

TANGIBLE:

PRO CREATION

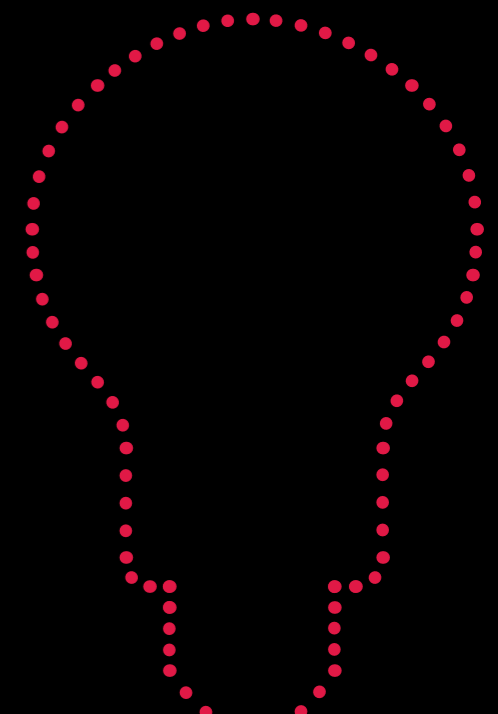
**A MORE COLLABORATIVE WAY
TO DEVELOP CREATIVE CONCEPTS**

TANGIBLE:

For years, agencies have developed creative concepts the same way.

In a darkened room and a veil of secrecy the creatives develop two or three ideas, scamp them up fully...

...and in a cloud of dry ice, present them as a big surprise to their client.

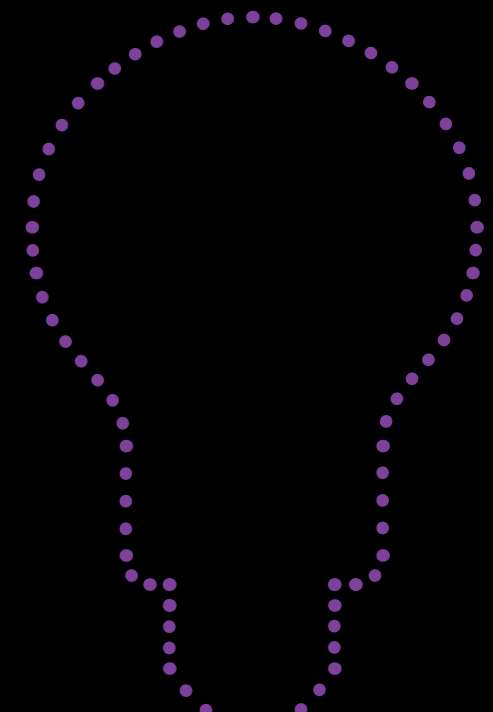


TANGIBLE:

We offer a new, more proactive approach called Pro Creation.

Several of our biggest clients are already using it.

It doesn't cost any more. But it gives you more choice. And earlier input.

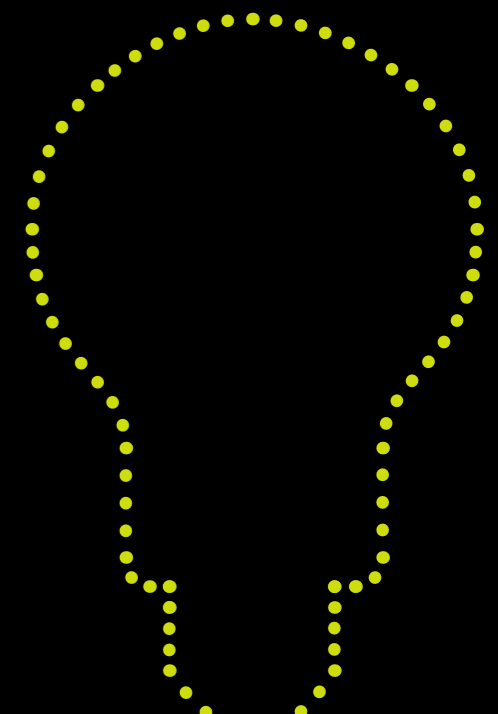


TANGIBLE:

How it works.

**Instead of two or three 'finished' ideas,
we show four early ideas.**

**We discuss them with the client, who then
narrows them down to one or two ideas
which we then develop and work up fully
to present back.**



TANGIBLE:

For example. Say we're creating mini campaign – email, mailing and microsite.

We'd show four 'adcepts'; headline ideas with a written rationale for each and a description of how the idea would track through each element.

We'd discuss them together and you'd choose one or two ideas to be worked up fully, in line with the input you'd given.

It's a simple little innovation. But it means we spend less time working on ideas that aren't right, and more on really polishing the strongest concepts to create the most effective, exciting work.

