

8 Seconds to Greatness

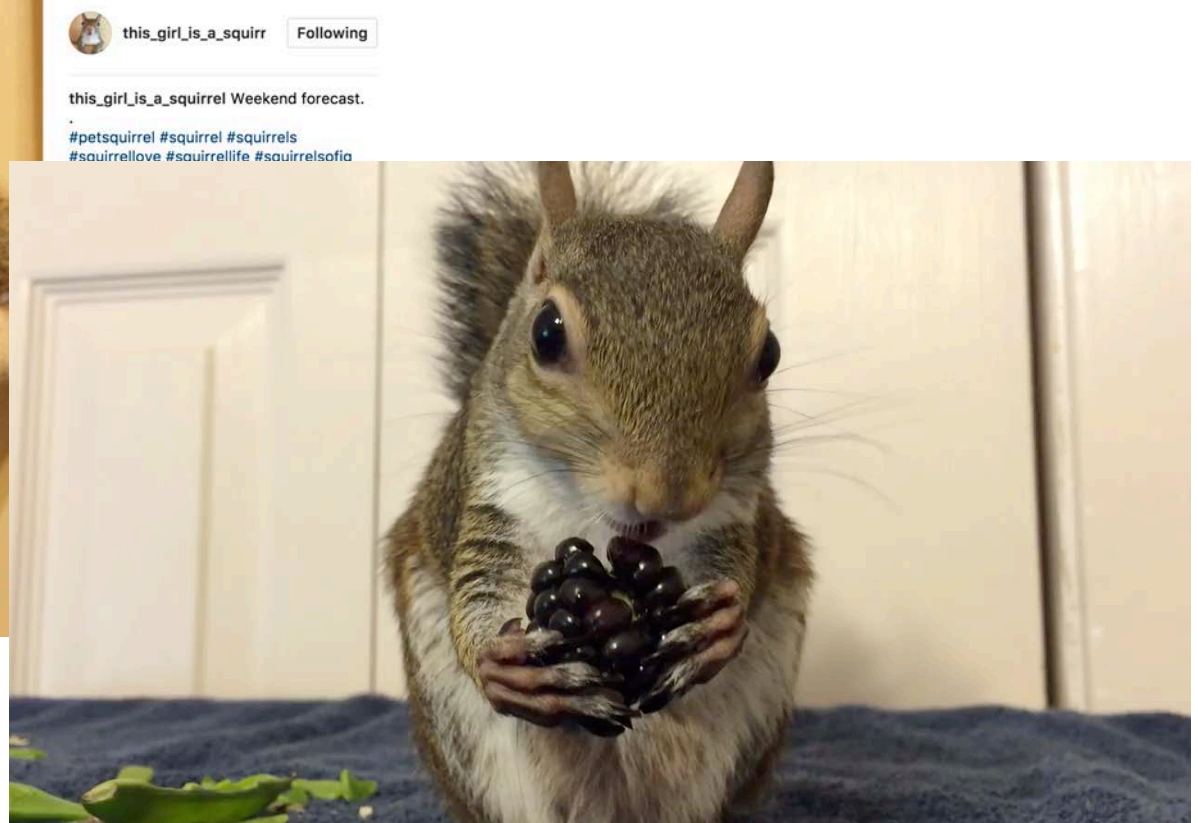
Lisa Robbins, Creative Director
Marketing & Communications
#elevateuga17



UNIVERSITY OF
GEORGIA

The competition

- 450,000+ Instagram followers / 670,000+ views on YouTube





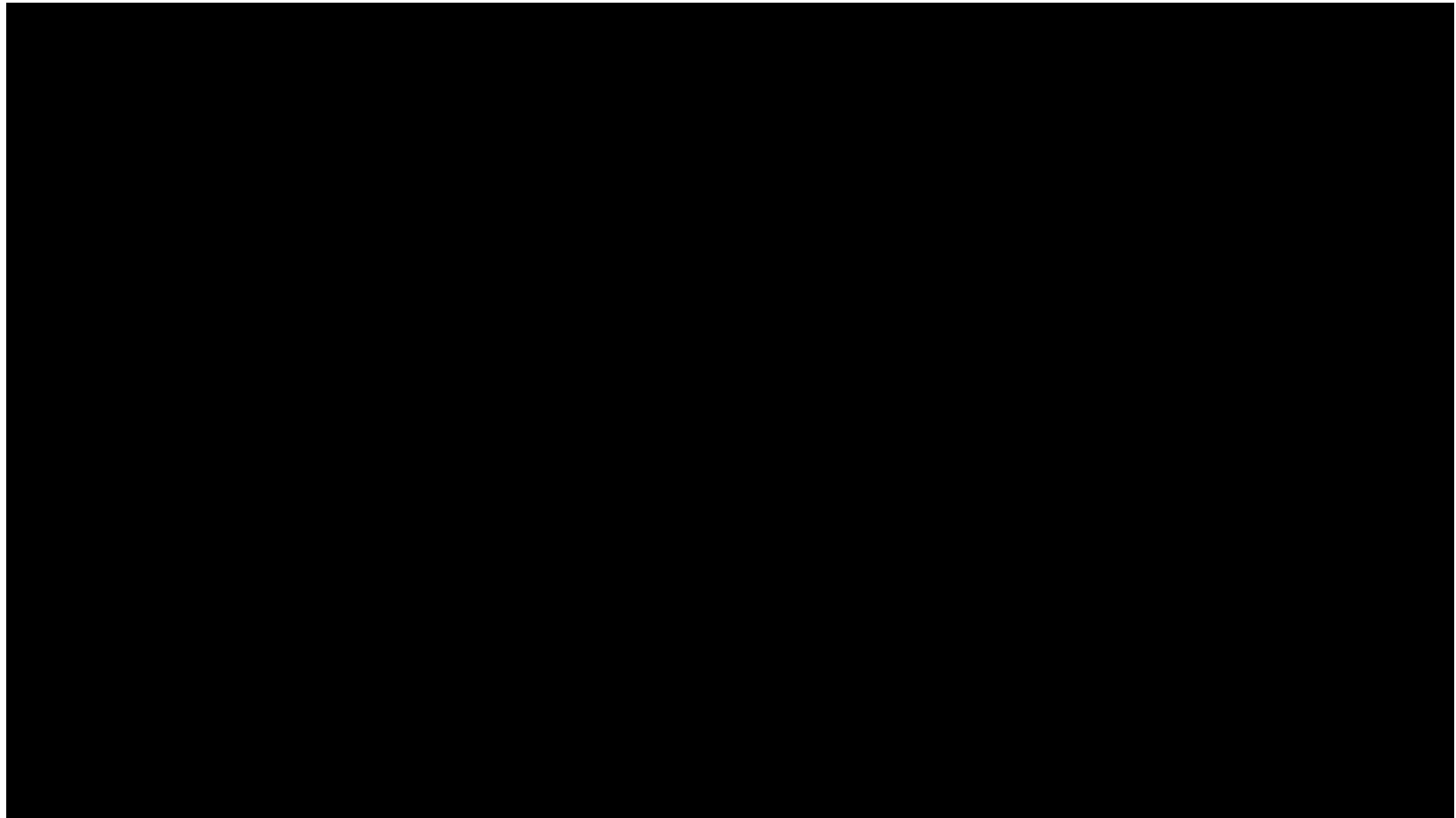
What is GREAT creative?

- 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





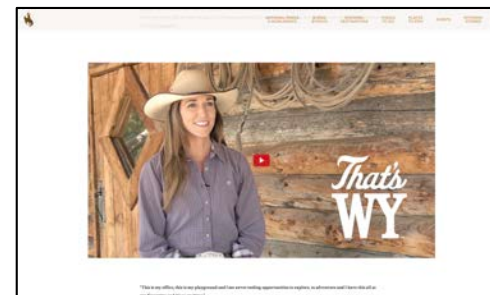
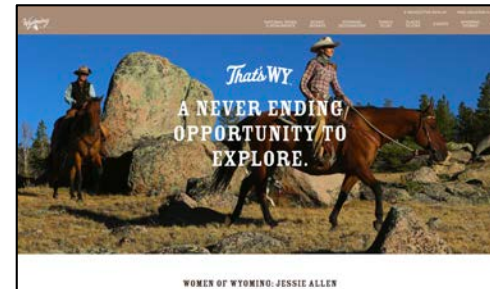
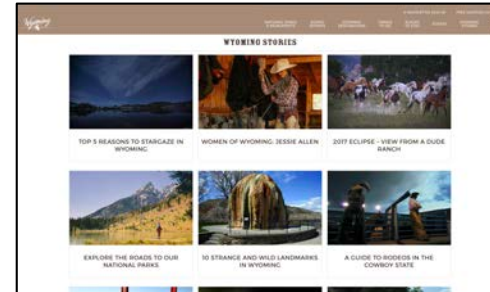
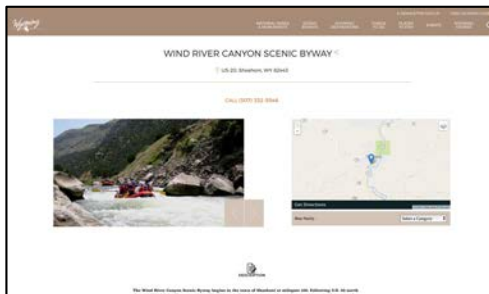
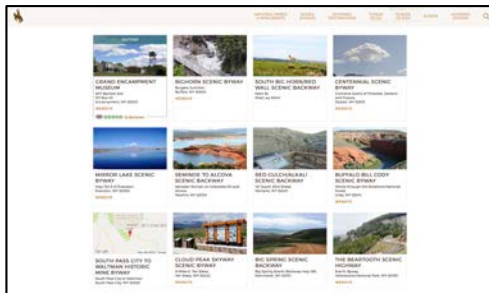
Move Like You Mean It

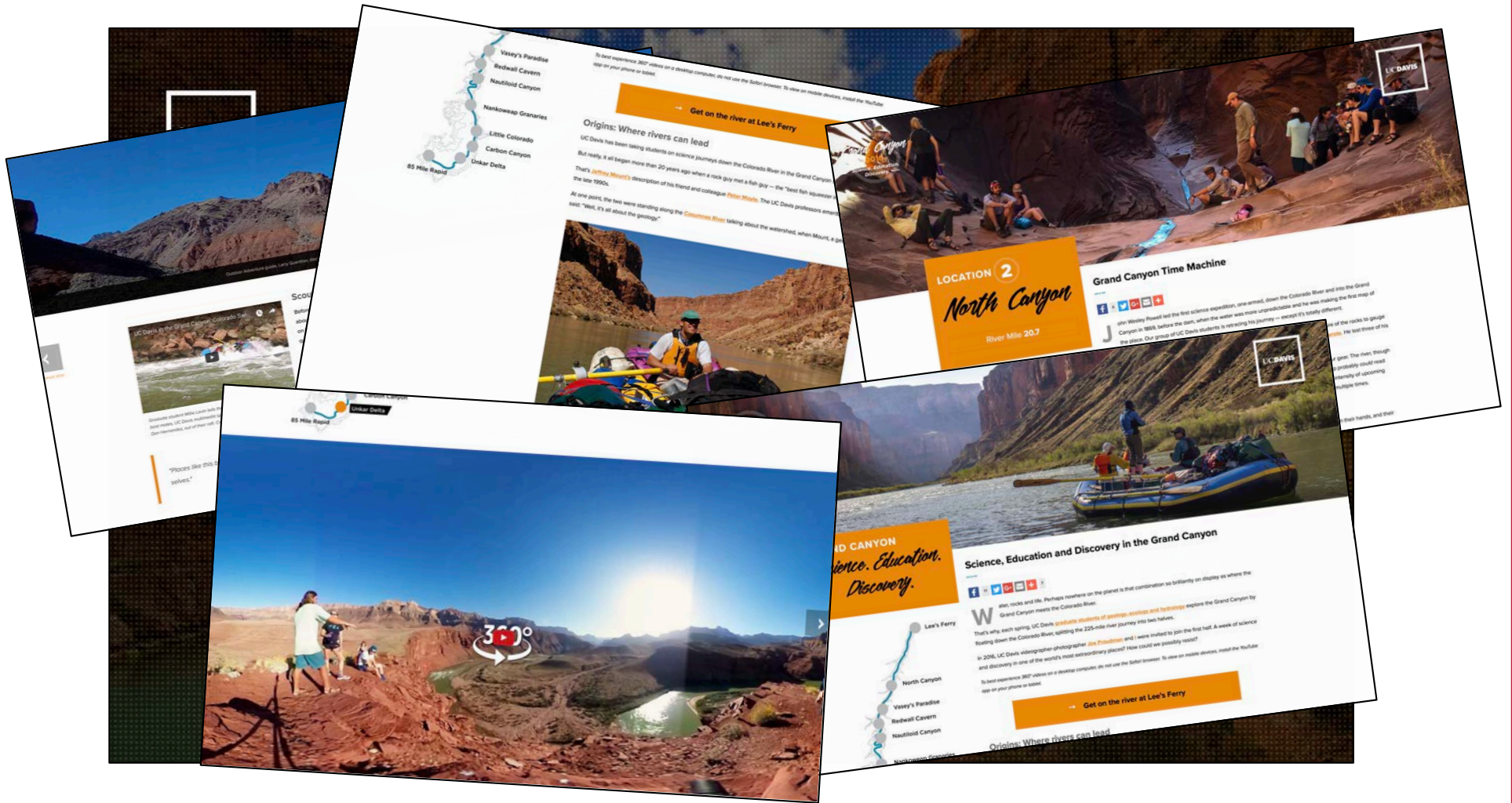


Travel Wyoming



Travel Wyoming







University of Texas - Austin



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

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

1868
150 years of service

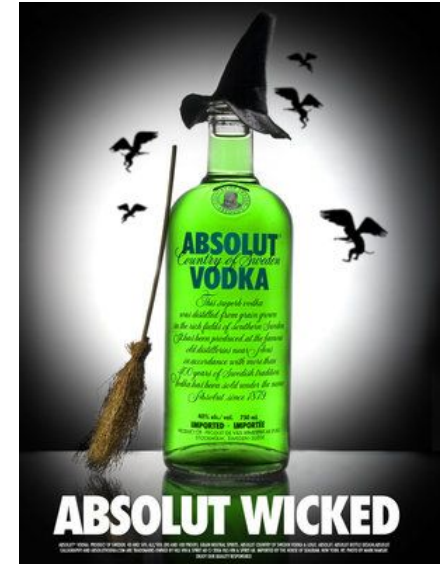
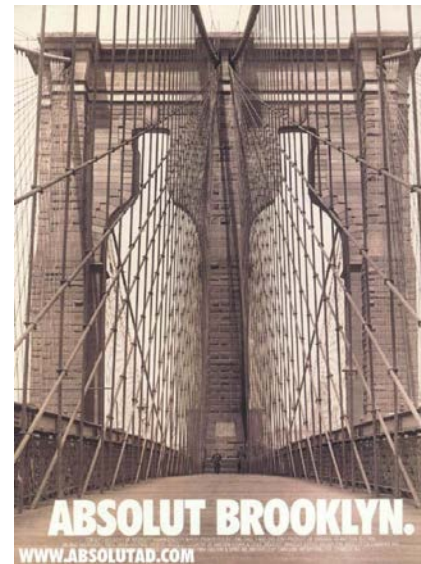
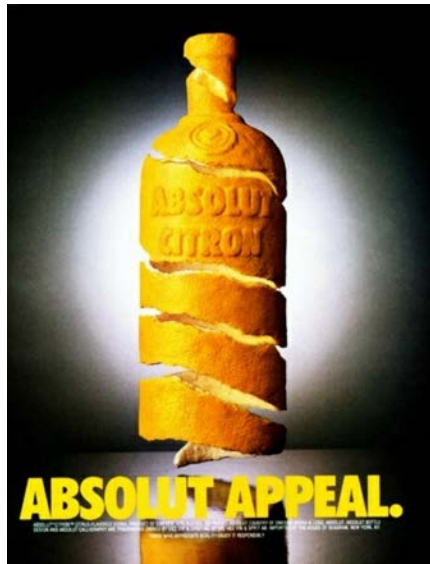
MOUNTAINS
Cascade Range

BOOK
Knowledge, academic excellence

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



Absolut



Dove Real Beauty

 Real women. Real beauty





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!