

BRAND-STRETCHING WORKSHOP IN ENGLISH



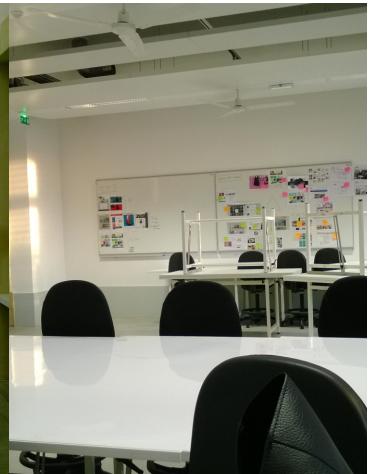
NIMES JANUARY 2014

Brand-Stretching Workshop

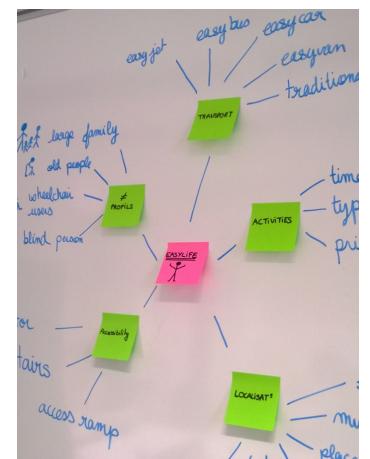
*At the invitation of
Alain Findelii of Nimes
University, Sue Alouche
of Crativite spent 4 days
with his Masters students
on a Brand-Stretching
Creative Workshop in
English.*

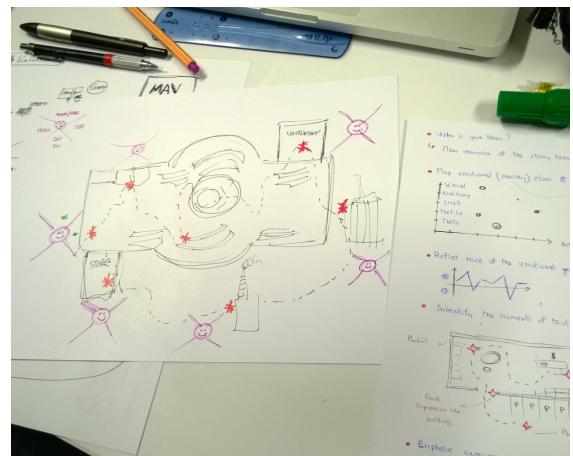
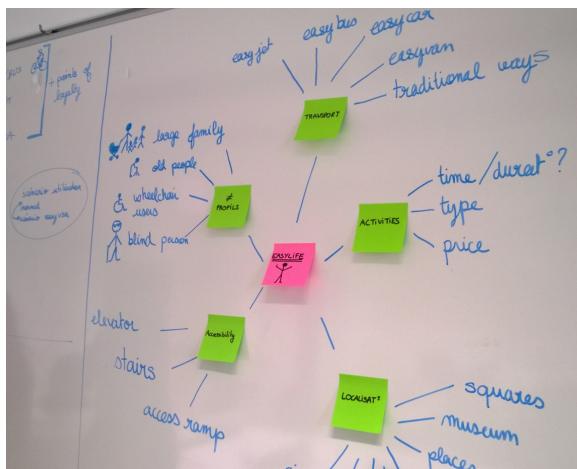
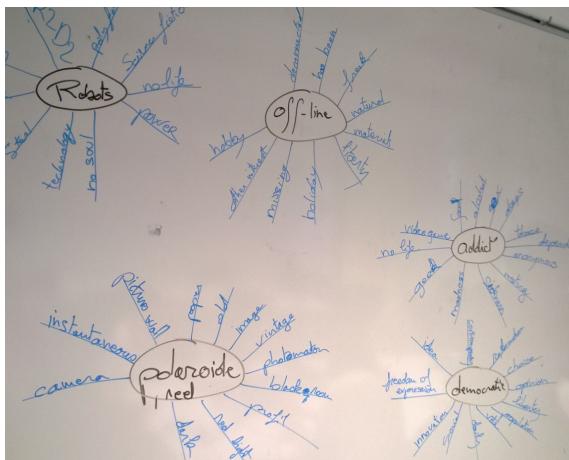
Here's how it started. The design students had to choose one brand from the 4 given by Sue Alouche and brainstorm new brand extensions in the form of new products or services which had viability for the brand in terms of values, personality and culture.

Over the following 3 days they had to work through creative exercises and methods to develop their new product or service.

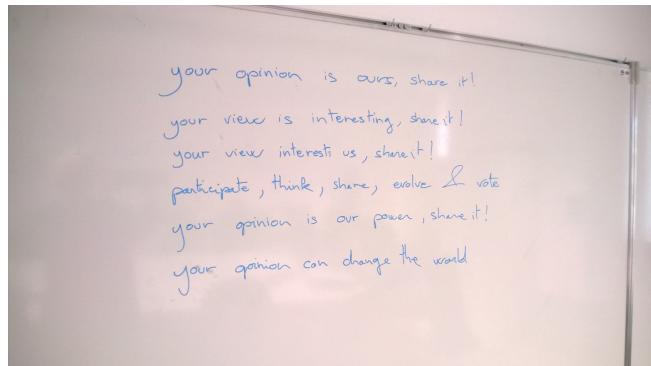
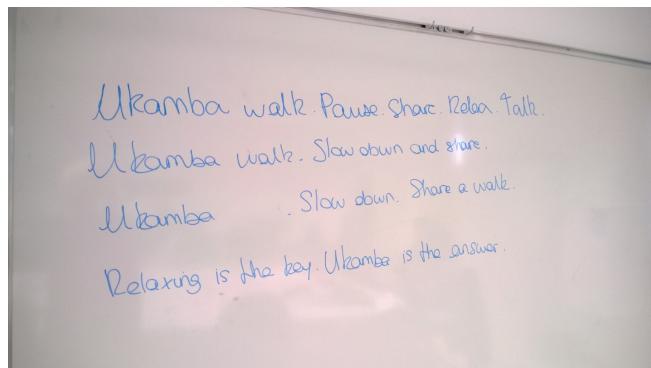
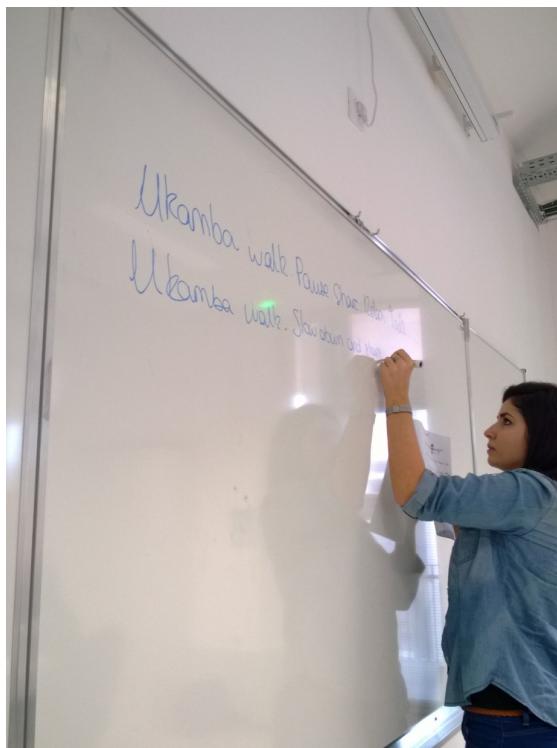


Day One Brainstorming, Mind-mapping, getting to know one another. Introductions and all presentations and group discussions with Sue Alouche were carried out in English. Brainstorming carried out in French and English. (Mother tongue mind-mapping more fluent than in English for these students*)

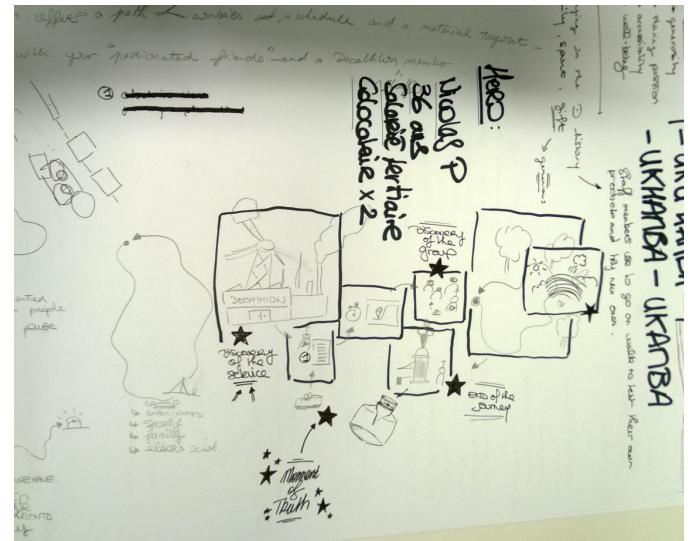
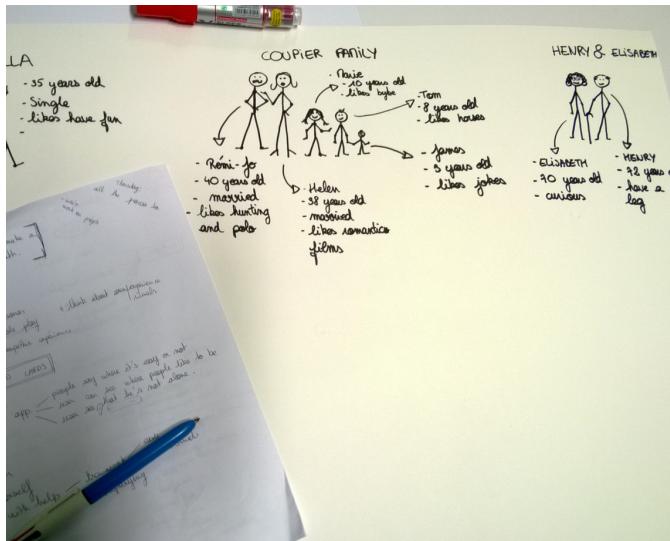




DAY TWO MORNING PRESENTING BRAND STRATEGY PRINCIPLES, DEVELOPING INITIAL IDEAS AND DEVELOPING 6 WORD STORIES TO BRING TOGETHER THEIR NEW IDEAS WITH THE VALUES OF THE BRAND..



DAY TWO: AFTERNOON DEVELOPING PERSONAS FOR POTENTIAL CUSTOMERS OF THE NEWLY PROPOSED SERVICES AND THE CUSTOMER JOURNEY



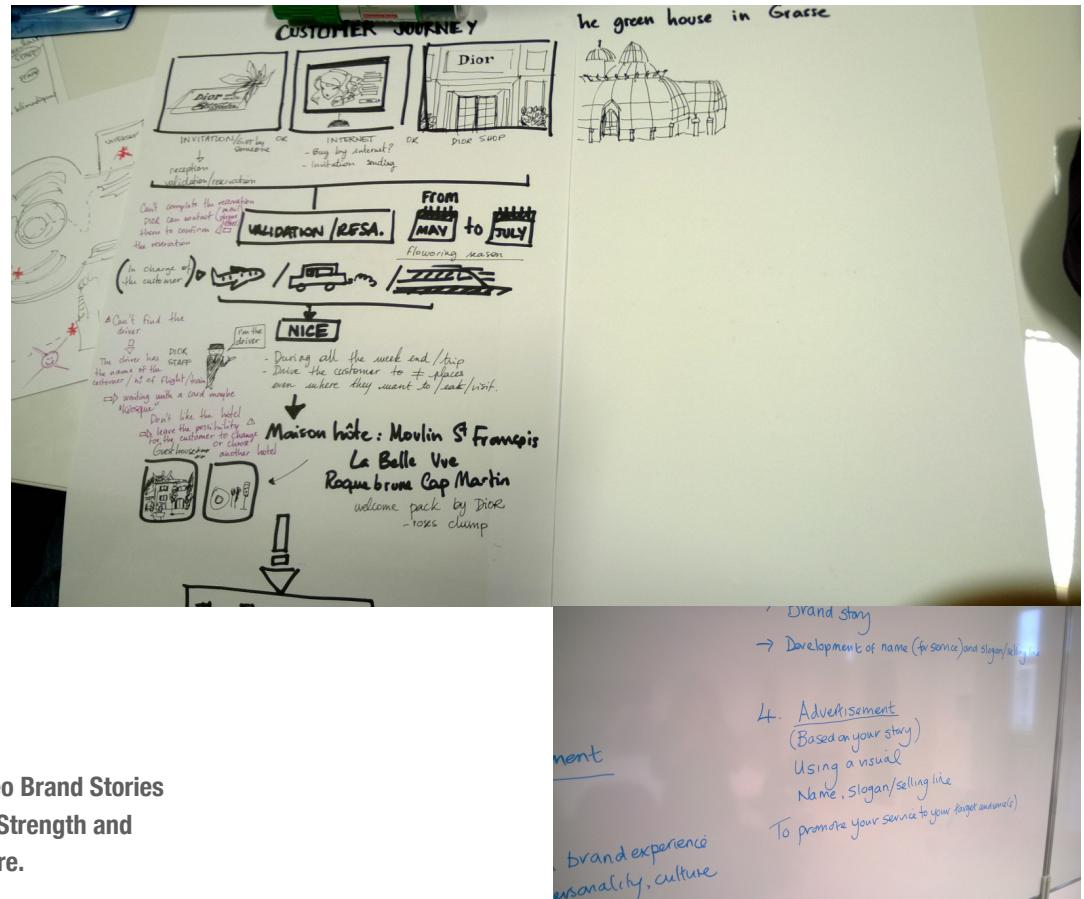
Time to explore Nimes a little too in the evening.

Case study given for Persona's 'My BAA'. Case Study given for Customer Journey 'Starbucks'. Methodologies for Customer Journey:
Emotional tracking,
Feeling tracking,
Moments of Truth and
Magical Moments.

DAY THREE BRAND STORY WRITING, DEVELOPMENT OF ADVERTISING AND PRESENTATIONS

Final day before presentations.
Development of final ideas,
development of presentations.

Writing of final brand stories
in English. Development of
final advertising for new
product or service in English



The students were shown 3 video Brand Stories
Coco Chanel, Expedia Find Your Strength and
Shangrila Hotels It's in Our Nature.



Final presentations delivered on ppt and as
written Brand Stories:

Projects developed:

Dior Greenhouse for an “Absolute” Sensory
Experience of the brand.

Facebook Agora - social debates in a café
near you.

easyLife - providing access for large families or
those with disabilities to a more liberated
lifestyle.

Ukamba, slow down, share a transgenerational
walk with others.



SOME OF THE RESULTS OF THE STUDENT'S WORK FOR DIOR AND DECATHLON.

A NEW UNIQUE SENSORY GREENHOUSE EXPERIENCE FOR DIOR FOR VIP CUSTOMERS AT GRASSE, FRANCE, WHERE THEY FIND THE ESSENCE OF EACH SMELL AND EACH DIOR PERFUME.

A NEW SLOW SERIES OF LONG WALKING EXPERIENCES NAMED UKAMBA FOR DECATHLON FOR A FAST-PACED WORLD BASED ON THE KAMBA PEOPLE'S ANCIENT TRIBAL MARCHING IN KENYA.

