

Creativity in Marketing

Group Assignment

The goal of the assignment is to teach to find marketplace problems, develop ideas to address them, and refine these ideas into marketplace solutions. In short, your job is to tell a story of how your creative solution evolved as you applied creative tools during its planning. The solution can be a new product, service, or even an awareness campaign for an NGO (real or fictional).

The **first deliverable** is the pitch (10% of grade) where your group will pitch the idea for the audience (the instructor and the other groups) for your initial idea.

- Outline the marketplace problem you are about to start solving with your group
- Give the audience an appropriate background or contextual elaboration:
 - Why it matters
 - What's the 'scale' of the problem
 - Prior attempts to solve the problem
 - how/why it is a marketing problem
- Strive to be engaging and captivating

The **second deliverable** is the written report (60% of the grade) where describe your novel creation, but more importantly, elaborate on the creative process of how your creation evolved using the course's readings and key insights. The deliverable is 1.5-spaced, 1" margins, 12-point font, Times New Roman. No maximum length, but concise writing is necessary. See next page for detailed instructions.

The **third deliverable** is the final presentation (30% of the grade) where describe your novel creation and 'sell' it to the instructor and the audience. The presentation should concentrate more on the product itself and its innovativeness: what makes it new, useful, and a well-designed product for the marketplace. Presentation details at the end of this document.

Key points to consider and elaborate in group report:

- How did you arrive at your initial idea?
- What is the market category's cultural orthodoxy, typical selling proposition, or expected consumer behavior? → Why is the status quo problematic?
- How did your solution evolve through diverging and what were the key breakthroughs?
- Similarly, how did your solution evolve through converging thought?
- If applicable, what is the key creative difference in terms of 4Ps? Or is it a balanced offering?
- What are the main obstacles for your solution's success and what have you done to mitigate them?
- How does your new solution constitute a cultural innovation?

Grading criteria:

- Researching, benchmarking, and elaborating of the problem area
 - Showing the problem's orthodoxy by showing how consumers usually act or how brands / products / services are usually positioned or sold in the context
 - Showing an understanding of the underlying cultural issues surrounding the problem (for example social anxieties and affected populations, subcultures or groups or even pop culture works that have addressed the issue)
- Correct application of course concepts, literature, themes, and tools in showing how the group explored, improved, and changed the final outcome
 - Showing that you've done research on the problem is key, going beyond what was done during class exercises
 - Especially when discussing the cultural issues, linking back to the course literature
 - Encouraged to use appendices and showing the different iterations of ideation
 - Illustrating that the research problem has been sufficiently revised from first presentation
- Originality of overarching idea
 - Convincingly showing that the solution is sufficiently different from existing solutions or that no comparable solution even exists
 - It's bad if the instructor can immediately point out an existing solution that already does what you're proposing
- Comprehensiveness, viability, and detailed richness of solution
 - Showing that the idea carries through to different levels of implementation, may for example 'shine through' all the four 4Ps or at different stages of the experience / solution and can be properly materialized and communicated
 - If applicable, commercial viability
 - Pitfalls and dangers of the solution are acknowledged and credibly addressed → bad if instructor can ask obvious "did you consider this?" questions
 - The solution is emotionally, narratively, or visually compelling → mockups, example scenarios, and benchmarks are encouraged
- Quality, clarity, and conciseness of writing

- Creative idea needs to be communicable clearly and concisely
- Repetitiveness in text results in grade reduction
- Redundancies and ‘empty gestures’ that merely mention course concepts without sufficient application reduce grade

Final presentation guidelines

- Brief reminder of the original pitch
- Description of the creative process that led to the new solution
 - Key moments (‘eureka!’) and key decisions that guided the eventual solution
- Evolution of the solution and research into the problem
- “Selling” the solution to the audience
 - First laying out the overarching idea
 - Showing the details of the implementation, how the creative idea would work
- Overall presentation considerations
 - Logical order, easy to follow
 - The presentation is engaging and captivating, strong voice control
 - No reading from slides or hands in pockets, eye contact, “use the room”
 - Visual aides (slides, videos, other artifacts) are of high quality and enhance the presentation experience
 - Transitions between topics and presenters are well-rehearsed
 - Time management!
 - Possible extra points for innovative presentation “gimmicks” that work in your favor
- 25% of the grade will be based on peer rankings of which did best
 - The team that gets the most points gets full marks of 25%, everybody else in relation to that score