



OUT OF THE BOX[®]
VITAL BRAND NURTURING & NOURISHMENT

Creativity Craves Crisis



A thought paper by Justin Kent, Founder of Out Of The Box LLP May 21st 2020

It would be easier to talk about *creativity in crisis...*



15,894 views | Apr 17, 2019, 04:32pm EDT

The Slow Death Of Creativity In The Context Of Unseasoned Talent And Data Algorithms

Avi Dan Contributor @ CMO Network Advertising and Marketing

Millennials are the most attractive target demographic for advertisers, five times as much trying to reach them as in the past. Millennials have more disposable income...

Home / News@Fat / Is Creativity Dead?



HOW TO UNLOCK YOUR CREATIVE POTENTIAL

Is Creativity Finally Dead?

Part 1 of this series examines where creativity is headed in an age of information overload

Jonathan Ely Follow
Dec 5, 2017 - 6 min read



...ective attention span has been reduced to mere
of us content creators and publishers.
...dless stream of homogenised content? Are
...ese just the mutterings of lazy creatives?



Photo: Lukac Bieri via Pixabay.com

Or how *creativity creams a crisis*; so many brands adopt the same insincere *'we're in this together'*



But why, in a Global crisis, would or should creativity thrive?



- After all, we're all scared and uncertain about the future
- We've retrenched into survival mode
- The word 'feelgood' has been banished
- Brands have run to the hills to self-isolate
- No one essentially gives a damn about anything non-essential, let alone a good ad!

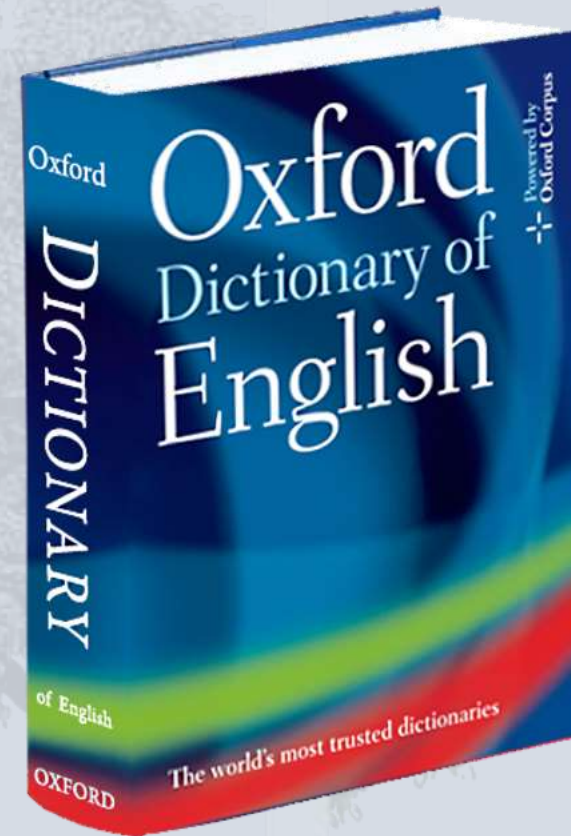


The Oxford English Dictionary does not do justice to the meaning of creativity



“The ability to use original and unusual ideas”

Brand creativity is far more ambitious than this, because it combines ideas with purpose...



To understand Creativity you need to define what it does, not what it is



- Creativity feeds the mind and makes us **question, wonder and think**
- Whether its Jackson Pollack, Banksy or Snoop Dogg, creative artists stretch us and our view of life itself

No one has perfected a process for creativity but it's not (rocket) science



- And we do know what the essential ingredients are that fertilise creativity...

The 1st ingredient is obvious and universally-accepted; **Originality**



- Originality of an idea gives
 - Freshness
 - Newness
 - Distinctiveness
 - Stand-out
 - Impact
- Universally-accepted maybe, but just as easily, universally-ignored!



Getting to the creative idea through an organic and iterative process of adcepts



IT KICKS IN YOUR MOUTH



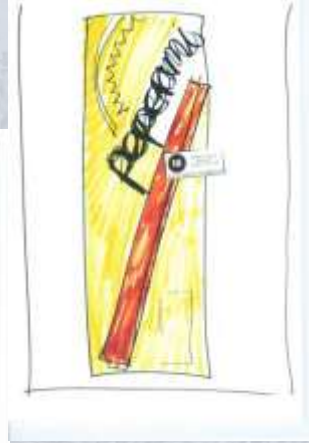
WE'D LIKE TO SLIP YOU 8 INCHES OF MEAT



UNLEASH A BEAST.



THIS HARMLESS LOOKING PACK HIDES A WILD SNACK



DON'T FOLLOW THE HERD



THIS IS NOT AN ADVERTISEMENT FOR PEPERAMI



IT'S NOT YOUR AVERAGE SNACK



PEPERAMI BURNS HOLES IN YOUR TASTE BUDS.



MEAT AND 2 VEG.



MEAT YOU CAN ENJOY ANYTIME



THERE'S NOTHING SWEET ABOUT PEPERAMI.



GET BACK TO BASICS



OUR MEATS EASER TO CARRY.

The second ingredient is less obvious and accepted but just as essential; **Tension**



- Tension in the creative idea gives the execution
 - Edge
 - Cut-through
 - Incisiveness
 - Acuity
- Derived from the latin '*tendere*', meaning 'to stretch'
- We need communication that **stretches** us, **stretches** the mind, **stretches** what we thought we knew and felt.



Tension need not be aggressive but it must stretch from a recognisable fixed point



- That 'fixed point' might be how we feel, what we thought we knew, what we didn't realise, what the societal norm might be
- Without this 'stretch', we cannot expect any change from our communication. If Originality is the Impact Agent, then Tension is the Change Agent. It's the *agent provocateur* quite literally!



Identify that fixed point in consumers' minds and disrupt it, shake it, stretch it



- Even in a product category devoid of tension, the absence of it can be tension itself!
- In this case, the tension for this Irish brand, Low Low spread, was the category's perceived distance from butter – so take the high-ground of butter!

Top-rated Netflix/BBC TV series enjoy this heady cocktail of originality and 'stretch'



Hollywood celebrated it this year in Parasite



BAFTA too awarded the originality and tension in war-torn 'For Sama'



"THERE SIMPLY HASN'T BEEN A FILM LIKE IT BEFORE"
★★★★★
THE TIMES

A woman wearing a black headscarf and a black jacket is holding a baby in a grey carrier. They are standing in a narrow, war-torn street with damaged buildings on either side. The scene is in black and white, with a greyish tint.

FOR إلى سما **SAMA**

AN INTIMATE AND EPIC JOURNEY INTO THE FEMALE EXPERIENCE OF WAR

FBS DISTRIBUTION PRESENTS A CHANNEL 4 NEWS AND IAN PRODUCTIONS PRODUCTION IN ASSOCIATION WITH CHANNEL 4 AND THROTTLE PBS "FOR SAMAA" EDITED BY CHLOE LAMOURNE, SIMON MCMAHON MUSIC BY NAHOTA DESAI PRODUCTION MANAGER JENNY SMITH
EXECUTIVE PRODUCERS BEN DE PEAR, NEVINE MADDO, SIOBHAN SINVERTON, GEORGE WALDRON WRITERS AND PRODUCERS WAAQ AL-KATEAB DIRECTED BY WAAQ AL-KATEAB AND EDWARD WATTS

FRONTLINE REPUBLIC

Both thrive on the context, the backdrop of tension which, whilst implicit, is v. powerful



Crisis is tension overload and comes in all shapes and sizes



A veritable playground for creativity!

Covid-19; the biggest Crisis most of us have ever shared & suffered in our lifetime



One study depicted 4 x F-phases we go through in this crisis



	Phase 1: WTF?	Phase 2: Fear	Phase 3: Fatigue	Phase 4: Future??
Consumer Behavior/Perceptions	Shock, denial, postponement. Thinking of family.	Anger and fear. Pantry prep. Prioritize health products to deal with virus.	Acceptance and compliance. COVetlood due to over-exposure to news.	Eagerness to get back to normal. Resistance to stay-at-home measures and social distancing.
Implications for Brands/Advertising	Strategize across marketing channels as to which messaging is appropriate for each channel. Get ready to edit existing footage for TV and digital.	Recognize the seriousness of the situation. Reassure customers and prospects; emphasize reliable execution and delivery. Consider all-graphic executions and innovative production techniques.	Consider moving from serious to more light-hearted messaging, perhaps even humor. Plan for when live production shoots can occur.	Proceed with caution. Emphasize small steps towards a "new normal." Discuss how to depict physical contact and togetherness in advertising.

Source: Rain the Growth Agency, MVOFeeds™

Source: Rain, the Growth Agency, Portland, Oregon

In the space of weeks, we travelled up Maslow's hierarchy of needs



At different rates, we all seem to be climbing-up the pyramid like the text book says we do

You couldn't find bog roll in early March



Me: "Can you tell me where to find the nuts?"
Store Employee: "They're in the toilet paper aisle."



Loo rolls and pillow packs of pasta

Soon after, hand sanitizers were selling on Amazon for £50!



Hand sanitiser, Dettol and paracetamol

Loo rolls and pillow packs of pasta

Gallows humour united us along with zoom and Netflix doubling subscriptions



Mid-May '21

Maslow's Hierarchy of Needs

Early-March

Self-actualization

Esteem

Love/Belonging

Safety

Physiological

Why aren't there handles on doors anymore?

Wesley, it's time I tell you about the year 2020...

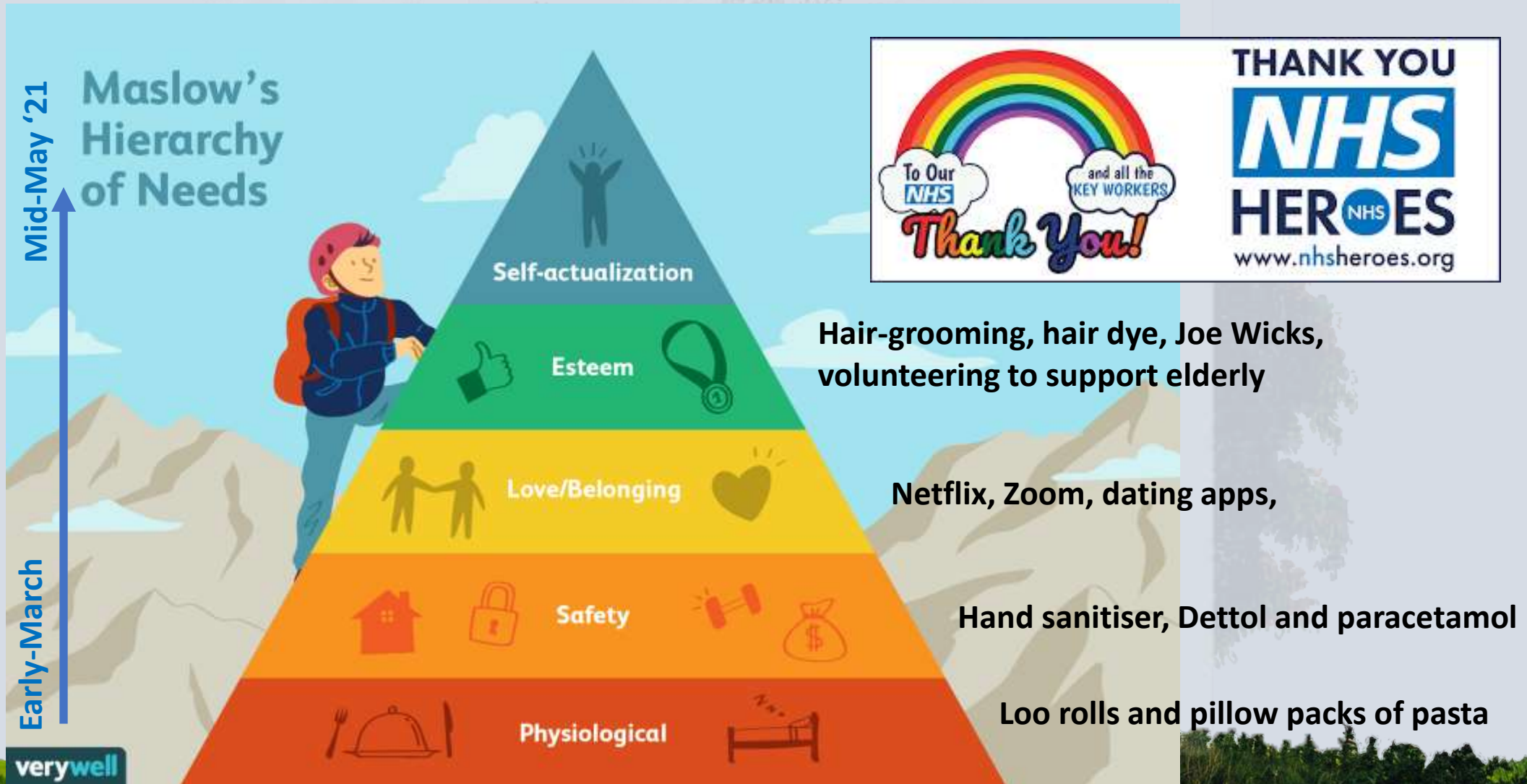
Netflix, Zoom, dating apps,

Hand sanitiser, Dettol and paracetamol

Loo rolls and pillow packs of pasta

verywell

Concealing grey roots becomes key and don't forget to hand-clap the NHS on Thursdays



Since April 1st, 19% of UK pop. have started a new hobby (*yougov. poll*)

