

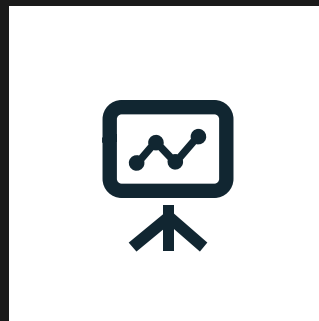


UPGRADE100 Focus presents:

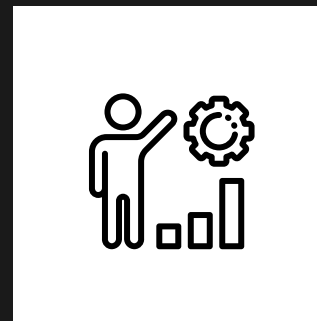
**TOP CREATIVE
STRATEGIES FOR CRISIS**

UNLOCKING & DECODING CREATIVITY

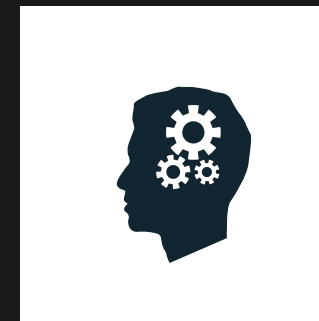
35+ Cannes Lions, including **3** Grand Prix
won by teams using the thinking tools described in this online event



Successful marketing & communication insights which help decode effective creativity in crisis



Tools & methodology to develop efficient structured creative thinking in times of crisis



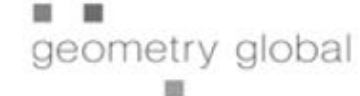
Practical creative thinking tools which to address adversity in crisis

MINDSCAPES

International knowledge & inspiration agency - offers creative thinking training programs which help agencies & brands create innovative brand communications ideas in a more efficient and effective manner

Mindscapes offers a wide range of different programs on a variety of topics relevant to all disciplines and professionals in brand communications, from the agency side and the brand side.

▶ active in
over 30
markets
worldwide
training
leading
brands,
networks
&
independent
agencies



McCANN

wunderman



T-Mobile



Google



M&S





FROM ROM TO ROM

THE AMERICAN TAKEOVER

THE CHALLENGE
The American Takeover was a multi-platform campaign for the launch of the new ROM brand. The challenge was to create a cohesive and engaging experience across all touchpoints, from TV spots to digital content, that would drive brand awareness and sales.

THE STRATEGY
The strategy was to leverage the power of the American flag and the concept of 'American Takeover' to create a sense of national pride and ownership. This was achieved through a combination of visual storytelling and interactive digital experiences.

THE RESULTS
The campaign was a massive success, resulting in a significant increase in brand awareness and sales. The multi-platform approach allowed us to reach a wide audience and create a lasting impression.

THE HIDDEN SUGAR HONEY

THE CHALLENGE
In the Czech Republic, there is 840,000 people with diabetes. The challenge was to create a campaign that would raise awareness of the hidden sugar in everyday products and encourage people to make healthier choices.

THE STRATEGY
We searched help from MMTIME, who can find sugar everywhere. A bee... We created a campaign that used the metaphor of a bee to represent the hidden sugar in everyday products. This was achieved through a combination of visual storytelling and interactive digital experiences.

THE RESULTS
The campaign was a massive success, resulting in a significant increase in brand awareness and sales. The multi-platform approach allowed us to reach a wide audience and create a lasting impression.

the world's most eligible bachelor

THE CHALLENGE
Wildlife experts make a last chance breeding effort to keep this species alive.

THE STRATEGY
We created a campaign that used the metaphor of a bachelor to represent the endangered rhinoceros. This was achieved through a combination of visual storytelling and interactive digital experiences.

THE RESULTS
The campaign was a massive success, resulting in a significant increase in brand awareness and sales. The multi-platform approach allowed us to reach a wide audience and create a lasting impression.

35+ Cannes Lions, including 3 Grand Prix won by agencies using the Mindscapes thinking tools

YUBARI CITY CAMPAIGN

NO MONEY BUT LOVE.

Background: With a debt of \$353 million, Yubari City, Japan, was bankrupt.

Challenge: Promote Yubari, reorganize the economy, and raise money for debt.

Idea: Yubari was the second Japanese city to declare bankruptcy. The idea was to create a campaign that would raise awareness of the city's financial situation and encourage people to support the city's recovery.

Results: \$1.5 million generated in support money + increase up 10% in tourism = \$31 million generated in tourism, reorganizing the city's debt.

DINNER WITH GEORGIA

REAL CELEBRITY!

THE CHALLENGE
The challenge was to create a campaign that would raise awareness of the Georgia brand and encourage people to visit the country. This was achieved through a combination of visual storytelling and interactive digital experiences.

THE STRATEGY
We created a campaign that used the metaphor of a dinner to represent the Georgia brand. This was achieved through a combination of visual storytelling and interactive digital experiences.

THE RESULTS
The campaign was a massive success, resulting in a significant increase in brand awareness and sales. The multi-platform approach allowed us to reach a wide audience and create a lasting impression.

MORE THAN A SIGN

PROBLEM
The problem was to create a campaign that would raise awareness of the importance of accessibility and encourage people to support the cause. This was achieved through a combination of visual storytelling and interactive digital experiences.

SOLUTION
We created a campaign that used the metaphor of a sign to represent the importance of accessibility. This was achieved through a combination of visual storytelling and interactive digital experiences.

RESULTS
The campaign was a massive success, resulting in a significant increase in brand awareness and sales. The multi-platform approach allowed us to reach a wide audience and create a lasting impression.



CREATIVITY vs CRISIS
STRUCTURING YOUR CREATIVE THINKING

MAIN TOPIC

- In times of crisis our innovation-to-survive instinct kicks in, as we tend to adopt new ways of thinking and operating
- When things are changing rapidly, we need to be even more attentive, flexible, creative and inventive than usual, so as to best address new behaviours and needs of people, brands, markets and budgets

CREATIVITY VS CRISIS

WHAT TO EXPECT



- Insights on how to break existing thinking models & originate new creative ideas
- Practical thinking processes to inspire creativity in times of crisis and transformation
- Deep dive into the creative thinking behind effective creative campaigns from around the world, while understanding key success factors involved
- Key success factors

CREATIVITY VS CRISIS

KEY TAKEAWAYS



- Attaining new perspectives about challenging situations, so as to see them in different prisms and identify new possibilities for new solutions
- Exploring structured creative thinking tools which can help touch hearts, gain empathy and generate ideas meaningful to people during challenging times
- Exploring structured inventive thinking tools for creating brand communications ideas based on new original offerings or roles geared to answer needs / behaviours / barriers reflected in times of crisis
- Understanding how to address people's desire to overcome the notion of helplessness and vulnerability,
- Learning how to help drive notions of significance, recognition, control and leadership
- Learning how to cross the border between the on-line and off-line worlds,
- Creating innovative usage of digital platforms in people's every-day life during times of crisis
- Learning how to overcome fixedness & mental barriers of different sorts, while using components and variables related to a brand in unexpected ways which reflect the brand idea/message in times of crisis

CREATIVITY VS CRISIS

UPGRADE100 Focus presents: TOP CREATIVE STRATEGIES FOR CRISIS

 15TH OF JULY 2020, 10AM - 13

 upgrade100.com/FOCUS

SCHEDULE:

- 9:50 – 10:00** Connecting to the ONLINE SESSION - networking, discovery, chat (minus coffees& pretzels)
- 10:00 – 11:00** Introduction + decoding of recurring thinking patterns embedded in successful brand communications ideas in times of crisis + understanding the key thinking input behind the effective creative output
- 11:00 – 11:15** Coffee break
- 11:15 – 12:15** Practice makes perfect. Based on the MINDSCAPES methodology, transforming recurring thinking patterns into structured creative thinking tools and fertile disruptive thinking paths, applied on a short thinking task
- 12:15 – 12:30** Summary + Q&A
- 12:30 - 13:00** Creativity & Crisis @ Cannes Lions 2020 – fireside chat

TRAINER

Ravid KUPERBERG

PARTNER & TRAINER, **MINDSCAPES**

Ravid is a structured creative thinking trainer in the field of brand communications, working with numerous advertising agencies and brands around the world.

He is a former advertising professional with 14 years of experience in variety of roles. Starting off as a strategic planner before becoming a copywriter and later on a creative director. He is a frequent keynote speaker and trainer at international marketing conferences and advertising festivals, including recurring appearances at the prestigious Cannes Lions Festival.



CREATIVITY VS CRISIS

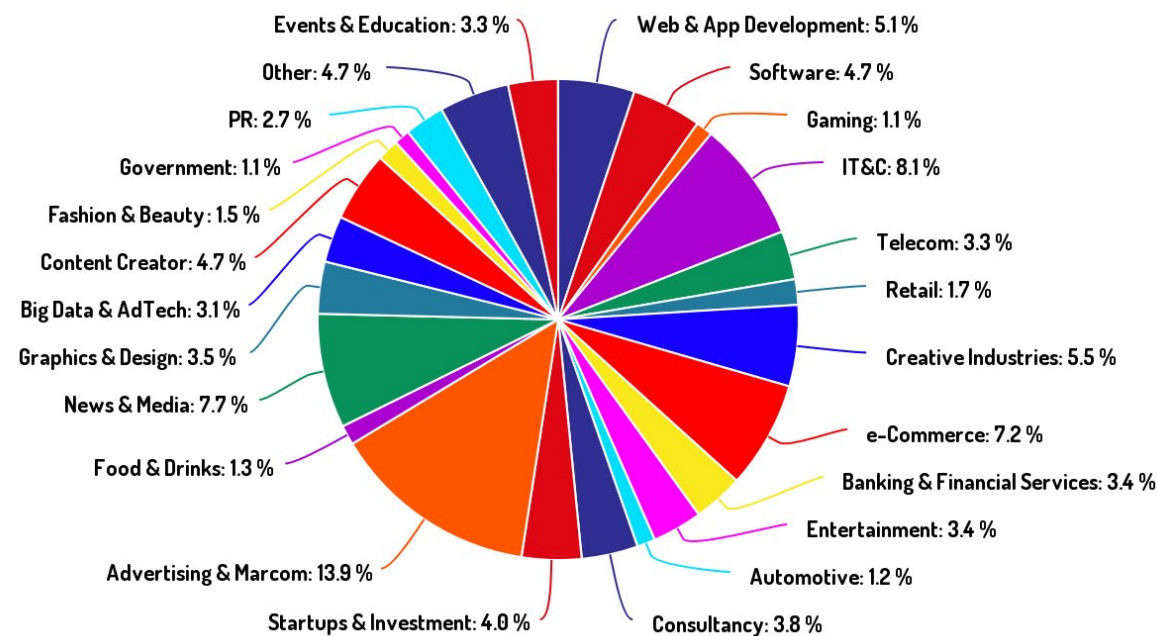
MAIN TARGET

- Marketing & communication professionals
- Media, advertising & PR executives
- Client & brand managers

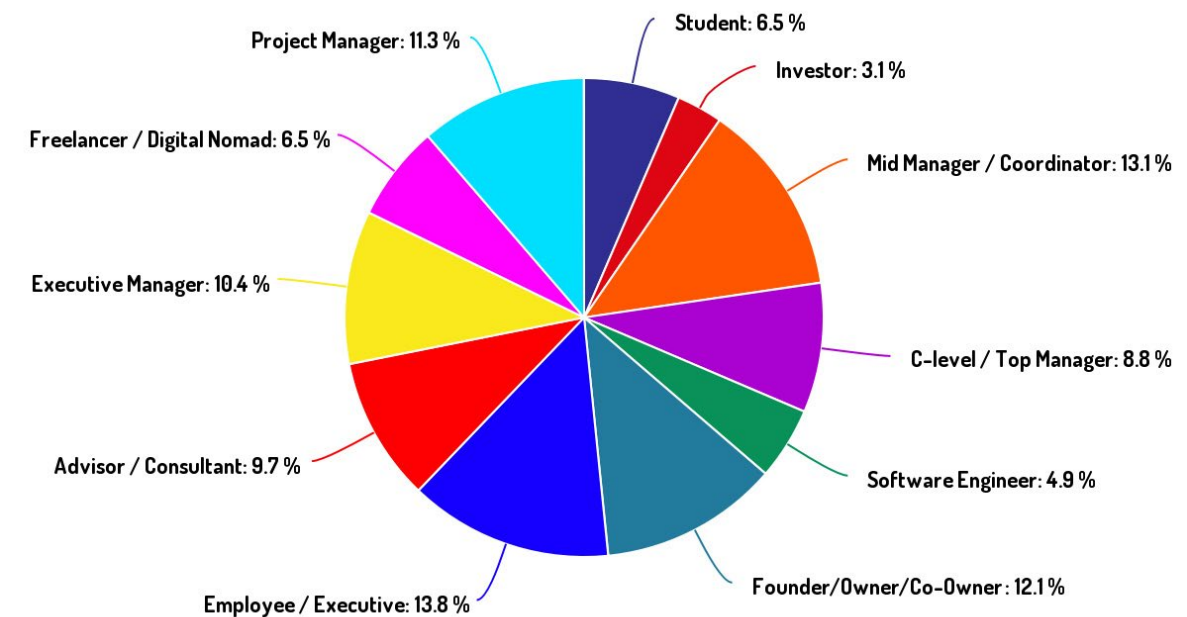
UPGRADE100 NATION

Database of **19.399** professionals

ATTENDEES BY INDUSTRY



ATTENDEES BY ROLES



WHAT'S THE VALUE?



CREATIVITY VS CRISIS

HOW'S OUR UPGRADE FOCUS DIFFERENT:

- We do it on **all-in-one live online events platform** which covers 90% of the features of an offline event.
- **Hyperlinked sponsor logo** displayed prominently on Registration / Reception page
- **EXPO BOOTH** to showcase products and services, with either pre-recorded videos or a live video-stream session in the booth. Booths have a customizable lead generation feature built-in for capturing attendee interest
- **Speaking segment - with RTMP streaming**, commercials and messages can be displayed during breaks, in between segments of the webinar
- **Branded breakout sessions in the Sessions area**. The sponsor's branding can appear on the images of each session if there are multiple sessions
- **Branding featured in the main event hero image** on the Registration page and inside the event on the Reception page
- **Access to event analytics reports** - referral source, turnout percentage, registration visits vs. conversions, connections made during event, country, device, etc
- **Engage in custom polling and interact with the audience on different topics** - integrated content activation, direct advertising;
- **Receive recordings, chat transcripts** for both the event chat and sessions chat, and poll data from the event once finished.

EXTRA SPONSOR BENEFITS

CONTENT GENERATION ACROSS UPGRADE100 PLATFORMS

(social media, news section, app, virtual festival)



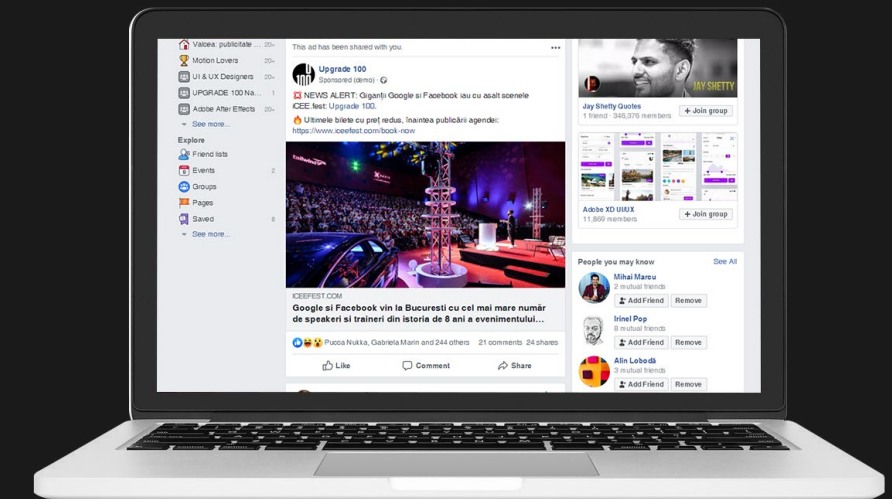
BRANDED VISUALS

campaign materials



FEATURED SPEAKER DURING THE EVENT

with promo package (pre / post & during event)



THANK YOU!



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