Creating Impact at Scale
Lessons Learned and Implications

November 6, 2014
Starting a movement: A million hoodies
Implications & Lessons

• Move quickly, if possible

• Know how your audience communicates

• Use your target to spread the word

• Tap into a defining moment or event
Global consistency of brand message
Implications & Lessons

- Stay true to the insight and the message
- Global message consistency with local adaptation
- Great creative ideas win in the marketplace
Using a platform approach for scaling up: "Strong"
Implications & Lessons

- Uncover universal insight
- Build in flexibility and customization
- Use single Portal to house all assets, content and guidance
Insight + limitations + entertainment + lighting in a bottle: Melbourne Transit Safety
Implications & Lessons

- Know your audience
- Be culturally relevant and engaging
- Hit a nerve
THANK YOU