

Module 11: Inspiring Experiences That Change Behavior and Drive Transactions

Objectives

The objective of this module is to provide a deeper understanding of the purpose and power of an Organizing Idea. We will build upon the information gathered in the previous modules, and add the guidance in the chapter highlighted here to empower students into crafting an effective Organizing Idea.

After studying this module, students will be able to:

1. Distinguish between a 'big idea' and an Organizing Idea.
2. Define and understand the purpose of an Organizing Idea.
3. Craft an Organizing Idea for the brand project.

Outline

[Slide 1] MODULE INTRODUCTION

While having a 'big idea' is still relevant and rather helpful, its results can be widely enhanced with the application of an Organizing Idea. This module digs deep into the power and purpose of this key component of Storyscaping, which is used to help unlock the effectiveness for how a brand story is told, delivered, engaged with and experienced.

[Slide 2] MODULE AGENDA

Review Chapter Nine - *The Organizing Idea*

- Where an Organizing Idea comes from (4 Pillars)
- What an Organizing Idea offers
- Definition and Examples

Activity - Explore the power of an Organizing Idea (ESPN X Games)

Project Team Exercise – Craft your Organizing Idea

[Slide 3] BUILDING UPON THE PILLARS

Utilizing an Organizing Idea is a powerful new concept for marketing that helps you create worlds of experience that are inherently connected to the four pillars.

One of the keys to unlocking the creation of your *world* is the Organizing Idea. It's one of the most potent ingredients in Storyscaping.

In the previous modules, we've learned about and actually built out four strategic pillars: Brand Purpose, product/service positioning, consumer emotions and consumer needs. The pillars stand on the left side of the model and are used to explore and establish an effective Organizing Idea, which not coincidentally, stands more toward the center of the model.

These elements in the model are interrelated. For instance, if you do not have a fundamental connection to the product or service positioning, everything you do will be less efficient in driving the ultimate response of a transaction.

Having a true and meaningful connection to your Brand Purpose is integral; your Organizing Idea becomes part of how you bring that Purpose to life. Without a connection to the Brand Purpose, your Organizing Idea is nothing more than another random idea.

[Slide 4] CONNECTING A STORY SYSTEM

The right side of the model represents the Story System. The Organizing Idea serves to guide the type of experiences that are created and how those experiences are connected through a Story System.

Organizing Ideas have the ability to help define how a brand interacts with the consumer. The right Organizing Idea can enhance all the creativity and content you create. It's a powerful concept that unlocks great effectiveness in how your story is told, delivered, engaged with, and experienced.

[Slide 5] ASSOCIATION TO INSIGHT

The previous modules on consumer insight prove how important it is to understand the emotional desires of consumers. The Organizing Idea fuels that emotional territory.

To ensure the manner in which behaviors are inspired and immersive experiences are created, your Organizing Idea must have relevance and an association to consumer insight.

This is key in keeping the desired connection in line with the Purpose.

[Slide 6] DEFINITION

An Organizing Idea is not a big idea. A big idea is the creative expression or the 'O.M.G' experience that delivers to an Organizing Idea.

We define an Organizing Idea as "*an active statement that defines what the brand must do to change consumer behavior.*" It inspires the type of experiences that are created through the Storyscape.

An Organizing Idea organizes the connections between your consumer and your story in a way that builds emotional association and inspires behavior. It's a strategic input and sometimes it also ends up being a creative expression.

[Slide 7] EXAMPLE: RED BULL...(1 of 2)

Red Bull is connected to big ideas - like a guy riding a balloon to space and then jumping out of it. That's a big idea, but not an Organizing Idea. The reason Red Bull gets value from its partnerships, content, and distribution channels is because they are all connected through an Organizing Idea.

[Slide 8] EXAMPLE: RED BULL...(2 of 2)

The Organizing Idea of ***Giving Wings to People and Ideas*** is in line with the brand, it connects with the product positioning through energy, it inspires ideas and experiences, and it excites on an emotional level.

[Slide 9] MORE EXAMPLES

Here are several other real world examples of effective Organizing Ideas.

- Ideal Image = Get Ready for You
- ADT = Control What's Next
- Thomas & Friends = Make Never-Ending Stories
- Visit Florida = Make it Epic

[Slide 10] GETTING STARTED

Creating an Organizing Idea is not a science; there is no formula. There are inputs and insights, but not a formula that guarantees a great idea. If there was a formula, ideas would no longer be the outcome of creativity.

Even without a formula, you can consider any potential Organizing Ideas against the following characteristics by asking yourself, "Does this Organizing Idea...."

- Organize
- Activate behavior
- Seek participation
- Inspire experiences
- Use brand tone & style
- Deliver brand purpose

[Slide 11] WHILE CRAFTING...(1 of 2)

When crafting an Organizing Idea - find your balance between being strategically minded and inspiring and realize the main ingredients are: instinct, gut feeling, experience, and passion - mixed into a pot of opportunity.

Consider that an adjective describes the brand, and a verb ACTIVATES a brand.

[Slide 12] WHILE CRAFTING...(2 of 2)

Remember, one of the main goals is to create an active experience, rather than a passive brand expression.

[Slide 13] EXERCISE 1

Which of these is an Organizing Idea? Why? What qualities do they have that tell you so?

[Slide 14] EXERCISE 2

Okay then, based on the qualities you just shared, which of these is NOT an Organizing Idea?

[Slide 15] CONNECTED THINKING

Remember the module that taught the value of collaboration? When crafting an Organizing Idea, teamwork is strongly encouraged. It's the basis of an important ingredient called *connected thinking*, where the outcomes of many opinions from different dimensions are

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more powerful than the view of one lone genius. Collaboration builds understanding among people from the beginning and ownership of the idea remains shared.

[Slide 16] CLASS ACTIVITY

If you are not able or willing to define decisions around how to deliver your brand, build experiences, create content, tell stories, plan media, or define commerce channels with an Organizing Idea, you risk the true effectiveness that can be achieved.

Review and discuss the ESPN X Games case study (pgs. 175-79).

- How did the Organizing Idea help bring the brand and marketing efforts to new heights?

[Slide 17] PROJECT TEAM EXERCISE

Craft an Organizing Idea for your brand based on the guidance provided on pages 171-74.