

The Creative Exercises

An ebook by **printsome**



As Seen On

TAXI

ADWEEK

GQ

THE loop



Index

Introduction

Who are we and what is this all about?

The Creative Exercises

Vitamin B(randing): Top Brands Turned into Pills
The League of Extraordinarily Rich Entrepreneurs
Creative Marketing in Space: 9 Slogans to Promote Our Planet
What if top brands were social media networks?
Beertualising: Famous Brands Turned into Beers
What if countries were sponsored by brands?

The Process

How do we do it?
How to brainstorm for creative ideas



**We think creativity
is what makes us
*different.***

Who are we?

We are a fresh & vibrant t-shirt printing agency who are here to make things easy for you. Our diverse team of experts & t-shirt printers are always available online, offline or on any other line to provide our customers with all round awesomeness.





How did we do it?

Most online marketers ask themselves the same question everyday:

How do I do to increase visits and improve my metrics?

People try to answer that question in different ways:

- Make awesome content!
- Keep your site updated!
- Use Social Media!
- Work on your SEO!

And that's true, for some. Not for us.

Now you wonder... How a printing company managed to get featured on Adweek, PlayBoy, GQ and thousands of websites all over the world?

One word: **Creativity.**

Discover our unique Creative Exercises!

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***“The World of Reality
has its limits; The
World of Imagination is
Boundless.”***

-Jean-Jacques Rousseau

Vitamin B(randing): Top Brands Turned into Pills



Task 1#

**If brands were vitamins,
what supplements or health
benefits would they be
trying to offer us?**

Before you turn the page, think about the brand Evian. What concept are they trying to sell us? Now, imagine what that would be like if you found it in a pharmacy.



Evianescent

Who wouldn't like to be young forever? When we think of brands that play with the concept of "eternal youth" Evian is one of the first that comes to mind. In this case we don't believe that pills and tablets would be the best product since

their form does not go well with the "forever young" narrative. Instead we thought of Drinkable Collyrium! A drop of eternal youth! Think about it, a bottle with a clean, pure label that suggests the eternal search for youth and beauty. Holy water!

At a holy price! It's perfect.

Secondary Effects: An unbearable need to go to the loo every five minutes.



For more examples, check out the original article [here](#)



Lesson 1*

In order for this task to work, we had to use brands that have a clear visual identity and well-known brand values.

Disney was the most difficult of all the brands, mainly because it doesn't have one singular line of graphic identity. If you're going to design a creative exercise using brands, you have to be clear that the brands will be recognisable.

The League of Extraordinarily Rich Entrepreneurs



Task 2#

What would the world's extraordinarily rich top entrepreneurs be like as superheroes?

Before you turn the page, try to imagine Steve Jobs as a superhero. Think comic style. What would he look like? What would be his super powers?

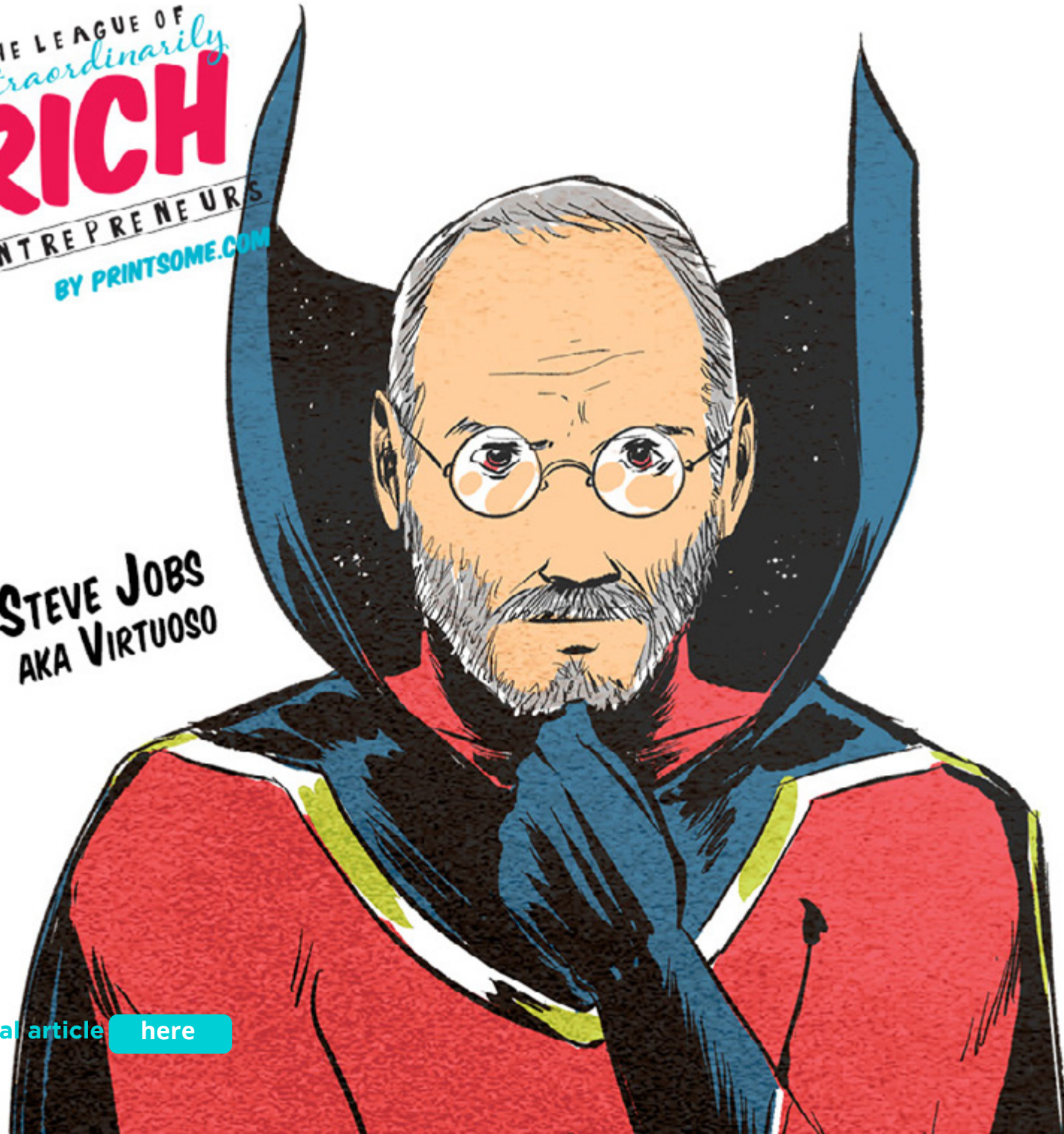


Steve Jobs AKA Virtuoso

Steve Jobs uses his super-human intellect to help his team win battles before they even begin. The creator of the Mac computer spends most of his days, in a trance-like state, looking for answers to some of man kind's most troubling questions. His enemies would rather not wake him up due to fear of his powers. Jobs uses his telekinetic and telepathic skills to fight and manipulate foes. When enraged, Apple's father loses perspective and can act irrationally.

THE LEAGUE OF
Extraordinarily
RICH
ENTREPRENEURS
BY PRINTSOME.COM

STEVE JOBS
AKA VIRTUOSO



For more examples, check out the original article [here](#)



Lesson 2*

**When mixing two concepts,
it's important to understand
the graphics of both and to
work in series.**

Creating a series of images, illustrations or photos for your creative exercise not only makes it aesthetically more pleasing to the reader, but can also help you to concentrate your ideas and centralise them in the concept. It also means that you can potentially replicate graphic elements and ideas to make the exercise work well as a group and promote the possibility of creating further examples in future.

Creative Marketing in Space: 9 Slogans to Promote Our Planet



Task 3#

If interplanetary tourism became a reality, how would each planet promote themselves?

Before you turn the page, imagine that you're looking online for a holiday to another planet - what do you think Uranus' main draw would be? What kind of people would go on holiday there?



Uranus.

Uranus. It's funny, and we love it! Kids love it too because Uranus' orbital platforms are family-friendly fun hubs where children can let loose. A vacation to Uranus means endless entertainment. Gravity tubes are transparent space water slides that let kids dart out from the platform for exciting views over turbulent Uranus. And while the little ones sleep, adults enjoy famous musicians that play to a backdrop of the ice giant's mass. Uranus. It's for everyone!

"Seventh planet from the sun, and straight on 'til morning!"

For more examples, check out the original article [here](#)





JUPITER
ADRENALINE: IS IT IN YOU?

INTERPLANETARY TOURISM BOARD

INTERPLANETARYTOURISM.COM



SATURN
A PICTURE IS WORTH
1.2 BILLION KILOMETRES

INTERPLANETARY TOURISM BOARD

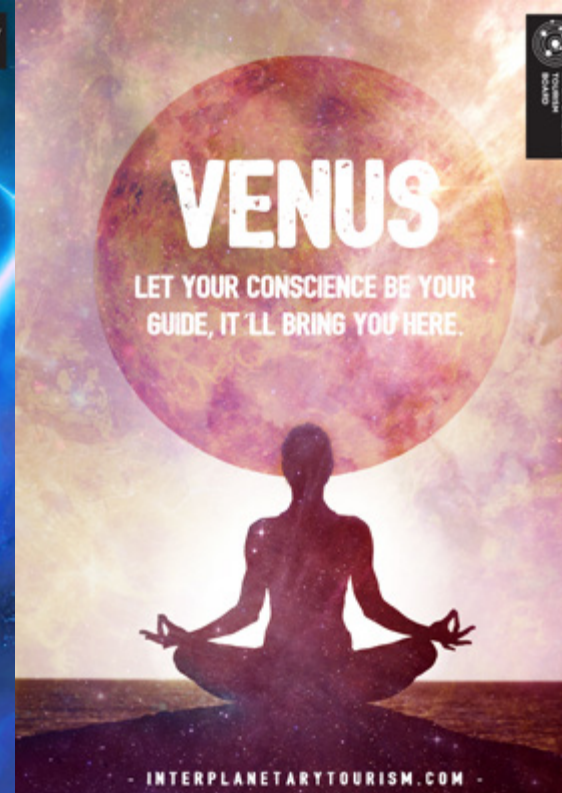
INTERPLANETARYTOURISM.COM



EARTH
RETURN TO YOUR ROOTS
- WHERE THERE ARE ROOTS

INTERPLANETARY TOURISM BOARD

INTERPLANETARYTOURISM.COM



VENUS
LET YOUR CONSCIENCE BE YOUR
GUIDE, IT'LL BRING YOU HERE.

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PLUTO
FIND THE LEISURE YOU'RE LOOKING FOR

INTERPLANETARY TOURISM BOARD

INTERPLANETARYTOURISM.COM



MARS
THE RED ASTONISHMENT

INTERPLANETARY TOURISM BOARD

INTERPLANETARYTOURISM.COM



MERCURY
SUNLIGHT IS LIFE.
MERCURY IS WAITING.

INTERPLANETARY TOURISM BOARD

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NEPTUNE
LUXURY FOR HER. FOR HIM.

INTERPLANETARY TOURISM BOARD

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Lesson 3*

When it comes to designing creative tasks, limitations can be helpful.

I don't know about you, but I don't really know too much about Uranus. When coming up with the copy for these exercises, we take a lot of care to do some decent research so that we can find out as much as possible about the subject before we start to write. Sometimes the best ideas come from the prior investigation and that's what makes the exercise develop into something unique.

What if top brands were social media networks?



Task 4#

What if top brands were social media networks?

Before you turn the page, take Kraft for example. What would they have to offer to the social media world? What kind of people would use and application by them? How would it be orientated towards their target market?

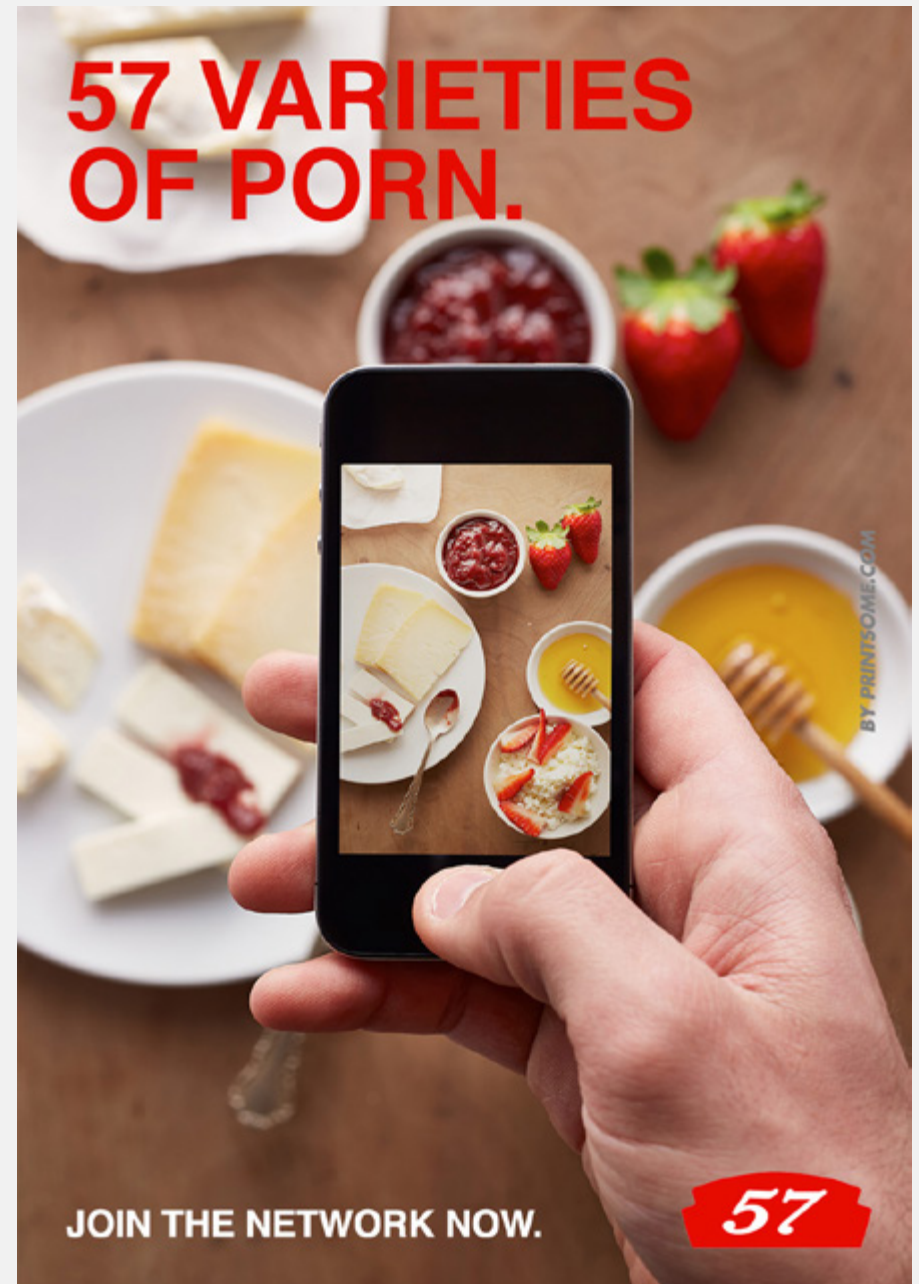


Krafty by Kraft

Instagram can be held responsible for a great deal of tendencies in collectionism in photographic form, and we all know a selfie-obsessor, cat-lover and a beard-buff, but what about the food pornists? Whilst they seem to get a bit of a bad rap on Facebook, with the I-don't-care-what-you're-eating-for-dinner comments, a quick google search on food porn demonstrates how widespread these folk are. Tender (like Tinder for food pornists) is a new app, which makes flirting with your main meals as easy

as hooking up for the night. But what if they were run by a big brand? Since Kraft and Heinz have recently merged, it would be pretty cool if they started to suggest recipes using their products. Think Macaroni Cheese and ketchup, Vegemite flavoured baked beans, the possibilities are endless! Users would upload their best pornographic snaps combining the two food giants for a succulent social experience.

For more examples, check out the original article [here](#)



Have your mates got a screw loose?

Download the new IKEY app today.



Lesson 4*

**When writing the copy,
don't forget about the copy
that you have in the palm of
your hand.**

Working with brands for creative exercises brings with it a whole set of values, ideas, and marketing concepts. Don't forget to play with the existing copy that the brand has - Nike's slogan 'Just do it' is an incredible example of how just 3 words can immediately make you think of the brand and its values.

Beertualising: Famous Brands Turned into Beers



Task 5#

What if top brands started selling beer?

Before you turn the page, your job is to mentally turn Playboy into beer. Sounds strange, right? Well that's where the creativity lies. Think about the values of the brand, what they're known for and about possible names (hint, hint).



Playbooze: Liven up a bachelor party, miss a wedding

This is the beer. Made for men looking for fun. Made for girls who know how to control a man (with elaborate bunny costumes). It's an appealing amber beer with a smooth, woody aroma. Goes down easy, and you can't get enough. Best stored under the bed, and in the fridge.



For more examples, check out the original article [here](#)



Drinksome

Don't forget to do your own brand of course!



Lesson 5*

If it works once, it will probably work twice.

After the first round of our creative exercise Beertualising, we decided to do another since it was so successful. This is the benefit of working in series. And don't forget to include your own brand in the examples!

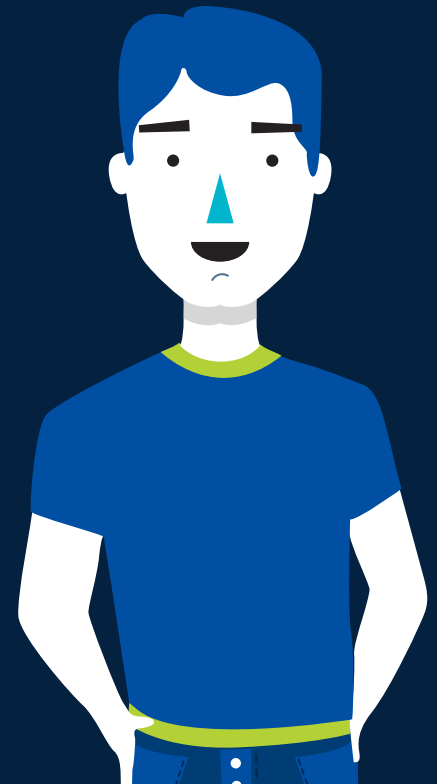
What if Countries Were Sponsored by Brands?



Task 6#

What if countries were sponsored by brands?

Think about countries, what they represent, what they are known for. Try to imagine this scenario using Denmark as an example. What would the brand be? How would this affect the everyday life of the country? What would the flag look like?



Denmark as sponsored by LEGO

Here's a fun fact: When Hitler invaded Denmark, he failed to invade LEGOLAND. What if all of Denmark was one huge LEGOLAND? Imagine an architecture of building bricks with instructions slightly more complicated than IKEA ones. You could literally assemble anything you wanted, as long as you had enough bricks! It would be the most educational country in the world, because to explain how things work, teachers could just take them apart.

At the same time, it's hard to imagine people would be willing to do actual work instead of giving in to playtime fantasies and sudden bursts of budding building creativity. Maybe the country would break into factions, with the

purists advocating the use of only the most basic blocks and waging war against the representational builders with their everything-goes-attitude? Where would those Lego Technik geeks stand? And let's face it, LEGO's popularity appeals mostly to the mind. Our bodies however would suffer from nightmarishly stubbed toes on the knobby thingies, and humans would find it hard to conform to the LEGOLAND beauty ideal of a Simpsons tone skin color and legs that don't bend at the knee.



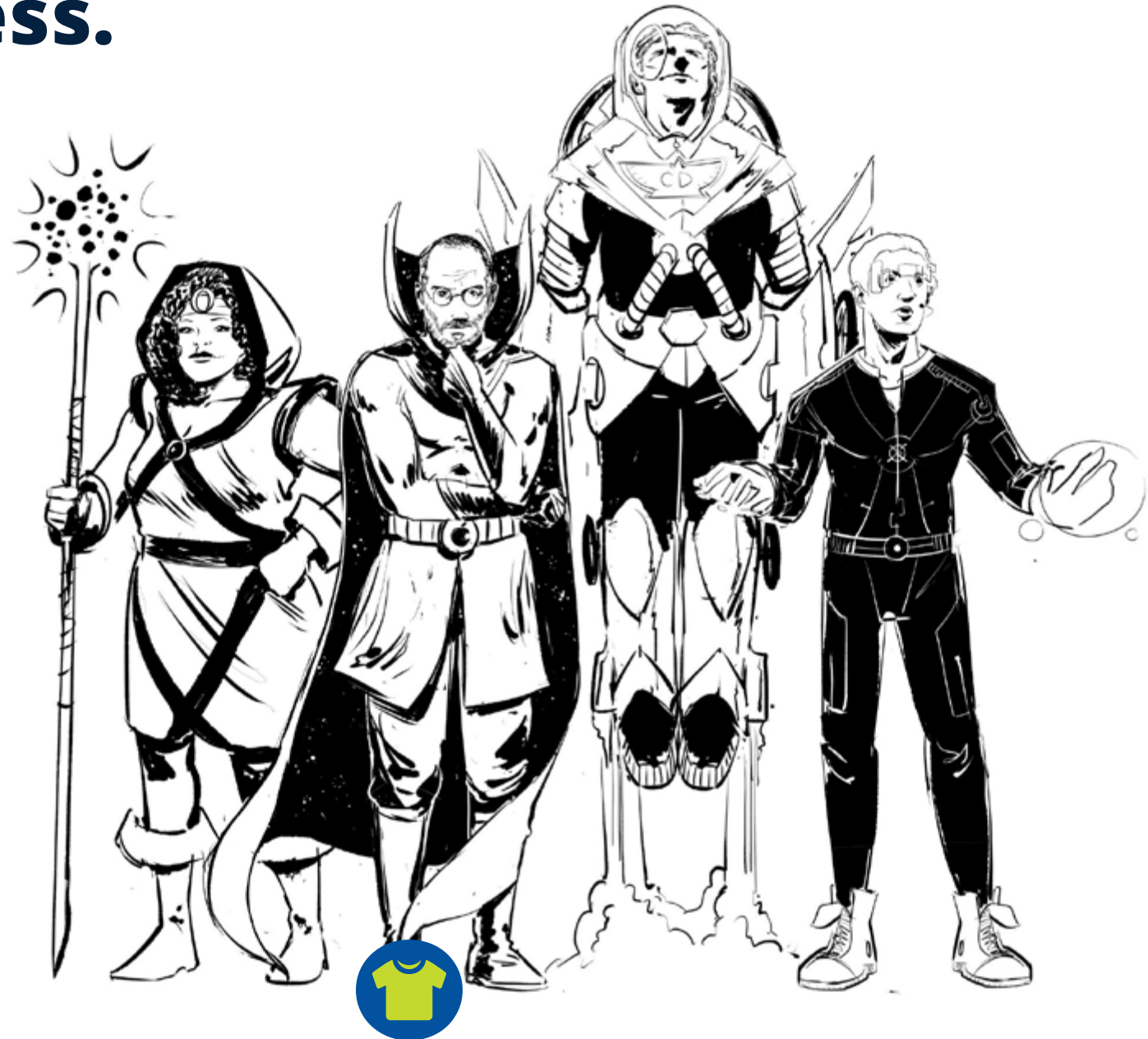
For more examples, check out the original article [here](#)

Lesson 6*

**Sometimes the more
feasible the idea,
the more interesting the
creative exercise.**

With this creative exercise, it wasn't difficult to imagine how the countries could be sponsored by brands. In fact, some of the associations we already had with the countries were so strong, it was just a case of re-designing the flag a little. When adapting graphic elements, be sure to maintain the same balance of colour and when writing the the copy, know your facts.

The Process.





*“What is now proved was
once only imagined.”*

-William Blake

Meet the Content Marketing Team



**Harald Meyer-Delius -
Content Manager**

Harald is an aspiring author (and brunch enthusiast) that has worked on many different fields from publishing to illustration and nonprofit organisations. In his spare time he likes to read, do yoga and waste time watching Youtube videos. You can find him and his random ramblings at his personal blog Indigo Cygnus.



Jorge Melo - Online Marketing

Being Content Manager at Printsom, his brain is supposed to be the compass of this crew. Organising, planning and writing a bunch of content, you can find him all over the place. Do you have any question about what we do? Would you like to collaborate with us? This is the guy you should approach.



Hayley Cantor - Graphic Design

Hayley is a Graphic Designer, who dabbles in a wide range of fields including illustration, live video art and psychology. In her spare time she trots around the globe with a backpack and swings about in a hammock. She adores paper and her camera is her third arm.

Stage 1:

Brainstorming
session

Stage 2:

Filtering
of ideas

Stage 3:

Graphic
Design

Investigation

Copy Writing

Stage 1: Brainstorming Sessions

We start by having regular brainstorming sessions. The content marketing team are constantly on the look out for ideas for interesting and creative content for the blog, infact most of the ideas occur outside of the session.

Next, we have to go through the ideas with the rest of the team - we need to see if the idea is a) relevant b) feasible (in terms of time, resources, etc c) whether it works well both from copy and design perspectives.

Once the idea has been validated, we check what's out there - has it been done, can

we get further inspiration? Here's where we do loads of investigation to pull the copy and the graphics together. A lot of the time the copy comes first, as it often informs the design process, however it can vary depending on the creative exercise. It's important that the copy writer and the designer are in close contact in order to establish this process.

Finally, team work makes the dream work. When we pool resources and ideas, we find that we really can get the very best out of our content and it helps to develop our creative muscles even further.



Stage 2: Filtering of Ideas

Next, we have to go through the ideas with the rest of the team - we need to see if the idea is a) relevant b) feasible (in terms of time, resources, etc) c) whether it works well both from copy and design perspectives.

There are so many factors that can impede the progression of the ideas we generate in our brainstorming sessions. To give you an idea, here are some of the common reasons that we 'reject' an idea.

- It's too vague and we can't generate enough examples - this happens quite often, sometimes we think of really great ideas, then realise that

we can't apply it to many brands or other examples.

- The idea is irrelevant. These are the ideas that we usually like to test out with the team. They are the slightly odd ones that we think are genius we just turn out to be downright weird to everyone else.
- It's simply been done before and we can't compete with the high level of the existing content.
- It works well in terms of potential copywriting, but cannot be represented well graphically (and vice-versa,

though that's less common). Not all the content team are visual-minded and we often have ideas that simply can't be represented graphically.

- The idea is incredible, it's relevant, but in terms of marketing, the potential gain from producing it simply isn't justifiable in terms of time, and resources.



Stage 3: Investigation & Production

In order to ensure that our creative exercises are rich in content and engaging visually, we have to do a great deal of research in parallel.

Graphic Design

This involves ensuring that visually, the concepts are as closely represented as possible in order for them to be believable. The more believable, the more likely the content will be liked and shared.

This could mean sourcing mock-ups and templates to display our designs on, or searching and identifying different fonts, to convey brands' visual identities.

Copywriting

The investigation by the copywriter involves researching existing content around the concept or idea, as well as investigating and informing themselves about a range of concepts and putting them together in a novel way. The job of the copywriter is to really engage the readers of the blog, so that they spend time enjoying the article and are more likely to share the content.

The combination of the work done by the copywriter and graphic designer allows us to produce kickass content, but the key is really the relationship

between the two, as they can help each other to generate and explore ideas, further enriching our creative exercises.

Oh, and of course, besides the content marketing team, the rest of the office is always around to join in the debate.



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