

Powered

SPRINT

01

WHAT IS A POWERED SPRINT?

Powered offers two collaborative workshop formats: Powered Hacks and Powered Sprints. Our original format, Powered Hacks, was developed to solve major long-term marketing challenges.

A Powered Sprint is our brand new and very shiny toy. A 90-minute workshop format designed for collaboration and co-creation with brands, media or creative agencies.

Each Sprint is wrapped up in four weeks or less, from initial briefing phase to final

proposal, with a fast-paced, interactive workshop in between.

Powered Sprints will be the most exciting and effective way to jump straight back into hands-on creative thinking.

Powered Sprints will be led by our incredible strategists and creative thinkers within Powered and quickly shaped to suit the needs of the client, agency or brief.



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WHY RUN A **POWERED SPRINT?**

WE HAVE A HEALTHY TURNAROUND TIME FOR YOUR BUSINESS OR CREATIVE CHALLENGE

Not every challenge needs to be solved by end of week. Powered Sprints are guaranteed to be completed within four weeks, so if there's an opportunity to answer your marketing or brand challenge in an interactive way that goes above and beyond – a Sprint could be for you.

YOU WANT TO MIX IT UP

Are you trying to solve business problems on your own? Or with the same team and people you always do? That's a lot of pressure to keep that creative spark going every time. A Powered Sprint can help to pull together new people with fresh minds, giving that business challenge a brand-new perspective.

YOU OR YOUR CLIENT WANTS TO WORKSHOP AN IDEA WITH US

Powered Sprints don't exist solely for big problems and big budgets. They're more accessible for you, to workshop anything that you or your clients need help with. You could even ask for a Powered Sprint to be the format in which we team up to solve one of your most important briefs for the year.

YOU WANT ACCESS TO THE GREATEST CONTENT INSIGHTS

Within a Powered Sprint, we'll first present the most valuable content and cultural insights to help shape the most creative ideas for your session. These could also be tailored for you and your clients to keep for future reference.

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LET'S PREPARE

The first step is for us to identify the challenge. As is the nature of a Sprint, we want to do this efficiently, via a 30-minute reverse briefing session. Alternatively, if there is a specific brief involved, this time can be used for you, the agency or client to share. This can be done virtually or in-person.

This is also 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 Sprint session.



READY, SET...

Once the Powered Sprint has been designed, we will share with you the approach for the session. All attendees will also receive an invitation to outline what they can expect on the day, and what's expected of them. You'll have the option to add in any slides of your own that may help set the scene for the workshop – such as creative, previous campaigns, or a quick intro to the brief itself.



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LET'S SPRINT

A Powered Sprint can take place on-site or off-site, and runs for 90 MINUTES MAX (because it's a sprint, not a marathon). They're short, sharp and sweet - and you'll be back in the office (or at home) in no-time. We do ask however that we have everyone's full attention for those 90 minutes. There'll be one short break to check any calls or emails if necessary.

We'll ensure that the session is centrally located for convenience, in a space that inspires creative thinking. We recommend a maximum of 10 people for the session. This could comprise four people from Nine, 3-6 from agency &/or client.



EXAMPLE AGENDA

EXAMPLE OF A TYPICAL AGENDA

10.50am	<i>Arrivals and Welcome</i>
11.00am	<i>Introductions to each other, and to the challenge</i>
11.10am	<i>Any relevant context, content or insights</i>
11.20am	<i>Structure of the Workshop</i>
11.25am	<i>Warm-up</i>
11.30am	<i>Stimuli #1</i>
11.35am	<i>Team Ideation</i>
11.45am	<i>Stimuli #2</i>
11.50am	<i>Team Ideation</i>
11.55am	<i>Stimuli #3</i>
12.00pm	<i>Final Ideation</i>
12.15pm	<i>Final Pitches</i>
12.30pm	<i>Discussion and Wrap</i>



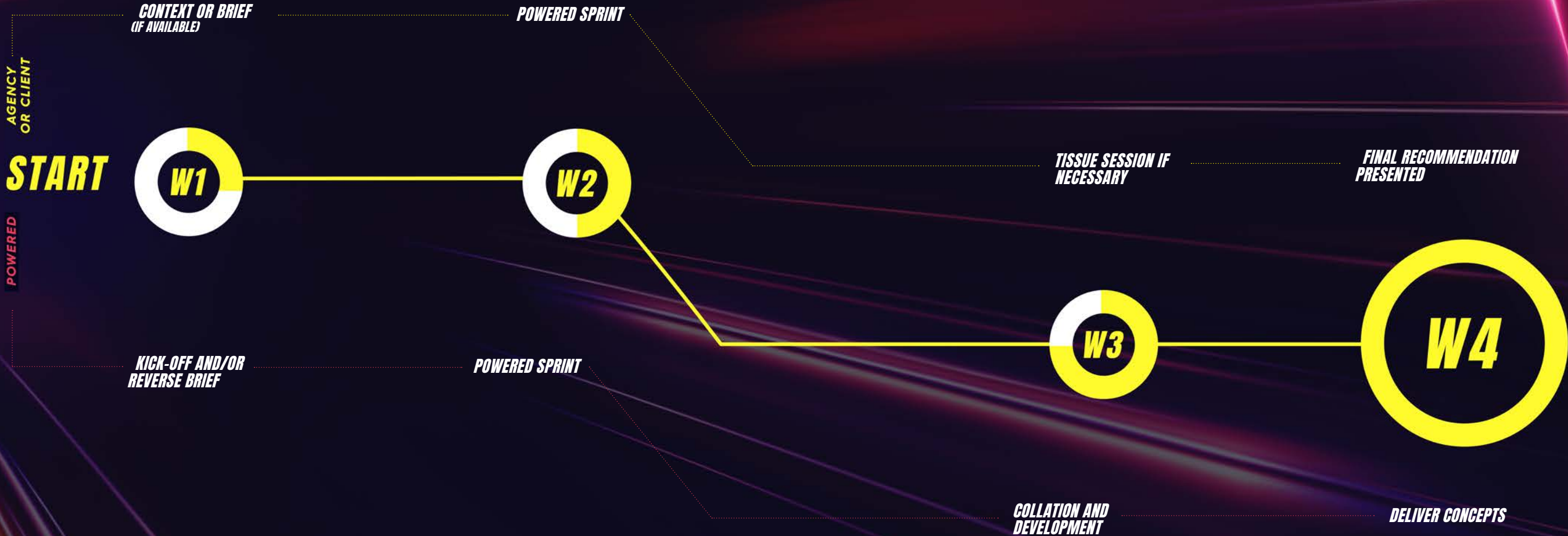
TURNING IDEAS INTO SOLUTIONS

At the conclusion of the Powered Sprint we'll be left with a collection of your amazing ideas, and our job is to turn them into real, tangible and executable ones. We'll quickly share with you a summary of the ideas that were developed, and ask that you share any immediate feedback with us as quickly as possible. We'll then develop at least one of those ideas into a full proposal. This could include creative, timelines and costs.





TIMELINE



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WHAT NOW?

By the end of the Powered Sprint 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.

FOR FURTHER INFORMATION ON BOOKING YOUR POWERED SPRINT, PLEASE CONTACT YOUR LOCAL POWERED REPRESENTATIVE.



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