Creative Concepts:
Generating ideas, testing concepts
Fiona Spotswood
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
Marketing is not only much broader than selling; it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer's point of view. Concern and responsibility for marketing must therefore permeate all areas of the enterprise.

Process

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

➢ These are the concepts the agency came up with.

- Freedom
- Achievement
- Stress busting
- Joy
- Me time
- Playful/childlike

A reminder of what it's all about...
People
When my head’s in a whirl, I go for a spin
Type
all under my own steps
Cartoon fantasy
YOU
FEEL FREE
ON A BIKE

“Cartoon Fantasy”
Bikesy
 Feel Free

“Bikesy”
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!
“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