8 Seconds to Greatness

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#elevateuga17
The competition

- 450,000+ Instagram followers / 670,000+ views on YouTube
What is GREAT creative?

- It shines a light on an idea that resonates with your audience
- It’s single-focused on making a connection with your audience
- It transforms strategy into great marketing
The If Factor?
How do you get to GREAT?

• Have a strategy: often people push the edge without a good strategic idea behind them

• Understand the client’s brand, messaging, and audience insights

• Understand how/why something is relevant to the audience and meet them in that space

• Make an emotional connection
Move Like You Mean It
Oregon State University

THE BEAVER
Our mascot and Oregon's state animal

LAND, SEA, SUN, SPACE
Our Grants

WATER
Oregon Coast, Pacific Ocean

TREE
A land of forests

SHAPE
Inspired by Oregon's flag, combines state and university seals

3 STARS
Corvallis, Bend and Newport campuses, 33rd state in the union

1868
150 years of service

MOUNTAINS
Cascade Range

BOOK
Knowledge, academic excellence

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Absolut

[Images of Absolut ads]
Dove Real Beauty

Real women. Real beauty

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Getting GREAT from your team?

• Provide clear, focused direction
• Factor in enough time
• Be collaborative
• Use your research as directional not definitive
• Be brave
At the core GREAT creative is…

- the stuff we wish we had done?
- the stuff we like to engage with?
- the stuff we would volunteer to engage with?
Parting wisdom

IT’S ALL ABOUT THE FEELS

Make people feel something

and do it in an interesting way
Thanks for listening!