch brief
- **19 October** – The call to pitch brief will be matched and disseminated to agencies and PSPs to work on
- **17 & 18 November** – Each agencies/ PSPs only have 30 minutes to present their ideas to you



# Mechanics



## What should you include in the call to pitch brief

- Purpose
- Product Name
- Campaign/ Project Objective
- Target Audience
- Activation Markets
- Campaign Period/ Duration (if any)
- Budget (if any)
- Mediums/ channels you'd like see utilise (if any). One of the mediums/ channels used would have to include print
- Other relevant background information which might be useful

Please limit your document to a maximum of 10 pages only.



# Brand



**Winning  
Inspirations**

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## What's the business challenge and the objectives?

What's the business problem or challenge? The agreed business goals in terms of value, volume, or share targets, with a timeframe for achieving goals

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## Who are we going after?

Who are the target audience?

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## How will we grow the business?

What's the strategy? Think about what business we are in. Steal share vs. grow category etc? Specific volume / value /source?

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## What do we know about them?

Insight. Describe the target audience who will deliver this volume / value / share growth. Vital stats? Define by shared attitudes and behaviour.

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## What do they do today? Why?

Buying patterns, decision processes, decision influencers, attitudes, knowledge, perceptions driving current behaviour.

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## Unmet need / untapped opportunity

A relevant, motivating consumer need (look beyond the product / service / category)

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**Dscoop** ASIA  
Digital Solutions Cooperative  
A Cooperative of HP Graphic Arts Users



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**What are we proposing?**

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**Why is this credible?**

Supports – product points that can be dramatized, interesting facts or inspiring nuggets that provide a **reason to believe** the proposition.

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**How do we want the customer behaviour to change?**

Think, feel OR do (not all three). Relate this back to the key behavioural change needed in order to achieve the business objectives.

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**What do we want them to do?**

How do we want them to respond?

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**Practical considerations:**

Executorial guidelines, things to avoid, mandatory's etc.

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**Baseline Expectations:**

What is the client expecting at the very minimum.

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