

Creative Concepts:

Generating ideas, testing concepts

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This presentation will cover...

- **Process:** Moving from research findings to creative ideas
- **Showcase:** The creative concepts
- **Insights:** The concept testing process
- **Next steps:** Where the winning designs will be seen



Process

- Research findings condensed into a creative brief
- The tendering process
- Briefing the agency
- Initial ideas



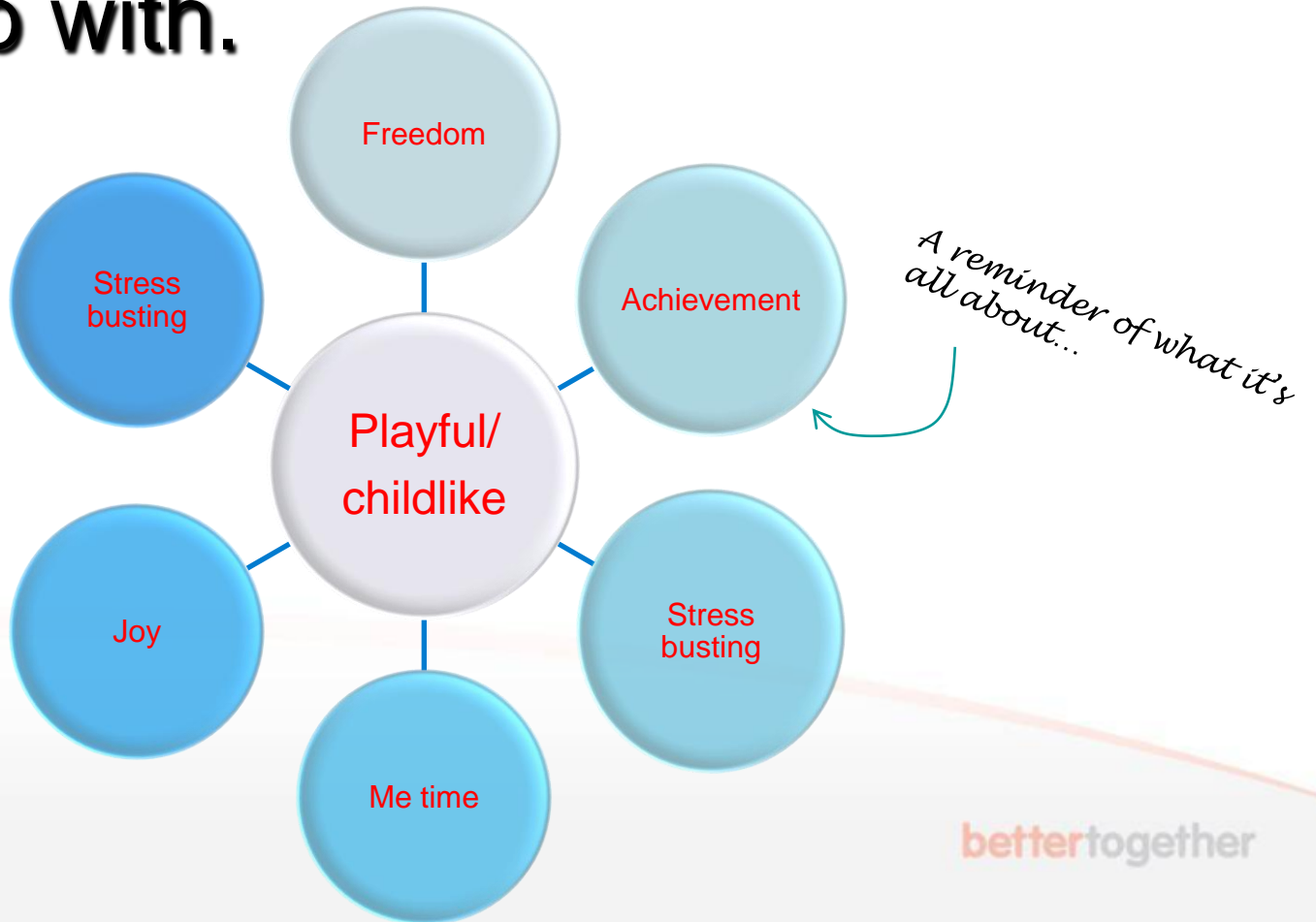
Us when we saw the creative concepts for the first time



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Showcase

- **These are the concepts the agency came up with.**

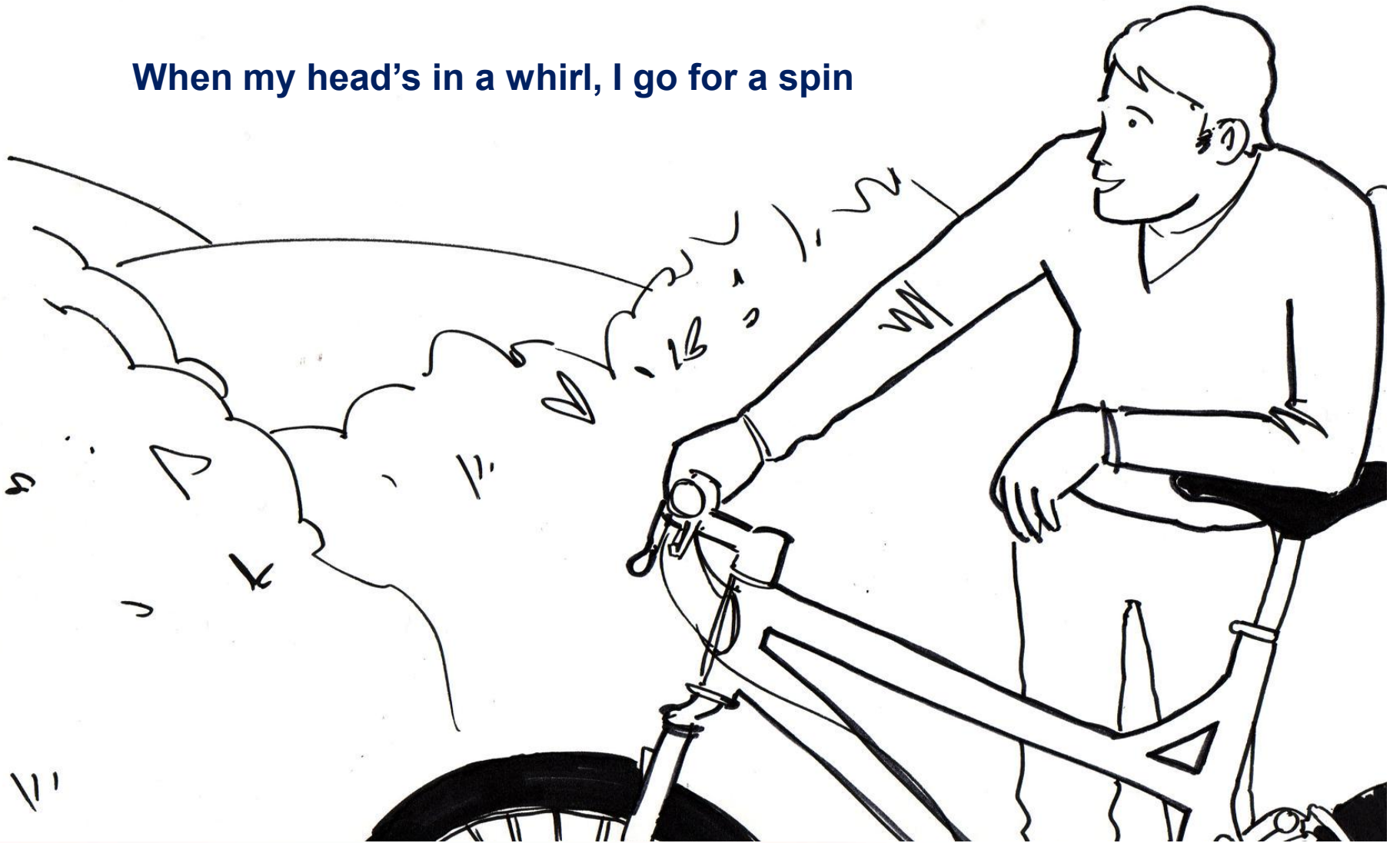


People



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When my head's in a whirl, I go for a spin



“People”

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Type





Cartoon

“Type”

Cartoon fantasy





“Cartoon Fantasy”

Bikesy





“Bikesy”

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Insights

➤ **7 focus groups**

- Non cyclists
- Leisure/occasionals
- Sports/fitness cyclists

➤ Long warm up then set questions with flexibility

➤ 3 different researchers

➤ **License to ignore what they say!**



Insights



“It’s a little predictable, but I like it. It makes me feel warm towards cycling”



“Aah! That just makes me want to go and ride my bike!”



Insights

- **Must be within the ‘snap’ point of ‘reality’**
- **Must have instant comprehension**
- **Must have instant emotional response**

Next steps

- **Integrated marketing campaign**
 - Direct marketing
 - Outdoor media
 - Radio
- **Spring launch**
- **Pre-post evaluation**
- **Part of Bristol Cycling City's legacy**

