



**Projector + Connection Sessions:  
A Crowd-Sourced Approach to  
Innovation and Breakthrough Ideas**

# Projector™

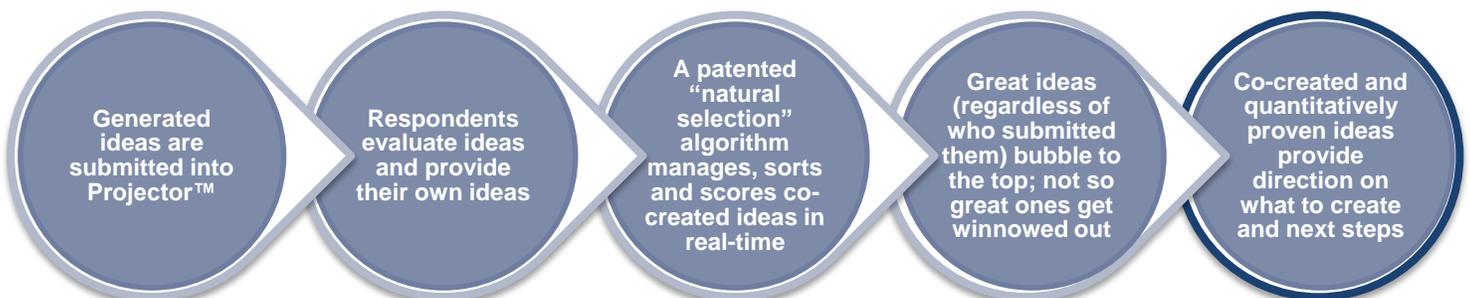
## Qual/Quant Insight Generation Tool



Projector is a tool that's perfect for the development of positioning or brand ideas, as well as content and support materials. A qualitative/quantitative hybrid tool, it can help assess the collective marketing team's generated themes and topics. The tool is unique, however, because, in addition to assessing those themes and topics, research respondents are prompted to contribute their own ideas and, in turn, evaluate the ideas of others. Ultimately, this approach brings together the best qualities of focus group research and the best qualities of quantitative, statistically reliable data.

Also unique is the fact that the client team is able to view findings in real-time, enabling team members to be inspired by the ideas of others and generate additional ideas that could be inserted into the tool for evaluation. Plus, research respondents may participate in the survey as much as they want, thus allowing them to contribute ideas that come to them after their initial participation and after they've had time to give the subject more thought.

The result is a crowd-sourced, crowd-filtered and iterative "brainstorm" that has quantitative data behind the output. A rank-ordered "list" would be generated (identifying "star" ideas that have universal appeal, as well as "niche" ideas that might have appeal for a specific segment) of highest potential ideas to lowest. The team is ultimately enabled to "run with" the proven, most powerful positioning, brand and/or content ideas, and to better understand where and how to distribute their generated content.



# Connection Sessions



Whether following the output of the Projector™ Qual/Quant Insight Generation Tool or as a stand-alone session, the Connection Session is a one-day, professionally facilitated session with a varied mix of internal and external stakeholders participating.

This “roll up the sleeves and get all parties working together” session entails the generation, prioritization and mapping of key objectives and strategies, all rigorously explored and discussed to ensure that the avenues with the most potential impact are pursued. The identified key objectives and corresponding strategies will then drive the outlining of final tactics and plan direction.

This working session would help to “activate” insight, galvanizing internal team members and the client around an innovative, crowd-sourced plan, thus efficiently laying the foundation for a succinct, strategic path forward.

Ultimately, this session would help the team move from “what *could* be done” to “what *should* be done.” The output being a Planetarium Activation Brief.



**For More Information, Please Contact:**

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