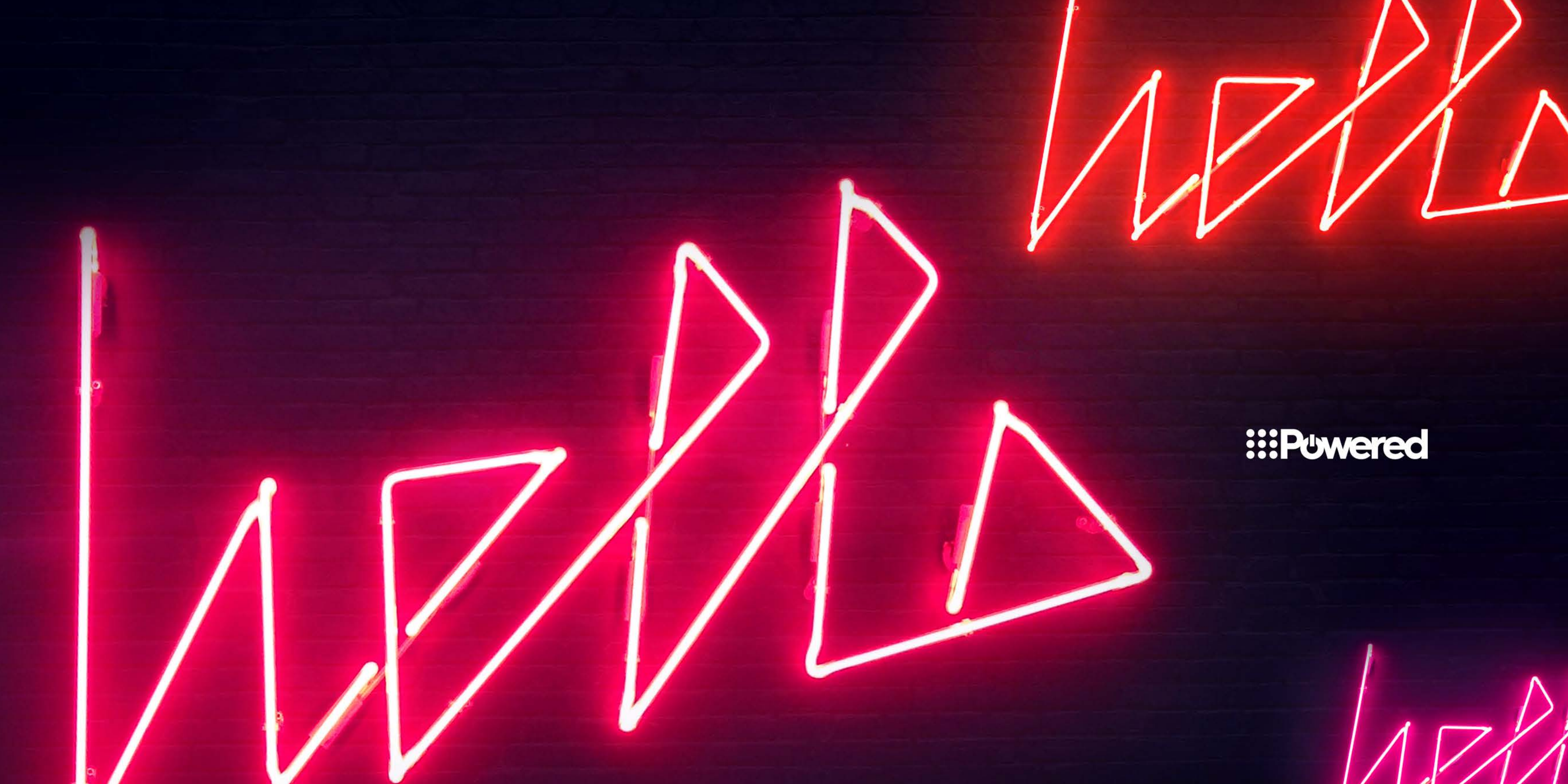


Powerd
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Powered

07

WHAT IS A **POWERED HACK?**

A Powered Hack is a fast-paced, insight-driven ideation session that brings together a diverse group of big thinkers to uncover creative solutions to marketing challenges.

Led by Powered's strategists, each Powered Hack creates a unique opportunity for marketers, creative agencies and media agencies to work with content specialists and creators from across Nine's ecosystem.

During the session, which is hosted and facilitated by Powered, participants will explore the background to the challenge. This will also be paired with cultural context, consumer insights and category stimulus to help develop real work and actionable solutions.

Whether launching a product, growing an audience group or exploring new ways to integrate with Nine's TV, Radio, Digital and Print platforms, a Powered Hack can unlock big ideas for brands.



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WHY RUN A POWERED HACK?

MIX IT UP

Who do you typically ideate with? Is it usually the same group of people? Do you ever detect a certain “sameness” in the ideas generated?

In his book, *Group Genius: The Creative Power of Collaboration*, author Keith Sawyer explains: “The reason groups are so effective at generating innovation is that they bring together far more concepts and bodies of knowledge than any one person can. Group genius can happen only if the brains in the team don’t contain all the same stuff.”

A Powered Hack brings together a diverse group of people to create new solutions to old problems. This approach provides an opportunity for your teams to hear a variety of different opinions and thinking. The goal is to open up new ideas and possibilities for your brand.

IDEAS WITH PURPOSE

Preparing for each Powered Hack session we enlist the people who create Nine’s content. These experts are vital as they’re constantly in “make mode”. They envisage how the ideas will come to life and how they’ll best connect with our audience.

With content experts actively taking part in your Powered Hack, we can ensure that whatever ideas leave the room are both feasible and actionable.

CONTENT INSIGHTS

A Powered Hack also provides you with new insights about your audience and culture. Most brands know who their customers are and how they interact with their brand, but many want to know more about what they are watching, reading, listening to, or commenting on.

Our audience insights can help provide a fresh perspective on your customers, and in turn, new ways to connect with them.

FULL FOCUS

Finally, a Powered Hack provides you with the opportunity to participate. With the preparation and facilitation taken care of, you can focus on working with your team to generate ideas, rather than worry about logistics.



Today

hipages



THE BLOCK

“We needed to tell a layered story – in our case an NT love story. Today provided the perfect vehicle for the campaign to centre on. The theme could then be repurposed for different Nine channels and formats.”

– Tony Quarmby,
NT Executive General, Manager Marketing

“We were swamped with inquiries from tradies wanting to come on our platform and we saw a significant uptick in jobs posted on our platform after 8.00pm, which can only be a result of The Block and working with Nine.”

– Stuart Tucker
Chief Customer Officer, hipages

03

LET'S BEGIN

The first step is to focus our Powered Hack by identifying the challenge. Our preparation ideally begins with an in-person session with key stakeholders from your marketing team and agency. This is where we'll discuss the desired outcomes, the background to the challenge, who the attendees should be, and any existing research or previous workshop results.

Following this initial consultation, we'll begin to build your bespoke Powered Hack session.

This will include the development of:



AUDIENCE INSIGHTS

At the beginning of each Hack we'll provide new insights about your target audience. We'll do this by accessing our 9Tribes data, surveying our 9Nation panel, and speaking with our editors and producers. This approach will provide us with well-rounded information on what content your customers are consuming, including how and where.



CULTURAL CONTEXT

This step is vital as it will have an impact on how we approach the challenge. We'll look at the broader context to gain an insight into where your brand, your consumers and the challenge sit in the current cultural environment. Think of this as the framework to which we'll inform our approach.

At Nine we're in a unique position to invite our experts to share their points of view. Using their expertise, they'll help us better understand the cultural context of our challenge. For example, this could be Ross Greenwood shining a light on Australia's current financial situation, or Tom Malone sharing the expectations of the modern sports fan.



THOUGHT-PROVOKING STIMULI

We often find that our challenge has been tackled somewhere in the world before. Part of our preparation involves researching across categories and countries to find stimulus that can help us to provoke new ways of thinking about how our problem can be solved. These types of stimulus, including videos and case studies, are used as the basis of our ideation that will help to inspire the group.



A DIVERSE CAST

Based on the challenge, we'll select a cast of people from across the Nine business who have the knowledge and insight to bring new angles and new types of thinking into your session. These people will have a wide-ranging set of skills and disciplines. They could include Producers, Editors, Content Specialists and Creatives. Your Powered Hack will be filled with people who create content every day. This means that they'll have knowledge of the relevant audiences and the mindset in how our ideation can be executed effectively.

POWERED AND READY

Once the Powered Hack has been designed, we will share with you the approach for the session. All attendees will also receive an invitation that will outline what they can expect on the day, and what's expected of them.

You'll also receive a template to help you pull together a short presentation for the session. This should outline to the group what the challenge is, the background to that challenge, and the criteria by which you will be assessing the ideas.



04

LET'S HACK

The Powered Hack takes place offsite "on neutral territory" and runs for 2-3 hours. This gives everyone the opportunity to remove themselves from their day-to-day challenges and fully immerse themselves in the session.

We'll ensure that the location is centrally located for convenience, in a space that inspires creative thinking.

We recommend 12 - 15 people in the session. This is comprised of 4 - 5 people from Nine (we'll work with you to ensure that we have the right cast), 3 - 4 people from your agency groups and 5 - 6 from your own organisation.

The attendees from your own organisation don't all need to be marketers. We often find that it's great to include a couple of people from other departments as they may add a completely different angle or perspective.

All we ask is that everyone comes with an open-mind, energy and a willingness to participate.

EXAMPLE OF A TYPICAL AGENDA

9.00am	Welcome
9.10am	Introduction to the challenge, the background to the challenge and the criteria for success
9.25am	Audience insights
9.40am	The cultural context
10.00am	Q&A
10.05am	Tea break
10.20am	Warm up
10.25am	Thought-provoking stimulus #1
10.30am	Team ideation
10.40am	Thought-provoking stimulus #2
10.45am	Team ideation
10.55am	Thought-provoking stimulus #3
11.00am	Team ideation
11.10am	Idea development
11.40am	Group sharing and wrap



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TURNING IDEAS INTO SOLUTIONS

At the conclusion of the Powered Hack we'll be left with a collection of ideas, and our job is to then turn these ideas into consumer-facing activities.

This process begins by providing you and your agencies with a Hack Pack. Included in the pack will be a copies of the materials and insights that were shared in the Hack, as well as a summary of the ideas that were developed, including our feedback on their feasibility.

This is a good resource for you to share internally amongst any stakeholders, including those who were unable to attend the session.

We then invite you to provide your feedback on the ideas and which ones you'd like to see developed further. Once we have your feedback we'll develop one of the ideas into a full proposal. This will include creative, timelines and costs.



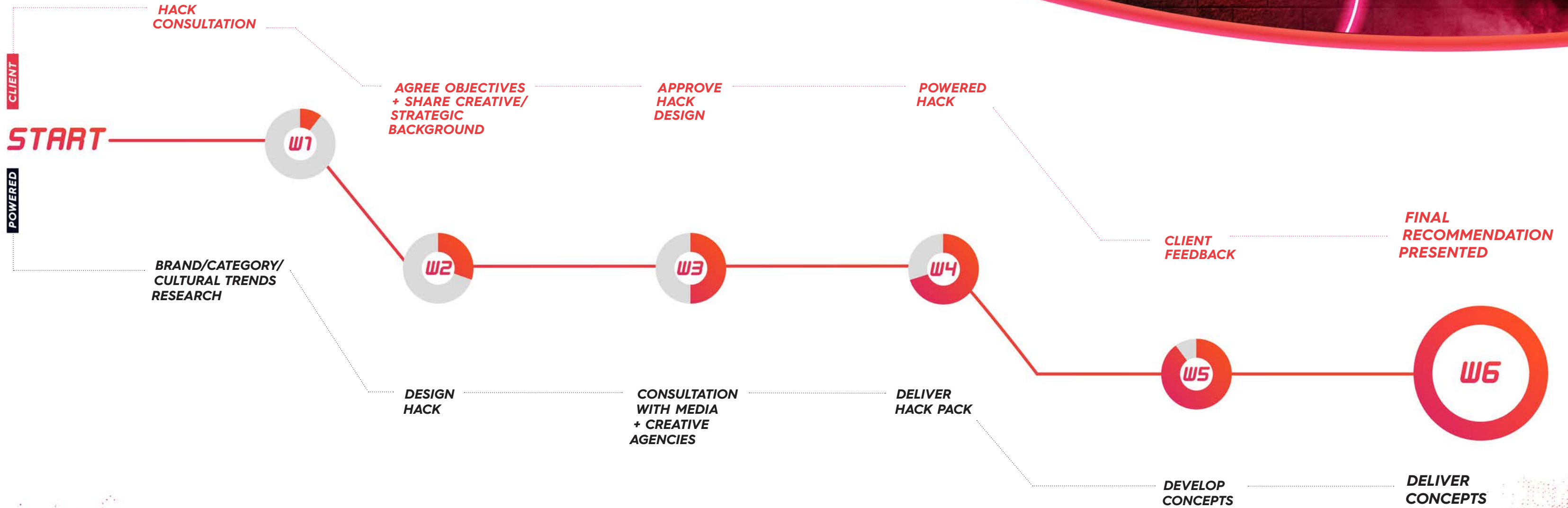
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WHAT HAPPENS NEXT?

By the end of the Powered Hack process you'll have a recommendation that solves your marketing problem, speaks to your customers, excites your stakeholders, and is supported by Nine's producers and editors. The next step is making it happen!

TIMELINE





LET'S DO THIS!

*For further information on booking
your Powered Hack, please contact
ninepowered@nine.com.au*

REALISING BIG IDEAS

Power | Nine