



Attention: Communications Directors, Marketing Managers and Project Leaders

Is your press and marketing campaign struggling?

Do you feel hampered by a limited budget?

Do you know you've got something special but not sure how best to get the word out?

Are you pushed for time and always seem to be fire fighting a number of projects at once?

If the answer is yes, then read on. That's where the creative kickstart package comes in.

Creative Kickstart Package

This session has been designed to develop the potential within your organisation. To facilitate the ideas and inspiration needed to boost your campaign. It could be developing a fresh approach for your PR campaign or giving you the tools for a last minute sales push. Working together we'll refine your message, find the ultimate vehicle for doing so and add some serious kick to an existing project.

There's nothing more disappointing than running up dead ends on a campaign or putting in all the work but still not getting the results you should. That's why the Creative Kickstart package has been designed to help you develop a fresh approach.

Creative Kickstart is perfect for:

- Projects on a limited budget where creativity is key to success
- Igniting press and marketing campaigns that have stalled or need an extra push
- Finding the quickest route to the desired result for your campaign
- Starting your project on the right foot and knowing you're going in the right direction
- Adding the finishing touches to a project or product including everything from finding the right name to unearthing the story that will deliver your message most effectively

So how does it work?

The Creative Kickstart is an intensive half day of ideas facilitation. Whether in your workplace or off-site, (recommended) I'll work with a team or with individuals to unearth effective creative ideas to kickstart your project. This is more than a brainstorming exercise or a facilitation session. I'll be using proven techniques to develop ideas that work, ideas that sell and ideas that make people sit up and take notice.

Cost: £500

Benefits

- ✓ Develop ideas that are effective and make an impact in the short term
- ✓ Learn the quickest route to delivering results
- ✓ Resolve problems and remove obstacles during the session
- ✓ Find the right medium for your message to connect with your audience
- ✓ Leave with action points that can be implemented immediately

Book now by emailing owen@ohreally.co.uk with the subject line Creative Kickstart



Maybe the creative kickstart isn't enough for you. So ask yourself:

Are you starting from scratch with a project?

Do you want a clear strategy for implementing your ideas?

Do you want to learn how to further harness the full press and marketing potential of your team?

To deal with these issues I've designed the Creative Kickstart with Roadmap package.

Option 2 – Creative Kickstart with Roadmap

This full day is not just about coming up with the best ideas for your organisation but also the best way to implement those ideas. Creative Kickstart with a Roadmap is designed to provide a step by step action plan to set a clear roadmap for getting the most out of your ideas. Starting with the end in mind we'll work together to find the right ideas to deliver your message and then we'll set out a clear blueprint for you and your organisation to follow. This could provide the basis of a press and marketing plan or the details of launch campaign for your product or service. This package is designed to inject a creative spark and then give you the tools to take that spark and run with it.

The Creative Kickstart with Roadmap is perfect for:

- New product or service launches
- Unearthing the full potential in your organisation
- Implementing cost cutting measures whilst still delivering on quality
- Developing inhouse teams with the capability of implementing the ideas action plan
- Problem solving within your organisation

So how does it work?

More than just a Creative Kickstart, this is a full day designed to give you the ideas to help you meet your targets and the step by step instructions to allow you to do so. The day is best for organisations starting from scratch with a project or campaign. The step by step action plan is developed with available resources and budget in mind so executing the perfect idea isn't about throwing money at it or bringing in a new team. Creative Kickstart with a Roadmap is about harnessing the potential within an organisation and giving that potential the ideas to make an impact.

Cost: £1000

Benefits:

- ✓ All the benefits of the Creative Kickstart plus...
- ✓ A step by step guide of actions points including time and costs required
- ✓ A 'Get Out of Jail Card' for campaigns that are underperforming
- ✓ An opportunity to motivate and inspire your team
- ✓ Momentum to get you and your team heading in the right direction

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If your team is already stretched or you're working on your own then the full service package **Creative Kickstart, Roadmap and Delivery** has been designed for you and your business.



Option 3 – Creative Kickstart, Roadmap and Delivery

This is a full service package where I'll come in and work with you to inject fresh ideas into the organisation, develop a detailed action plan and then bring the Oh Really Action Team on board to deliver the plan. This may be; a publicity campaign, a detailed marketing action plan or a launch event. Whatever the best medium for your message we'll be on hand and guaranteed to deliver it. It's all very well providing a launchpad with the best ideas for your campaign but if you lose momentum or your team are stretched the original vision can become a distant memory.

I love great ideas so much that I'll do whatever it takes to deliver them and that's why we have the Oh Really Action Team, a group of tenacious press, marketing and event professionals that work with me to ensure no good idea goes undone. **Creative Kickstart, Roadmap and Delivery** is ideal for rapid growth organisations, small size business (with big size ambitions) and entrepreneurs keen to focus on their own expertise while we focus on ours! - Delivering big ideas with flair, focus and an eye on the bottom line.

Creative Kickstart, Roadmap and Delivery is perfect for:

- Small scale organisations keen on rapid growth
- Starting and seeing a project through to fruition knowing you have total commitment from people with a vested interest in making your project a success
- Maintaining a long term presence so the good idea doesn't become a flash in the pan
- Organisations and individuals that want to grab opportunity and run with it!
- Partnerships between two or more organisations that have come together to oversee a project
- Supercharging your profile and making a big impact on your marketplace in a short space of time

So how does it work?

Following a day long Ideas Plus session we work with you to look at the Action Plan developed through the earlier ideas session. We'll then take the action plan and within an agreed timescale and budget get to work on delivering on our ideas. Our expertise is in getting clear on your message, knowing the right medium to deliver it and then delivering your campaign in style. In doing so we'll provide regular reporting, action step sign offs and flexible updated plans to keep the project on track. To maintain the legacy of the project we'll prepare a detailed post project strategy for you with deadlines and tasks to maintain the momentum already gained by the Oh Really Action Team.

Cost

Various depending on campaign requirements

Benefits

- ✓ The ideas and ambition to deliver your campaign
- ✓ A full team of press and marketing professionals working on your behalf
- ✓ A full service package managing all the details so you don't have to
- ✓ A fully accountable team on hand to exceed your targets
- ✓ Control of your campaign without the hands on hassle