

Breaking Brand

6 campaign tips guaranteed to
inspire awesome **employee ideas**

sideways6
Webinars 

alive





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Sideways 6



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Alive with Ideas

Why bother with brand?



Trust

Create a safe place



Awareness

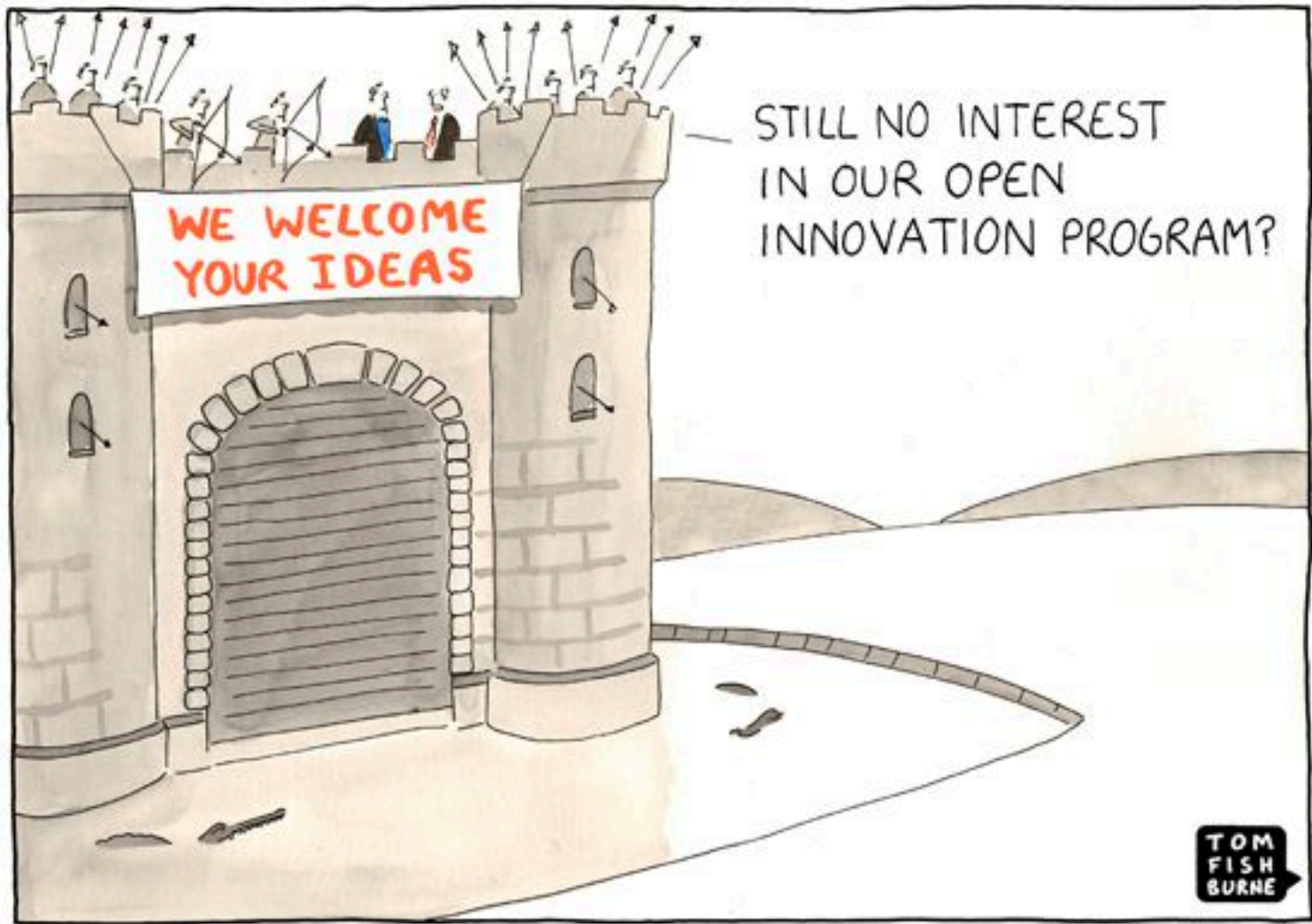
Get people excited



Engagement

Generate better ideas





WE WELCOME
YOUR IDEAS

STILL NO INTEREST
IN OUR OPEN
INNOVATION PROGRAM?

TOM
FISH
BURNE

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4 in 5 employees
have ideas to
improve their
business.



Source

The 2018 State of Employee Ideas

But **a quarter of ideas**
are never heard because
employees are **afraid** to
put them forward.

Source

The 2018 State of Employee Ideas



“The only ‘official way’ to propose ideas are regular company meetings, where **everyone is afraid to speak.”**

39 Year-Old Male Researcher @ Large European Technology Company

Source

The 2018 State of Employee Ideas

18-29 year-olds are nearly 3x as fearful of putting an idea forward than 50-65 year-olds.



Source

The 2018 State of Employee Ideas

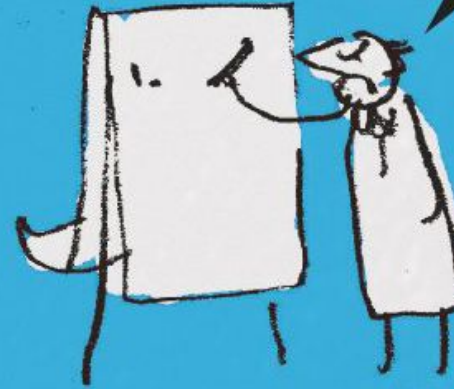
A blurred background image of a hospital setting. In the foreground, the back of a patient's head with white hair is visible. In the background, a nurse in blue scrubs is looking down at a patient. The overall tone is soft and clinical.

Ideas are scary

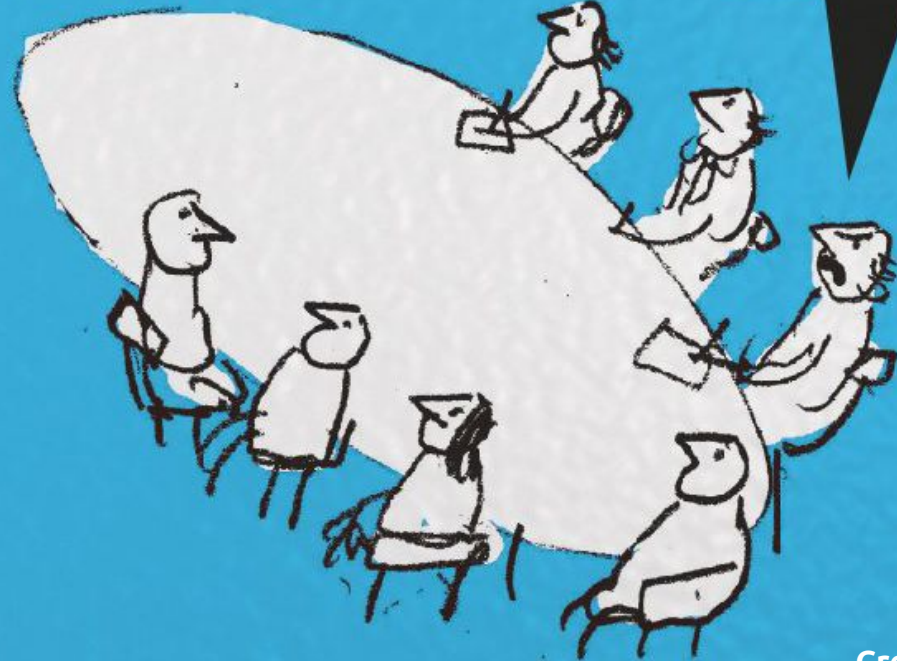
So, give employees a safe place...

Now, for
the ideas...

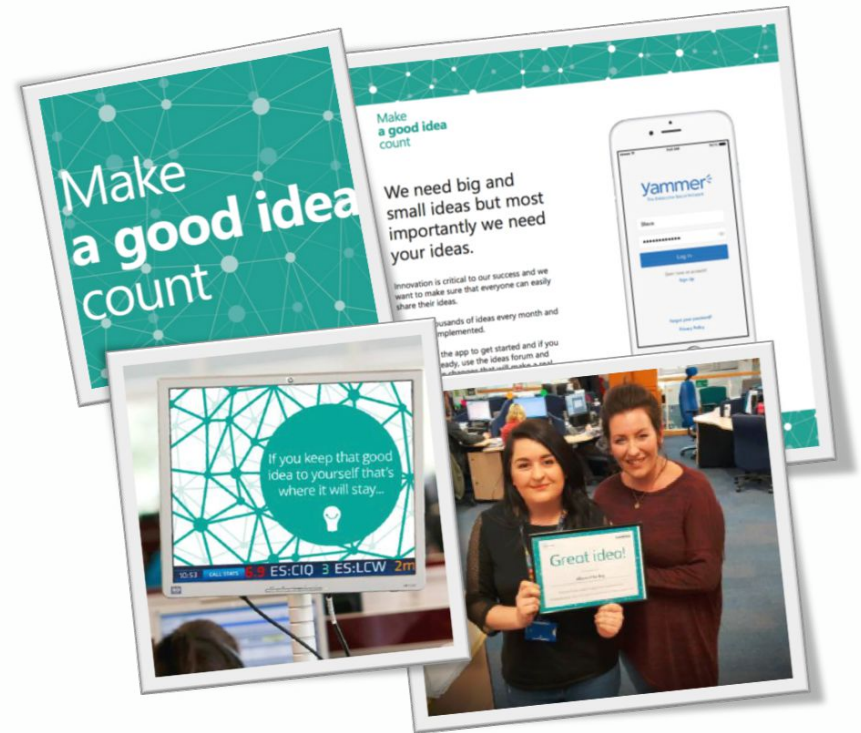
don't think about it, just say it



fuck you



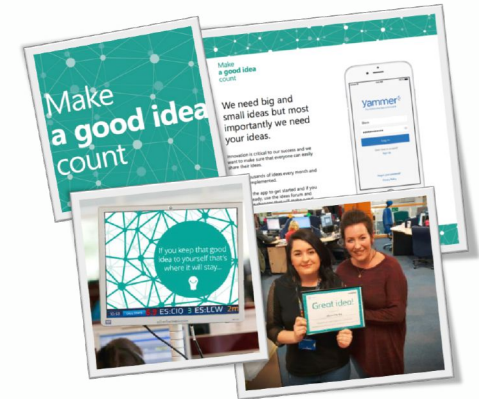
Who wore it better...?



2.2x more ideas and interactions



● No comms support



● Full comms plan

Our **6 top tips** to creating a winning brand...



centrica



DIAGEO



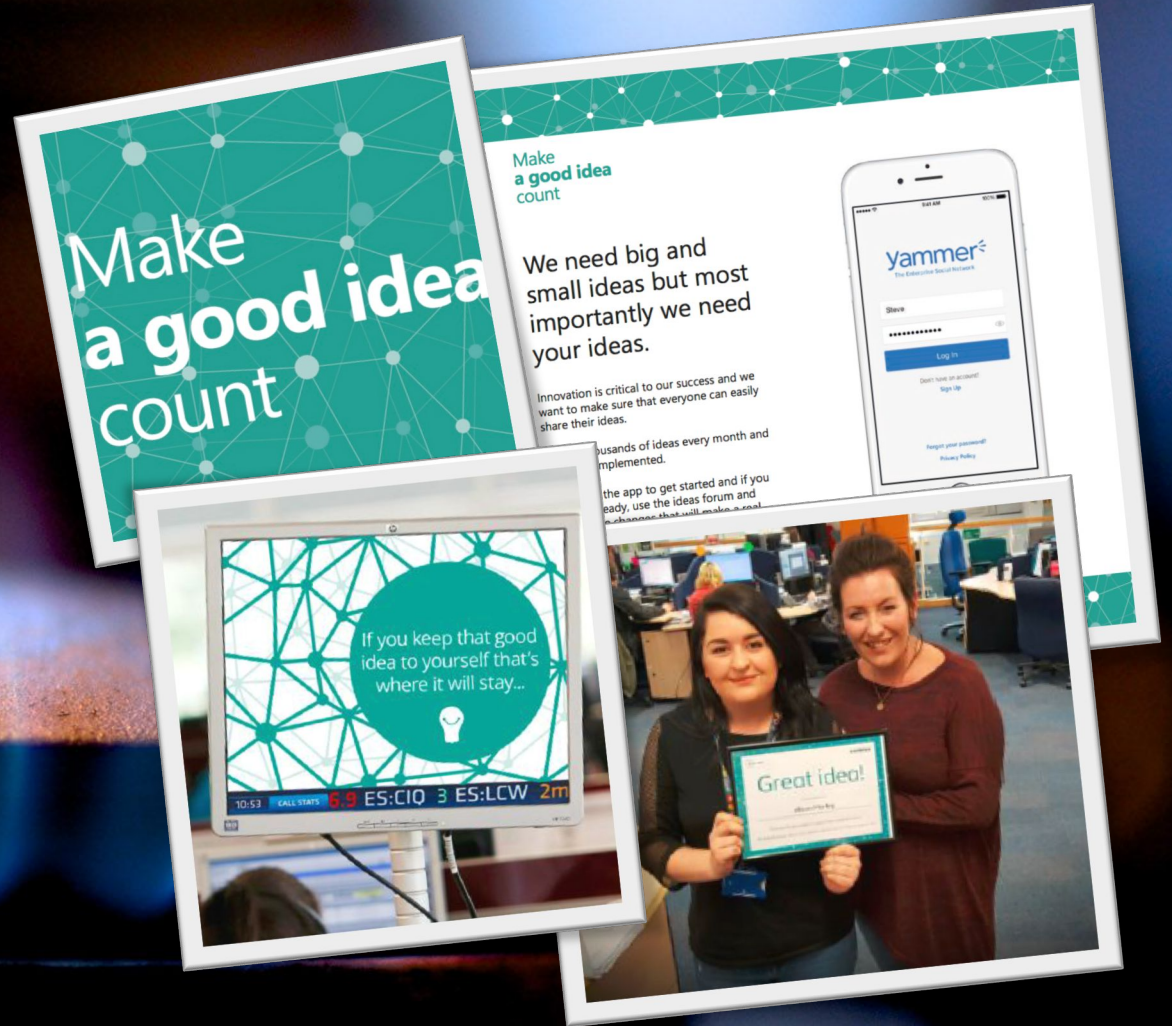
1 | Name It

—
What's in
a name...?



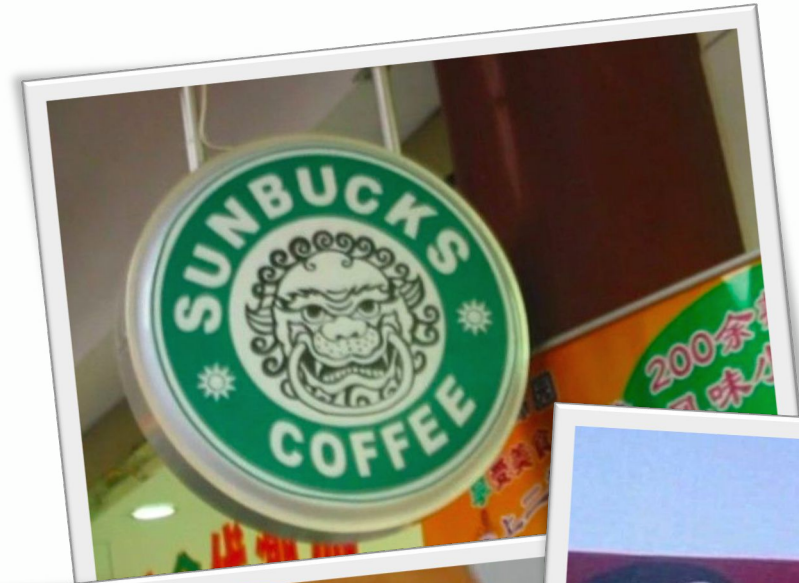
1 | Name

Make it memorable.



2 | Break Brand

—
**Within
reason...**



2 | Break Brand

Cut through
the noise.



3 | Be Clear



**What do
you want?**



DIAGEO

3 | Be Clear

—

Ask open questions.

if it was my
MONEY
DRIVE OUT COST TO INVEST IN GROWTH

if it was my
MONEY
DRIVE OUT COST TO INVEST IN GROWTH

How would you improve productivity?

Post your idea on Yammer using **#ifitwasmymoney**

Winning ideas will be sponsored by the Exec and turned into reality!

Join the conversation on **Yammer**

DIAGEO

How would you improve productivity?

By acting like owners and adopting a winning mind set, productivity is an area where we can all make a difference to fuel growth

DIAGEO

initiative launch

4 | Launch Loud



Own the water cooler





4 | Launch Loud

Think
different



5 | Get Physical



Go beyond digital...





5 | Get Physical

Cut through the noise.

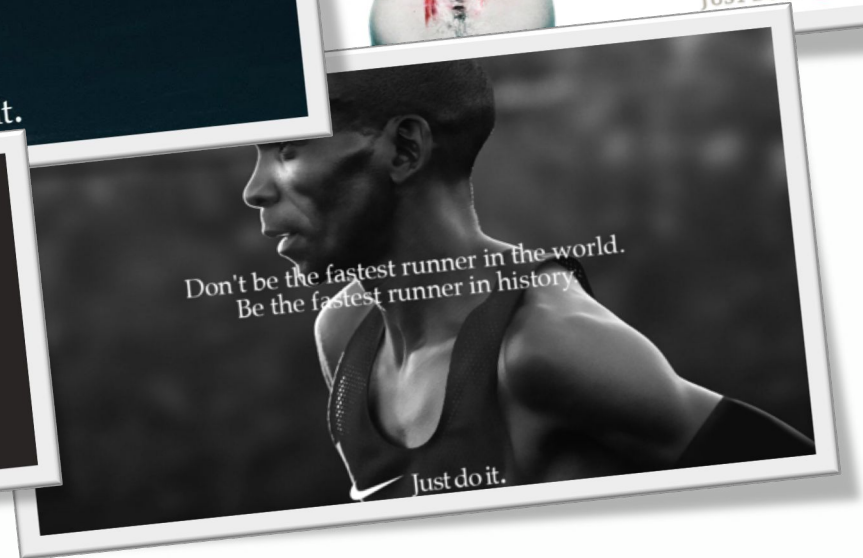
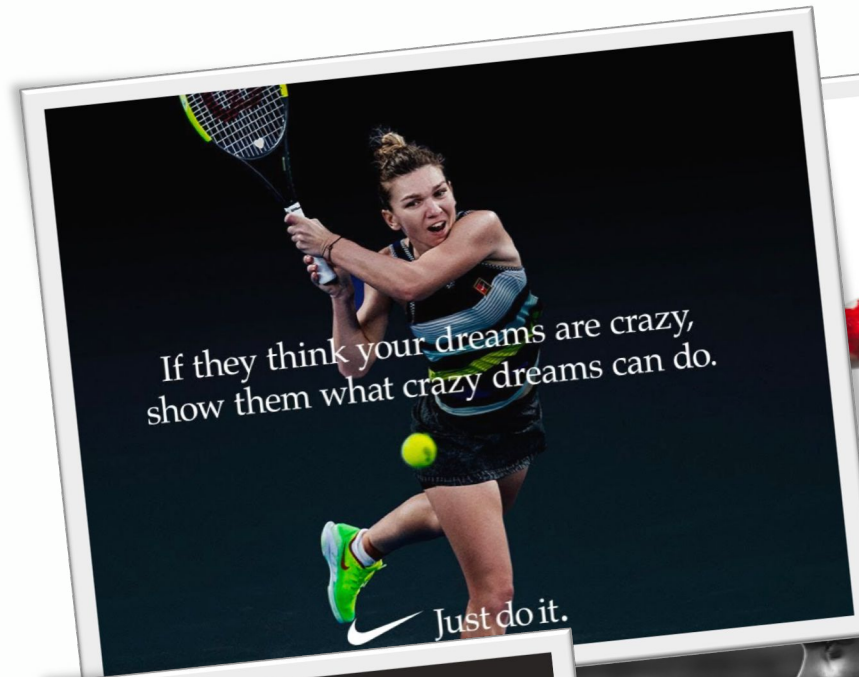
Share your great ideas on Yammer with the hashtag **#lightthebulb**

Your innovative ideas will drive change at Avios

Watch the bulb light up – powered by **your ideas**

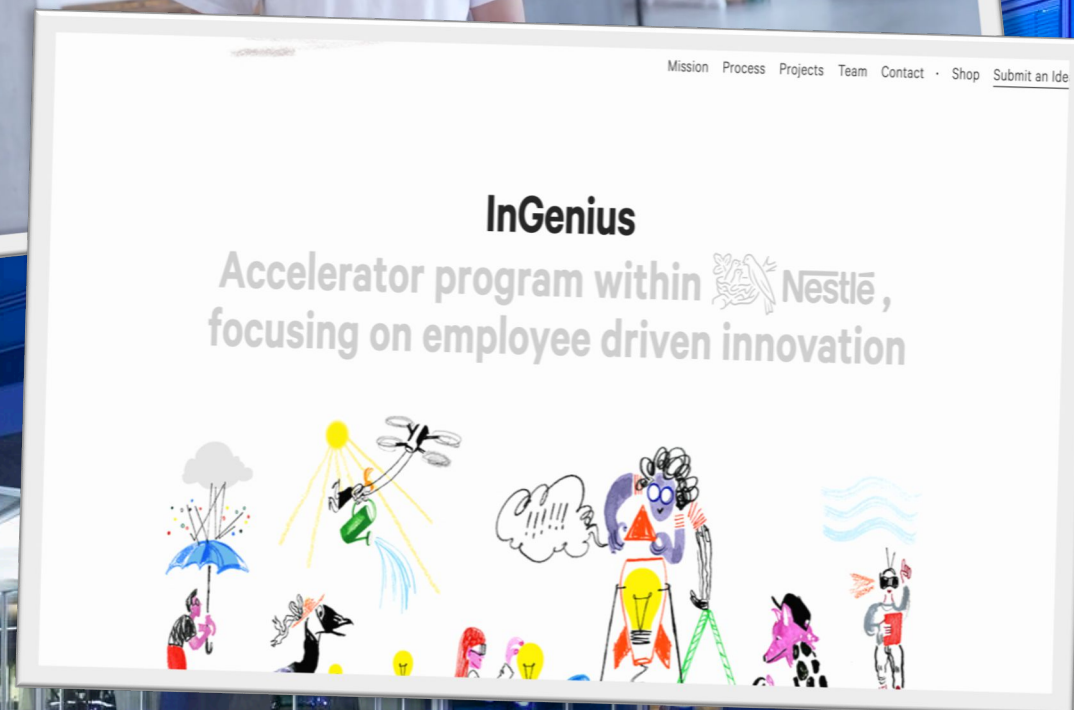
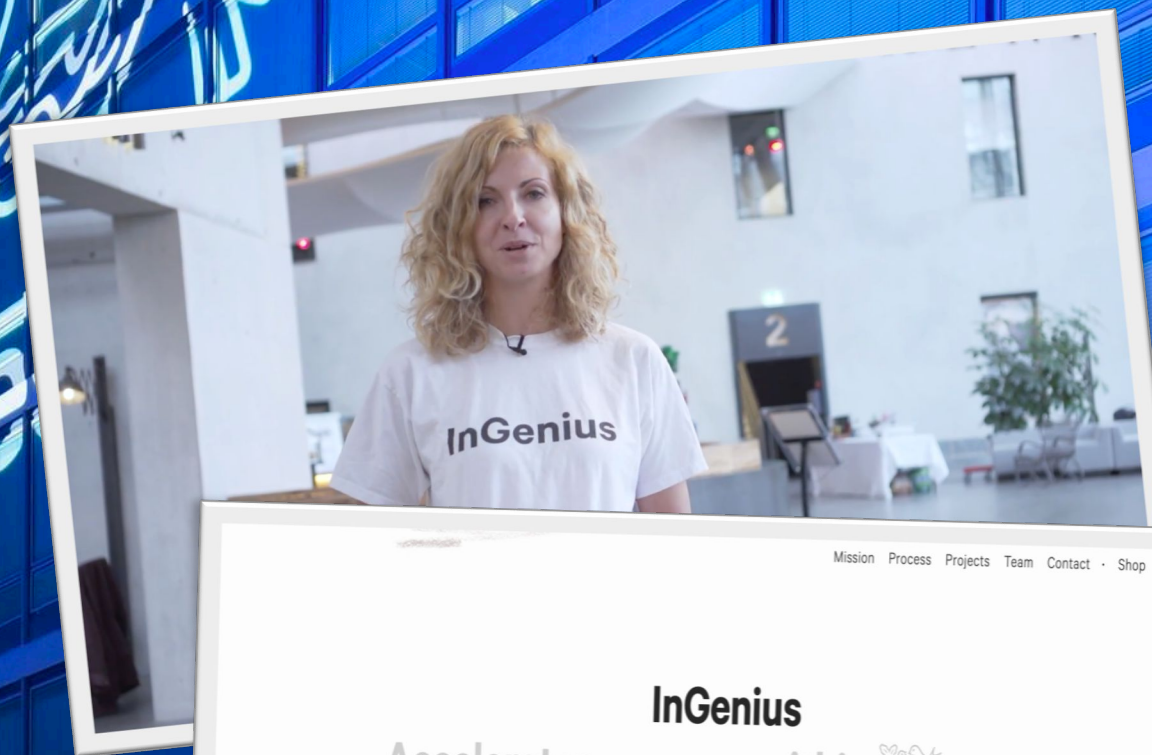
6 | **Maintain
Momentum**

**The test
of time...**



6 | Maintain Momentum

Complete the loop.



Key Takeaways



Trust

Create a
safe place

+



Awareness

Get people
excited

=



Engagement

Generate
better ideas

“Your brand is what other people say about you when **you’re not in the room.**”

Jeff Bezos, Amazon

What would employees say about yours?



Any Questions?

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