

ORIGINAL PROMOTION

Specialized/

BRAINSTORM WITH BLOB

Original Promotion services:

- . Preparation
- . Set Clear Objectives
- . Select a Diverse Team
- . Create a Comfortable Environment
- . Establish Ground Rules
- . Icebreaker Activity
- . Mind Mapping
- . Idea Generation
- . Silent Brainstorming
- . Group Discussion
- . Prioritization and Voting
- . Combine and Refine Ideas
- . Define Key Features
- . Feasibility Assessment
- . Create an Action Plan
- . Media Protocol Integration
- . Prototype or Pilot
- . Feedback Loop
- . Documentation
- . Celebrate and Motivate

Elevate your brand with our Original Promotion Services.
We specialize in guiding clients through a creative brainstorming process to generate unique and memorable promotion ideas.

With our Original Promotion Services, we specialize in guiding clients through a dynamic and creative brainstorming process to generate unique and memorable promotion ideas that elevate their brand. Our approach begins with setting clear objectives and assembling a diverse team to ensure a range of perspectives and ideas. Creating a comfortable environment and establishing ground rules foster an atmosphere of collaboration and creativity, setting the stage for productive ideation sessions.

Utilizing techniques such as icebreaker activities, mind mapping and silent brainstorming, we encourage participants to explore innovative concepts and generate a wealth of ideas. Through group discussions, prioritization and voting, we refine and select the most promising ideas to pursue further. Combining and refining ideas, we define key features and conduct feasibility assessments to ensure practicality and effectiveness.

From there, we create actionable plans, integrate media protocols and develop prototypes or pilots to bring the promotion ideas to life. Throughout the process, we maintain a feedback loop, documenting insights and adjustments to continuously improve and refine the promotion strategy. Finally, we celebrate successes and motivate teams, fostering a culture of creativity and innovation within the organization. With our Original Promotion Services, clients can unlock the full potential of their promotional efforts and differentiate their brand in the marketplace.

Service particularity: optimal delivery in 15 working days, can take longer in case of additional or special requests and unforeseen circumstances; Initial Chat included

Blob team engagement: 2 expert level consultants, creative team, technical backend

Type of meeting: face to face

Place of meeting: agency office

Output: written and designed promotion plan, set to achieve increased brand visibility, customer engagement and/ or sales, achieved through innovative and captivating marketing initiatives that resonate with the target audience and set the brand apart from competitors; presentation and discussion included

Pricing. Original Promotion

BASIC DIFFICULTY LEVEL:

- . **Starting price:** 2.000 EUR
- . **Criteria:** suitable for organizations with limited experience in promotion or those initiating efforts to promote their brand
- . **Argument:** at the basic difficulty level original promotion services focus on foundational aspects such as setting clear objectives, creating a comfortable environment for brainstorming and establishing ground rules. These services cater to organizations aiming to define promotion goals, assemble a diverse team and conduct basic brainstorming activities. The emphasis is on providing guidance and support to lay the groundwork for effective promotion strategies, ensuring inclusivity and creativity in idea generation

INTERMEDIATE DIFFICULTY LEVEL:

- . **Starting price:** 3.000 EUR
- . **Criteria:** geared towards organizations seeking to enhance their promotion capabilities and implement more sophisticated strategies
- . **Argument:** intermediate difficulty level original promotion services offer more comprehensive support in areas such as idea generation techniques, prioritization and feasibility assessment. Organizations at this stage may have some experience in promotion but require assistance in developing creative promotion ideas, evaluating feasibility and creating action plans. These services focus on optimizing the brainstorming process, refining ideas and assessing their practicality. The emphasis is on improving the depth and effectiveness of promotion strategies to drive engagement and brand visibility

ADVANCED DIFFICULTY LEVEL:

- . **Starting price:** 5.000 EUR
- . **Criteria:** targeted towards organizations aiming for strategic promotion leadership, advanced media protocol integration and implementation of innovative promotion techniques
- . **Argument:** advanced difficulty level original promotion services involve advanced techniques in media protocol integration, prototype development and feedback loop management. Organizations at this level may be pursuing ambitious promotion goals, seeking to leverage advanced media strategies or aiming to implement innovative promotion techniques for maximum impact. These services offer specialized expertise to integrate promotion activities with media protocols, develop prototypes or pilots and establish effective feedback mechanisms. The emphasis is on providing strategic guidance and actionable strategies to elevate promotion effectiveness, drive brand awareness and create memorable promotion experiences

CHALLENGING DIFFICULTY LEVEL:

- . **Starting price:** 7.000 EUR
- . **Criteria:** designed for organizations facing critical promotion imperatives, complex feasibility assessment challenges or demanding documentation requirements
- . **Argument:** challenging difficulty level original promotion services address critical issues such as documentation, feasibility assessment and celebration and motivation. Organizations at this level may encounter situations where rigorous documentation, comprehensive feasibility assessment and effective celebration and motivation strategies are essential for promotion success. These services involve proactive engagement with stakeholders, rigorous evaluation of promotion ideas and implementation of advanced strategies to drive sustained promotion excellence. The emphasis is on equipping organizations with the tools and capabilities to navigate complex promotion challenges, drive brand visibility and ensure promotion success

By categorizing Original Promotion Services into these difficulty levels organizations can identify their specific needs and select the appropriate level of support to enhance their promotion efforts and achieve their desired outcomes. Each level offers tailored solutions and strategies to address specific challenges and optimize the effectiveness of promotion initiatives in driving brand engagement and visibility.