





JUMPSUIT
BIG IDEA WORKSHOP

THE CHALLENGE





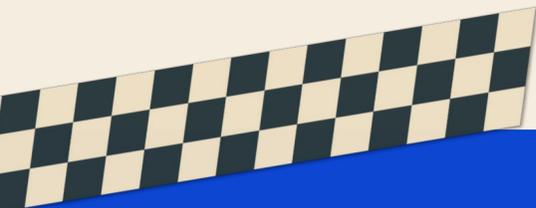
The most successful campaigns or product innovations are rooted in a big idea – ideas that are memorable, wildly scalable, and hugely impactful.

Where do big ideas come from?

Don Draper wants you to believe your next big idea should come from his *deeply biased* life observations.

Sorry Don.

Big ideas should come from data-driven insights.





Insights that you may or may not have...

80% of companies believe that data-driven marketing is critical to their success.

Yet, only **20%** of their marketing budgets are spent on data-driven strategies.



Lucky for you, our superpower is mining deep brand level and human level insights – and then using those insights as sparks for big idea generation.





Introducing

The BIG IDEA Workshop

Starting at \$20k

A two week sprint designed to mine insights, generate Big Ideas, and validate the winning idea before you go all ham



OUR BIG IDEA PROCESS



BIG IDEA PROCESS





PRE-WORKSHOP

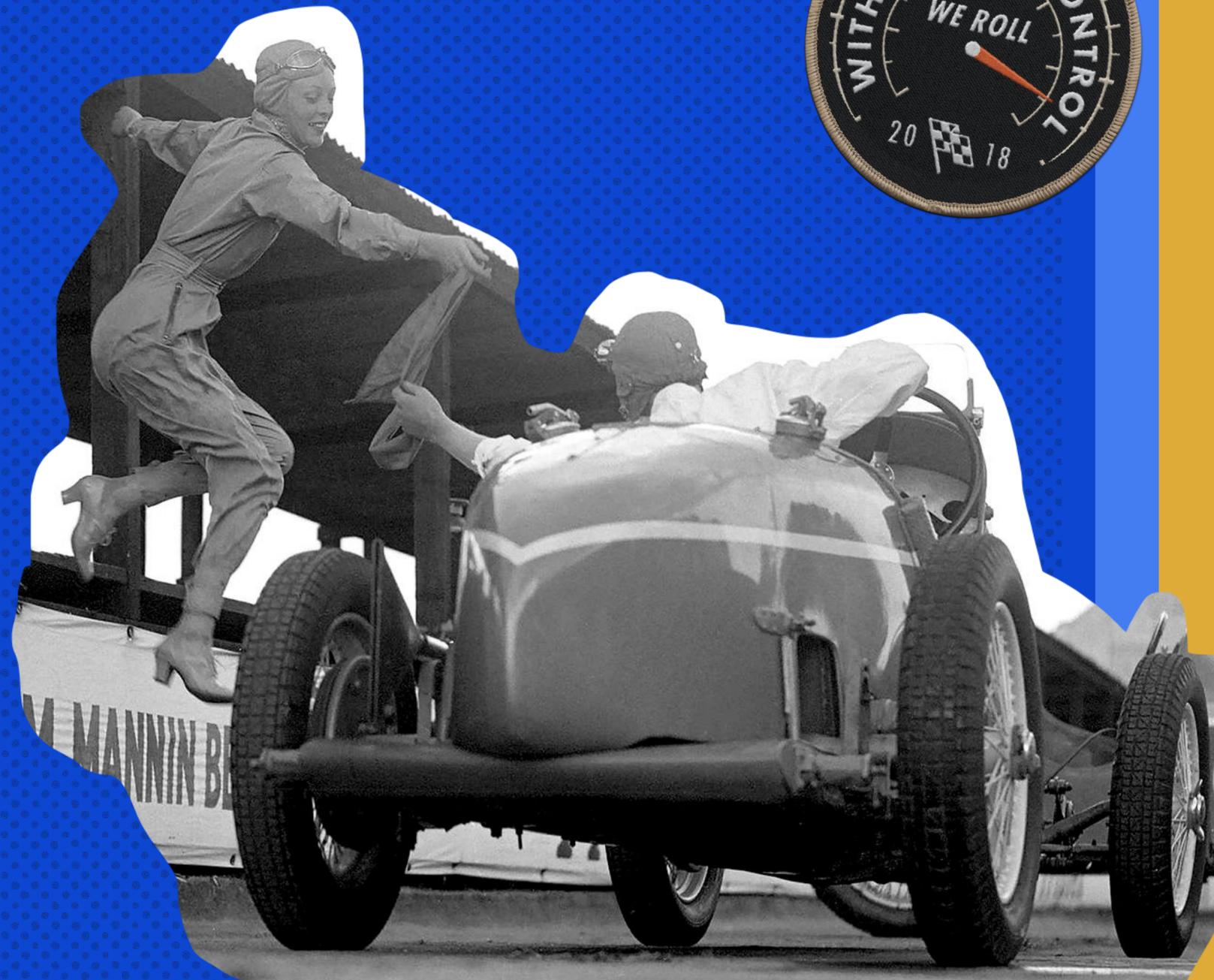
IDENTIFY THE BRAND TRUTH

You'll brief our team on any interesting industry trends, search, social data, or other relevant data for any potential sparks. We'll also supplement your data with our own research as it pertains to your brand.

IDENTIFY THE HUMAN TRUTH

We'll do a similar process but through the lens of interesting cultural tensions or human-level insights. Ultimately, our goal will be to find a brand truth and human truth that intersect nicely to inspire the creative brief.

Deliverables: Insights Report, Creative Brief, Workshop Plan





WORKSHOP

RAPID IDEATION

Jumpsuit will then embark on a fun, full-day workshop using insights as a launchpad for new, radical thinking. At the end, you'll have visibility into all of our ideas, however, we'll pitch to you the two biggest ideas we've surfaced, based upon a pre-defined rubric of success.

We'll also include sample activations to demonstrate the scalability concept and to supply you with materials that can be tested before being fully blown out in a campaign or prototype.

Deliverable: Pitch Deck



POST WORKSHOP

TESTING ROADMAP

We'll also create a roadmap for the fastest, most efficient way to test your top two ideas *before* you put all your eggs in one basket. Testing your top two ideas will give you essential feedback to make sure the idea you pick is a data-informed and refined winning idea.

If you'd like Jumpsuit's help running the test or developing your campaign or prototype, that will lead into an incremental scope of work.

Deliverable: Testing Roadmap



ASSUMPTIONS

- Workshops and deliverables are designed for a fast-turnaround sprint process. Customization, such as more time in research or final deliverables highly polished with your branding can be done for an incremental cost.
- Key decision makers will be involved during the Insights Report, must align on the Creative Brief, and participate at the end of the day in our workshop to review our ideas and pitches.
- Cost is based off a one day workshop. More time = more ideas, more refinement, and more assets for testing – all of which are available at an incremental cost.
- Additionally, Jumpsuit can run testing and reporting at an additional cost.



GETTING STARTED

- **Secure your budget.** **Big Idea Workshops start at 20k.** Customizations are optional at an incremental cost.
- **Schedule a free consultation.** Let's make sure our workshop is best option for the problem you're trying to solve. From there, we will align on the scope of work, timing, and costs.
- **Finalize the SOW.** Once signed, we'll schedule a time to officially kick off the project and secure a workshop date.

Ready to finally have confidence in your next campaign or product innovation? Let's sprint.

