

# 4 IDEA

Having utilized the BETTER model, this chapter is about presenting the top-line ideas so that favourites can be identified for development. Whether working at an agency, business or brand, it is always best to present at least two or more ideas – you never know how people will take to your initiatives. There are several factors to be taken into consideration when choosing an idea. For example, cost for an adventurous concept can be complicated. It can be tricky to implement the live brand experience idea, especially considering integration with the other marketing channels you are using. The IDEA format is an effective way to present several top-line ideas, and it will allow you to create presentations that display top-line ideas without having to go into a detailed planning process for each one. Once an idea has been chosen, it should be developed further using the SET MESSAGE format, which will be explained in depth throughout the rest of the book.

The purpose of the IDEA format is to create presentations that allow shortlisting of top-line ideas for experiential marketing campaigns; see Table 4.1.

**Table 4.1** IDEA

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<b>I</b>	Inspiration and illustration	Summary of BET stages in BETTER and a visual of the idea
<b>D</b>	Details	Description of the activity
<b>E</b>	Evaluation	How you would evaluate the campaign
<b>A</b>	Approximate budget	A top-line, ballpark budget

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## Using IDEA

### *I is for Inspiration and illustration*

The first phase in the IDEA model corresponds with the first three steps of the BETTER model, referring to Brand personality, Emotional connection and Target audience. These are the categories that inspired the idea. Start by creating a slide (in the presentation) in which you summarize in one short sentence where your inspiration came from. For example, if there is a concept for a new brand of plant fertilizer that has a magical brand personality and targets housewives, this would be outlined at the bottom of the slide. The rest of the slide should be a visual illustration. Here, it is advisable to use a professional graphic designer, agency, or your in-house creative team to prepare the illustration. This is a visual representation of what the idea will look like in real life, and it needs to be good.

It is usually preferable to present your idea's visual in 3D because it can demonstrate the concept more clearly than a 2D one. You do not have to spend much money preparing your illustration; if you do not have the resources in-house, graphic design graduates are normally more than happy to work with you on a freelance basis and prepare cost-effective illustrations, as it adds to their portfolio and provides extra cash. If you are part of a big organization, you will already have graphic design facilities, either in-house or through a creative agency and you may prefer to use them. In summary, the I in IDEA stands for Inspiration and illustration. This will be the first slide of your presentation. You should begin with a visual representation and the inspiration behind the idea, including the Brand personality, Emotional connection and the Target audience.

### *D is for Details*

The details slide is the core of the presentation, where the real concept of the top-line idea is explained. First, the Details slide should have one or two paragraphs that provide an overview of the experiential concept and describe what elements are in place. For example, if we were to create a live brand experience for a Chinese food chain, we could set up a Chinese-style set in busy areas around a town centre. The Details slide would explain what this comprises. In other words, we could say the live brand experience for the Chinese food chain will be located in busy town centres and will be comprised of a Chinese-style set. We would also



have a team of Brand ambassadors participating in the campaign. These are the people who communicate directly with the consumers, in this case wearing traditional Chinese clothing.

After introducing the set and team of Brand ambassadors, you will describe the action segment of the activity. For example, the Brand ambassadors could give away fortune cookies with sales promotion vouchers inside, as well as showing consumers how to paint with Chinese watercolours inside the Chinese set. After the first paragraph of the Details slide introducing what elements are present (in other words, the Chinese set and the team of Brand ambassadors), we would then have a numbered list that explains the timeline for the consumer interaction with the brand. Once consumers enter the experience, the Chinese Brand ambassador team approaches the target audience and invites them to participate in the live brand experience. The target audience enter the set and are invited to sit down and participate in a Chinese watercolours lesson. While having their watercolours lesson, they can view the food-chain's menu shown on plasma screens on a loop. After listening to gentle Chinese music, watching the adverts and having a watercolour lesson, they will receive a fortune cookie containing a sales promotion voucher for the restaurant chain. By creating a numbered list for this activity in the Details slide, you will explain how the consumer will participate in the experience and the idea itself.

The final paragraph in this slide summarizes what benefits and objectives will be met by this idea. For example, ‘After the consumer has engaged with the Chinese live brand experience campaign, they will associate the food chain with traditional Chinese culture. It will position the chain as a brand of authentic Chinese food, which brings a touch of China into the city life. The activity will also drive sales to the restaurant as a result of the incentives provided by the sales promotion fortune cookies.’ In summary, the Details slide of IDEA begins by introducing the elements of the campaign, continues with a numbered list explaining exactly how the idea will work in practice, and culminates in a summary of what benefits and objectives the experience facilitates.

### *E is for Evaluation*

The Evaluation slide of the IDEA presentation is essential because it gives the audience an understanding of how you will measure the success of your campaign. Everybody wants to know how an idea will be evaluated because when spending money on a campaign, people need to know they will get results and that these results are measurable and explicit. It is important to build on ways of measuring the success of your campaign in the planning stage. Even at the concept stage, where you are presenting your top-line idea, it is important to let people know that it is possible to measure the effectiveness of the campaign.

The Evaluation slide should be formatted as an overview when providing multiple ideas in top-line format. However, once an idea is chosen, you will plan in more detail using the SET MESSAGE methodology (to be described later in the book) to cover a much more in-depth analysis of how to evaluate this experiential campaign. When preparing the Evaluation slide, there are standard metrics that should be included. It is recommended to present this in a formatted table, the first column showing the title ‘metrics’ and containing the following rows:

- OTS (opportunity to see);
- number of interactions (in the live brand experience);
- word-of-mouth reach (which should be calculated as 17 times the number of interactions);
- number of samples/or promotional merchandise distributed (if relevant to the live brand experience);
- any other elements that are relevant, depending on your objectives and amplification channels. For example: number of hits to microsite, number of text message responses to the billboard (amplification channel), number of data captures, number of

market research responses, number of sales, increase of footfall in-store – all depending on your objectives.

The second column of the table should read ‘Total estimates’. Each row should correspond to its appropriate metric. It is important to state whether these numbers are per day or per week, while also including the total estimates throughout the entirety of the campaign.

### *A is for Approximate budget*

This leads us to the final question, ‘What is the cost of the campaign?’, which is presented in the final slide, Approximate budget. The reason the budget is estimated is that, at this stage, you do not want to spend a huge amount of time planning the costs in great detail. That said, it is important that your costs are still realistic and based on genuine units, as your final confirmed budget should fall within plus or minus 10 per cent of the approximate budget.

The Approximate budget should be split into relevant cost categories, usually between five and six for the live brand experience plus estimates for amplification channels. Category 1 should include the live brand experience set production costs, such as the Chinese-style set for the Chinese restaurant in the earlier example. Category 2 includes all merchandise needed for the campaign, such as the fortune cookies, the uniforms for the Brand ambassadors, and other giveaways. Category 3 is staff costs. This should include the cost of the Brand ambassadors, as well as anyone needed to implement the campaign, such as drivers and riggers. Logistics is Category 4, which includes the costs of transporting the set and all of the other items, as well as rigging and de-rigging the set. This will also include any storage and packaging and postage costs. Category 5 is for expenses, which accounts for things such as hotel rooms, food budgets and travel costs, as well as the phone bill for the staff, which you will be paying. Your sixth category could be space hire, which will include the cost of permits for positioning the live brand experience campaign in places such as town centres. Your seventh category could cover costs associated with the amplification channels (for example radio competitions and print ads).

In each of these categories you should have realistic approximations of the costs, and these costs should be based on real quotes from suppliers. In each category, give an indication of how many days the cost is for. The final cost will be your management fee, which should be calculated at about 20 per cent of the cost of the campaign. If you are using an external agency, then obviously you will need to incorporate the management cost according to the pricing structure that they use.

To summarize the IDEA presentation: there is the Inspiration and illustration slide (with the graphic image), the Details slide (with the meat of the idea), then the Evaluation slide (estimates and metrics), and finally the Approximate budget (showing ballpark costs for the live brand experience and amplification channels). These four slides in the IDEA format are representative of the top-line idea for an experiential campaign and are necessary to narrow down the top-line ideas and develop them further.

## Choosing the idea

There are different factors that should be taken into consideration when choosing the top-line idea, such as the components of the BETTER model: Brand personality, Emotional connection, Target audience, Two-way interaction, the Exponential element, and the Reach of the campaign, as well as making sure that the concept is right for the objectives. It is also very important to take into consideration the budget, how realistic the idea is and the timescale you are able to roll out on. It is therefore important to prepare three ideas that vary, from a simple to a more complex one, always keeping your focus on both the Brand personality and the Target audience.