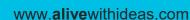


LGcomms

Creative campaigns





Strategy & planning

Content & copy

Visual communications*



Creativity in your corner every step of the way.

Training & Workshops





Here's an idea, why don't we just do stuff that's going to be really massively successful?



It's that easy, right?

Fear not...





The Alive Top 5 for creative campaigns









The (slightly) dull truth

"Creativity is a wild mind and a disciplined eye."

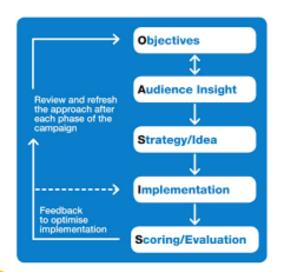
Dorothy Parker, American poet

As easy as 1, 2, 3



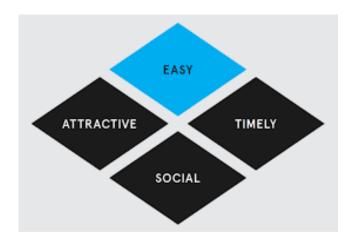
1. A great plan

- OASIS
- Comms planning



2. Make it sticky

 EAST behaviour change

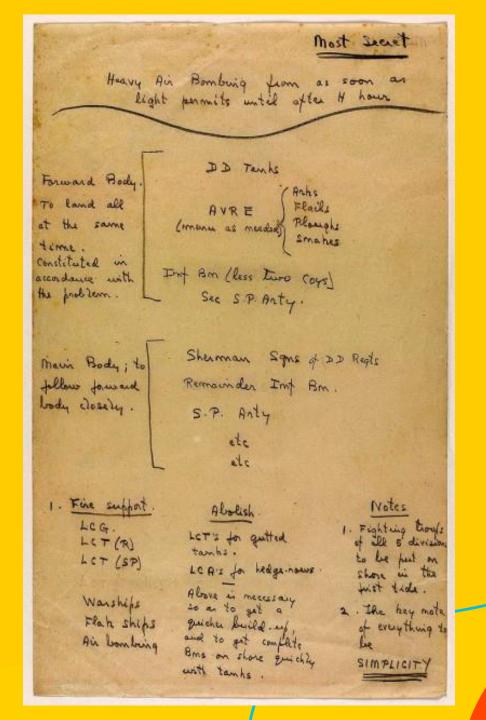


3. Creative inspiration

Ideas generation



A plan doesn't need to be complicated



Come back to the basics

A strategy on a page



A warm welcome

Remind people of Dorset's unique offering, ensuring they feel welcomed back to the county and are excited by their visit

Share the love

Visitors and residents alike share a love for Dorset, so ensure everyone feels Dorset is a safe and appealing place to visit

Play your part

Educate people that everyone has a part to play in retaining Dorset's special appeal and what is expected of visitors

Know your audience

Target the campaign to relevant demographics and specific visitor audiences to maximise reach and message penetration







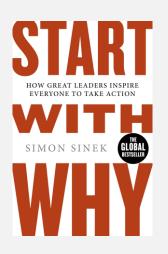
www.alivewithideas.com



2. Find the single human truth

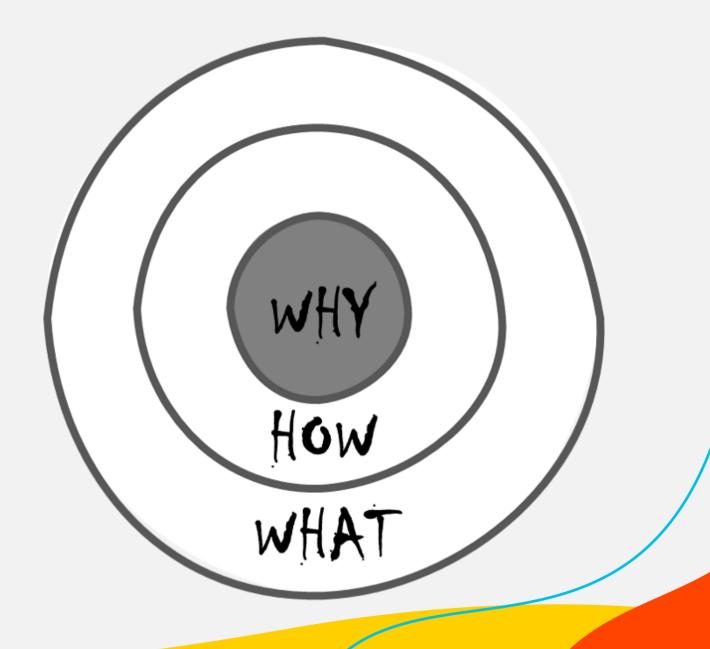
The single human truth

'Finding the single human truth at the heart of a campaign will transcend any barriers'





The golden circle



We want to raise awareness of fostering



To make people consider becoming foster parents



To raise the number of children being fostered



To find good homes for children



Because every child deserves a loving family and home

Hunting the single human truth

Reducing fires for over 65s

Factors

- Don't want to lose treasured possessions
- Don't want to have to move out of their home
- Family concerned about risks to parents/grandparents
- Family could influence change

The single human truth

Family and home matters

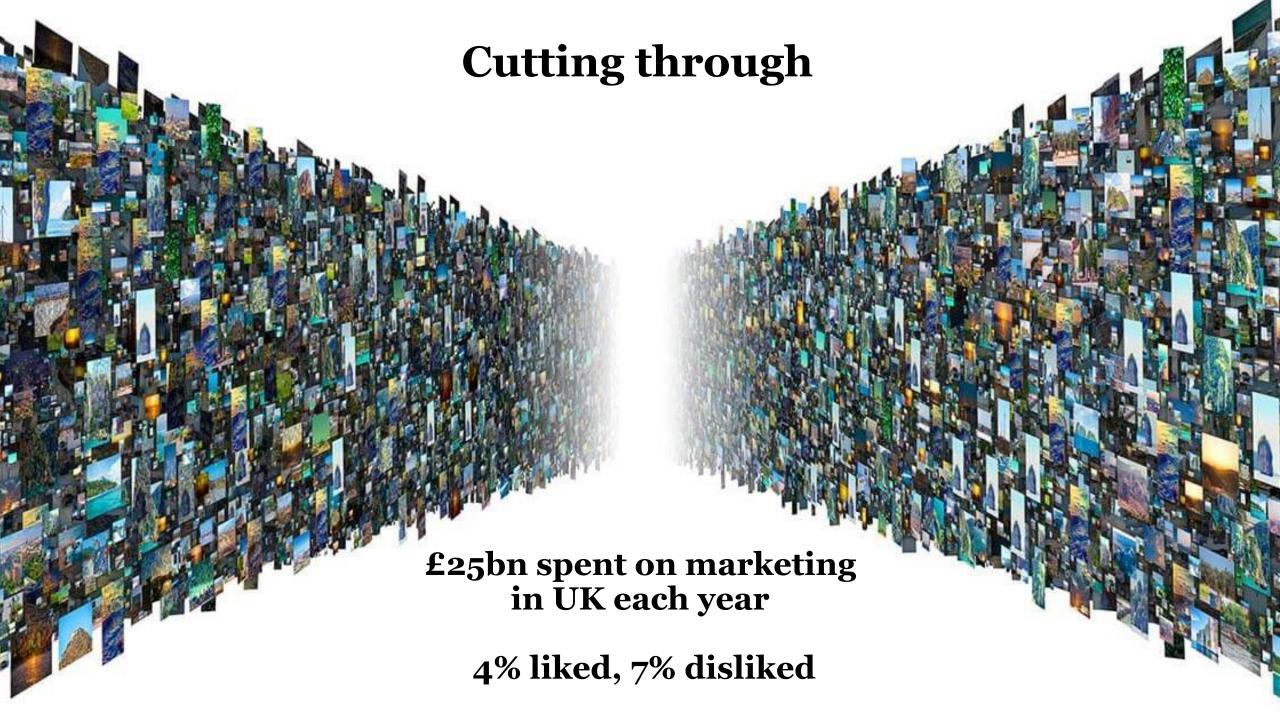








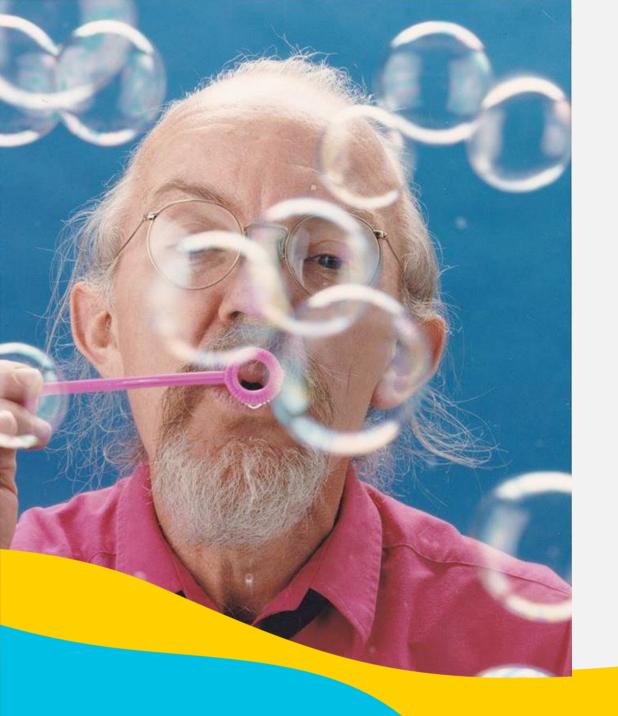
3. Be brave!



Fighting fear

Fear of the first step, the messy unknown, of being judged, of losing control







Gordon Mackenzie:

Creative Paradox. Yes Man.

"Most companies are peppered with people who are very quick to say 'no'. Most newly hatched ideas are shot down before they even have time to grow feathers, let alone wings. In saying 'yes' to all those who brought ideas to me, I was simply levelling the imbalance a bit. And it worked. People who have a deep passion for their ideas don't need a lot of encouragement. One 'yes' in a sea of 'nos' can make the difference."

In Timaru, we recycle topless





Lids go in the red bin

timaru.govt.nz/whatsinyourbin



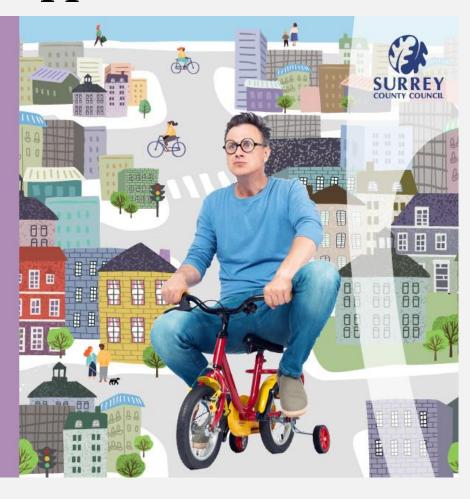
Surrey CC - Make It Happen

Pedal out ideas for your town.

MAKEII HAPPEN

Seize the future of your area.

Join up and join in. Get involved, get talking and unleash the potential in your community. Make it happen at surreycc.gov.uk/makeithappen





Float quacking ideas with your town.



Seize the future of your area.
Join up and join in. Make it happen at
surreycc.gov.uk/makeithappen



Power your town into orbit.



Seize the future of your area.

Join up and join in. Make it happen at
surreycc.gov.uk/makeithappen

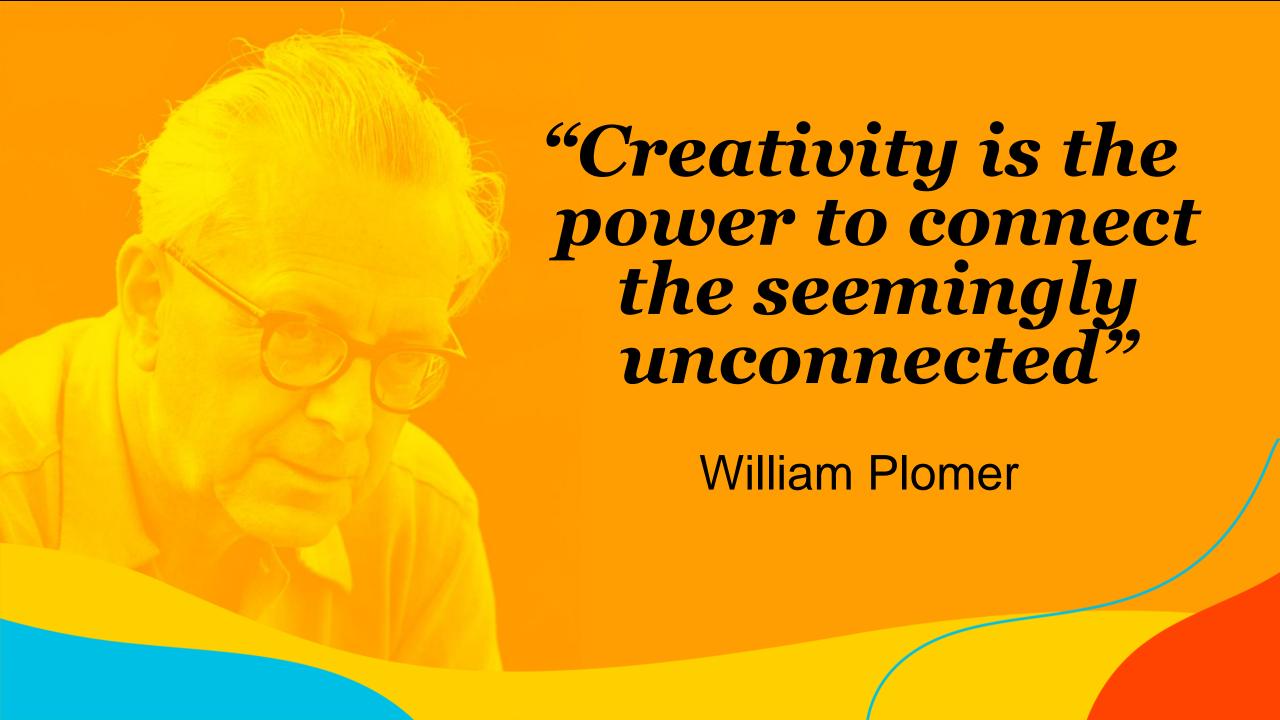


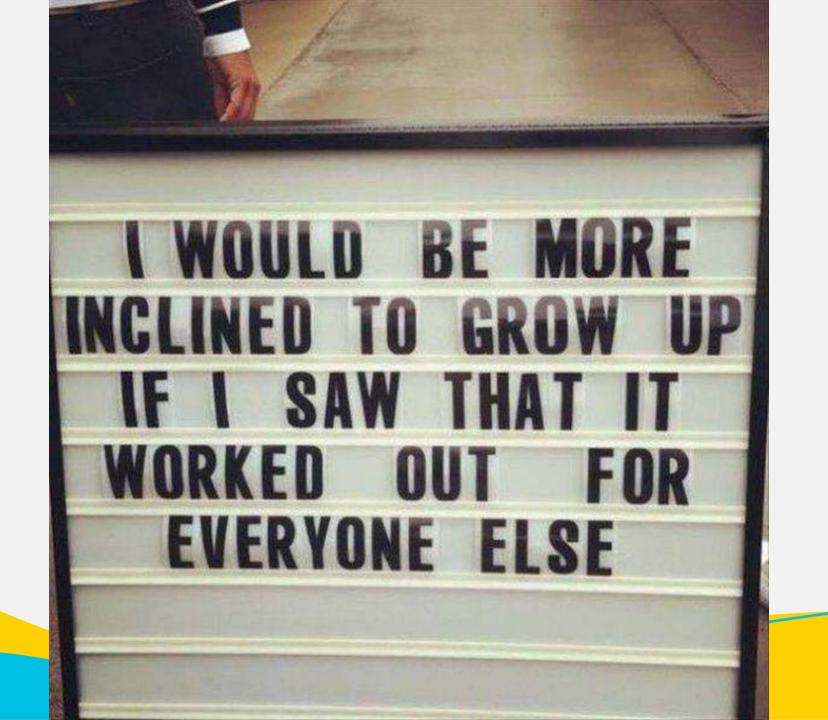


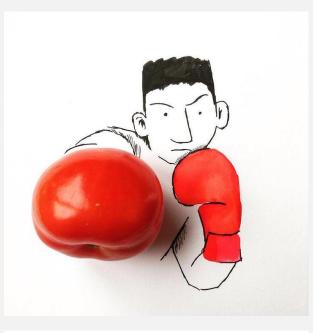




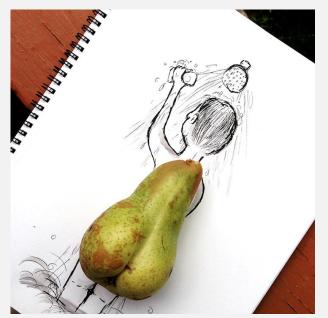
4. Be a big kid







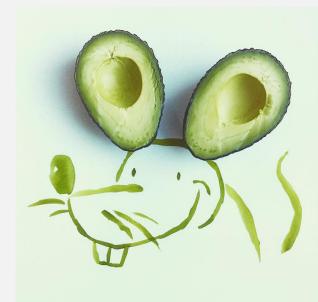




"The creative adult is the child who survived"







Kristián Mensa



@mr.kriss

Stoke-on-Trent City Council – social worker recruitment

Stoke's

Future





You can help build a brighter

FUTUR

Help shape the future of Children's Services in Stoke-on-Trent

Shape Apply

today:







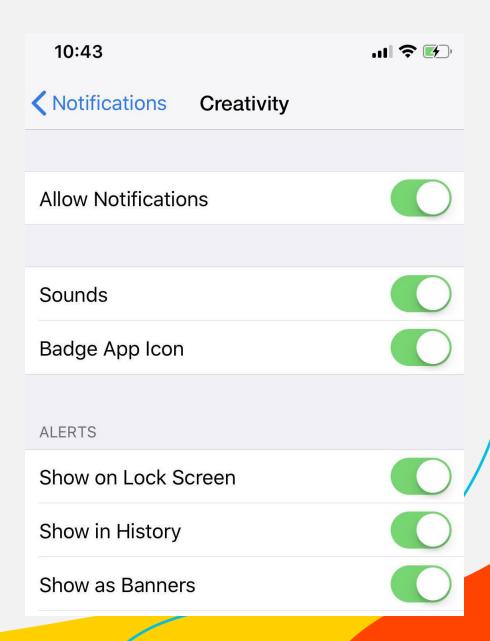






Ideas Everywhere





From Nike to smoke alarms...







Do is for Dorset...







To recap...



- 1. Lay solid foundations for your creativity
- 2. Find the single human truth ask Why?
 - 3. Be brave!
- 4. Be a big kid and look at things differently
 - 5. Search for the gold inside (and out)



And when it all comes together...

And when it all comes together...







2021 Campaign of the Year



Winner: Choose Local. Support Everyone, Waltham Forest LBC

RAIVIU



#Ideas Everywhere



Add yourself to the ad just dive in

Source - DesignBoom:

you can literally dive into adidas' first-ever liquid billboard in dubai

Dutch artist Daan Roosegaarde's new GROW installation features multicolored LED lights FREETHINK

Science and Art Collide

Over a Giant Field of Leeks

Shake your thang







Bonus material!



Navigating Covid chaos





October - launch



November - lockdown



December - Christmas



