BUILDING INNOVATIVE BRANDS
welcome to day 4!
Nike – Together

https://www.youtube.com/watch?v=n651j0CSVNU
## Syllabus

<table>
<thead>
<tr>
<th>DATE</th>
<th>TALK</th>
<th>INNOVATOR</th>
<th>LAB</th>
<th>DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN 25</td>
<td><strong>dive in!</strong> get acquainted with the course &amp; one another.</td>
<td><strong>us</strong></td>
<td><strong>d.thinking</strong> reinventing the thank-you gift</td>
<td>team formation, book team meeting schedule</td>
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<tr>
<td>JAN 27</td>
<td><strong>start human-centered</strong> build brand inside out</td>
<td><strong>Blue Bottle</strong> Bryan Meehan, Chairman</td>
<td><strong>field work</strong> observing &amp; interviewing stakeholders</td>
<td>gathering relevant project information and inspiration, work on brand audit</td>
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<tr>
<td>JAN 29</td>
<td><strong>create with purpose</strong> know thyself</td>
<td><strong>Virgin America</strong> Luanne Calvert, CMO</td>
<td><strong>inspiration board gallery</strong> generating ideas, bringing them to life</td>
<td><strong>to share:</strong> bring inspiration board (photos, visuals and quotes from brand audit)</td>
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<tr>
<td>FEB 8</td>
<td><strong>invite participation</strong> co-create experiences; collaborate to create value</td>
<td><strong>Uber</strong> Laura Jones, Product Marketing &amp; Creative Strategy</td>
<td><strong>storyboard sharing</strong> get feedback &amp; hone your story</td>
<td><strong>rough storyboard showcasing new experience</strong></td>
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<td>FEB 10</td>
<td><strong>spark stories</strong> create and invest in stories that build value as they grow</td>
<td><strong>Salesforce</strong> John Zissimos, Chief Creative Officer</td>
<td><strong>iterating</strong> evaluate &amp; evolve your idea</td>
<td><strong>beta of your final project</strong></td>
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<td>FEB 11</td>
<td><strong>team presentations</strong> pitch your concept</td>
<td><strong>you</strong></td>
<td><strong>celebrate</strong> graduation + wine reception</td>
<td><strong>final project</strong></td>
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**January 27**

- Jan 29:
  - Introducing the course & getting acquainted with one another.
  - Start human-centered build brand inside out
  - Create with purpose know thyself

**February 8**

- Feb 10:
  - Invite participation co-create experiences; collaborate to create value
  - Spark stories create and invest in stories that build value as they grow

- Feb 11:
  - Team presentations pitch your concept
Presentation Day
Thursday: 5:30-7:45
Final Presentations

Thursday: 5:30-7:45

Time: 4 min pitches + 1 min transition

Audience: BB stakeholders and others. Evaluation on one page (no grade)

Order: teams 1-12. Send videos to Stephany Yong by Thursday at 3pm
Team 1 – Morning Fix
Team 2 - MonoKrome
Team 3 – Team Bean
Team 4 - Smurfs
Team 5 – Alive!
Team 6 - DaLatteLuvaaz
Team 7 – Blue Beans
Team 8 – Brew’d Awakening
Team 9 – The Jitters
Team 10 – Blue Latte
Team 11 – Dreamers
Team 12 – Kale Mojito
<table>
<thead>
<tr>
<th>STEP</th>
<th>Time</th>
<th>Activity</th>
<th>Speaker</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>30 min</td>
<td>Invite Participation</td>
<td>Chris</td>
</tr>
<tr>
<td>2</td>
<td>60 min</td>
<td>UBER</td>
<td>Laura Jones</td>
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<tr>
<td></td>
<td>15 min</td>
<td>Half time refreshments</td>
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<tr>
<td>3</td>
<td>60 min</td>
<td>Team Lab (Storyboard sharing)</td>
<td></td>
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<tr>
<td>4</td>
<td>15 min</td>
<td>Q&amp;A, wrap-up</td>
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Rethinking brand

- Spark Stories
- Start Human-Centered
- Invite Participation
- Create with Purpose
Invite participation

Blur the line between consumer and creator.

Live in beta. Leave things unfinished enough so that others are drawn to add to it.

Provide ingredients and raw materials.

Cultivate optimism. Encourage “yes, and...”
Blur the line between consumer and creator.
HOW IS VALUE PRODUCED?

Consumer-Creator
Vitamin Water

CONTEST
Leave things unfinished enough so that others are drawn to add to it.
SparkLab: the educational build-mobile!
An Open Hardware project in Stanford, CA by SparkLab · send message

PROJECT HOME UPDATES 7 BACKERS 426 COMMENTS 16

426 BACKERS
$31,275
PLEDGED OF $25,000 GOAL
0 SECONDS TO GO

FUNDING SUCCESSFUL
This project successfully raised its funding goal on March 23.

PLEDGE $5 OR MORE
34 BACKERS
Thanks for keeping us going! We'll dedicate a gallon of gas in your honor and give you a virtual high-five.

Follow us on Twitter for the most up-to-date info!
Provide the raw materials to encourage participation.
Google Maps Treks

http://youtu.be/SuiEmxDklKw
Encourage ‘yes, and…’

...others will be more likely to participate
Soul Cycle
Coke Cheering Truck

https://www.youtube.com/watch?v=oQuJ7ZCMcHw
Invite participation

CO-CREATE
Blur the line between consumer & creator. Design iteratively with customers & partners. Build a stage that others may dance on too.

LIVE IN BETA
Live in beta. Leave things unfinished enough so that others are drawn to add to it. If you act like it’s ‘done’ and perfect, others are unlikely to contribute creatively. The market is not necessarily an end point for design. Keep learning.

INGREDIENTS
Provide ingredients. Share the raw materials that inspire people to be clever, compelling storytellers themselves.

OPTIMISM
Cultivate optimism & generative behavior. Practice ‘yes, and...’ -- others will be more likely to participate.
how does Blue Bottle invite participation and engagement?

how could they?
Laura Jones
Uber, Product and Creative
team lab
Today’s Lab

Get together with your team and partner team and...

1) State your single focused goal and share your storyboards. (10 mins.)

2) Feedback + generate more ideas with the other team. (20 mins.)

Switch teams and repeat. Get ready to shoot tonight and/or tomorrow (7-9pm).