

How Creative Studio can help brainstorm your idea

▣ LEVELS OF PROACTIVE SUPPORT

Not every conversation requires a [Token](#).

SUPPORT LEVEL	WHEN TO USE IT	REQUIREMENTS
Informal brainstorming	You need quick advice about possible formats or available assets	Speak to a Creative Project Manager
Creative Token support	You need a concept, storyboard, demo or proactive creative production	Regional approval, complete brief and available Tokens
Full strategic pitch support	You need deeper strategy, data, storytelling and pitch development	Qualifying media opportunity and confirmed availability

“ The difference:

- Informal brainstorming helps you explore possibilities.
- Tokens give you access to Creative Studio production time to create something for the opportunity.
- Strategic support helps develop the pitch direction and story.

▣ CHOOSING THE RIGHT SUPPORT: QUICK ANSWER

IF YOU NEED	START WITH
A quick opinion on formats or assets	▣ Creative Project Manager
Initial strategic ideas for a possible opportunity	▣ Brainstorming with a strategist

A concept, storyboard or demo	Creative Tokens
Help developing a specific client pitch	Pitch Assistance with a strategist
A reusable resource for an industry	Vertical Playbook with a strategist
A client or internal learning session	Events or Workshops with a strategist

Need more detail? Read the explanations below

Informal Brainstorming

Informal Brainstorming

Creative Project Managers can help you review assets and discuss possible creative formats. This is useful when you need initial guidance before deciding whether to submit a full brief. This can happen directly on Slack in the [#creative-forum channel](#), or via our new briefing form COMING SOON.

Helpful resources include:

- [Work-in-progress format catalogue](#)
- [Top-performing creative dashboard](#)
- [Top-performing banner sizes](#)

Informal advice does not include the production of a finished concept, storyboard or demo.

Tokens

Tokens

[Creative Tokens](#) are used when you need Creative Studio to **produce something for a proactive opportunity** that does not yet have an approved IO or confirmed creative budget.

Unlike informal brainstorming or strategic advice, Token support may include an actual creative output, such as:

- A static creative concept
- More detailed concept development
- A storyboard
- A demo
- Proactive Rich Media production
- A more complex format that does not meet the usual minimum media investment

TOKEN SUPPORT	DETAILS
1 Token	Static concept, detailed concept development or eligible Rich Media production
2 Tokens	Storyboard, demo or eligible 3D Forced Perspective production
Lead time	Normally 7 - 14 working days
Approval	Regional approval and available Tokens required

Token requests must include a complete brief, the available client assets and a clear explanation of the commercial opportunity. Tokens are not required for campaigns that already have an approved IO. These follow the normal Creative Studio production process.

**For more details, read ["What are Tokens, and how do they work?"](#)*

***[Request a token here.](#)*

FULL STRATEGIC PITCH SUPPORT

FULL STRATEGIC PITCH SUPPORT

For qualifying opportunities, our Creative Strategist can help turn a business challenge or early idea into a clearer creative direction, client story or pitch approach.

POTENTIAL MEDIA INVESTMENT	POSSIBLE SUPPORT
From \$5,000	Data, examples, creative discussion and initial brainstorming
From \$7,500	More detailed strategic involvement and pitch development

Allow a minimum of **five working days**. The required time and level of support must be confirmed for each opportunity.

Strategic pitch support is separate from the Creative Token production process. If the pitch also requires concepts, storyboards or demos, Tokens may still be required.

Creative Strategy support is divided into four broad categories:

SUPPORT TYPE	USE IT WHEN YOU NEED
Brainstorming	Help exploring ideas, formats or possible creative approaches
Pitch Assistance	Strategic support for a specific client opportunity
Vertical Playbook	A reusable sales resource for a particular industry
Events or Workshops	A structured session for clients or internal teams

[*Request strategic assistance here.](#)

BRAINSTORMING

Brainstorming is an early-stage discussion used to explore what may be possible before a full pitch or brief has been developed.

This may include:

- Exploring possible campaign ideas
- Recommending suitable creative formats
- Identifying ways to use the available client assets
- Discussing how different formats could support the campaign objective
- Reviewing examples from previous campaigns
- Helping develop a clearer starting direction

[*See Castle Lite example here.](#)

Brainstorming helps shape the idea. It does not include production of a finished concept, storyboard, demo or pitch deck.

PITCH ASSISTANCE

Pitch Assistance is for a specific, active client opportunity that needs deeper strategic support.

The strategist may help with:

- Developing the central pitch idea
- Building a clear campaign story
- Connecting the creative recommendation to the client's objective
- Selecting relevant formats and examples
- Adding supporting data or industry insights
- Structuring Creative Studio content within the pitch
- Preparing talking points for the client presentation
- Joining a pitch meeting where agreed in advance

[**See Old Mutual example here.*](#)

VERTICAL PLAYBOOKS

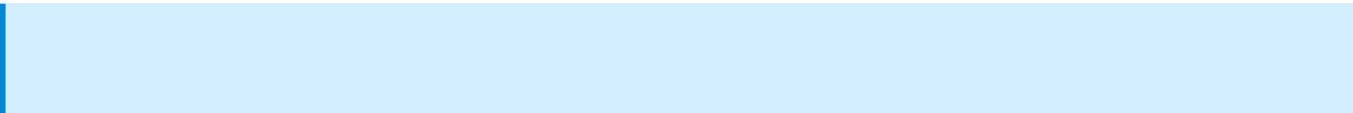
A Vertical Playbook is a reusable sales resource built around a specific industry or client category. Examples may include:

- FMCG
- Automotive
- Finance
- Travel
- Retail
- Gaming
- Telecommunications

A playbook may include:

- Common challenges in the industry
- Relevant audience or market insights
- Recommended creative approaches
- Suitable Eskimi formats
- Campaign examples
- Pitching angles
- Key talking points
- Questions to ask clients
- Opportunities for cross-selling or upselling

[**See Playbooks here.*](#)



Vertical Playbooks are designed to support several Sales teams or opportunities.

EVENTS AND WORKSHOPS

The strategist can help plan or deliver sessions that educate, inspire or develop ideas with clients and internal teams. This may include:

- Client creative workshops
- Campaign ideation sessions
- Format training
- Industry or vertical presentations
- Conference or event content
- Internal Sales training
- Collaborative planning sessions

Support may include:

- Defining the session objective
- Developing the agenda
- Preparing presentation content
- Selecting examples
- Creating discussion exercises
- Facilitating the session
- Summarising recommended next steps

*[*See Event Presentation example here.](#)*

Events and workshops require preparation time. Please involve the strategist before the date or agenda has been promised to the client.

Revision #13

Created 16 September 2026 12:56:35 by Lee Geldenhuys

Updated 30 September 2026 22:22:38 by Lee Geldenhuys