

VITAL FINDINGS

Great Insights +
Co-Creation

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BRAND
MAGIC

Tips for a
Successful
Co-Creation

How many times have we sat at our desks, staring at a blank screen?

When we work alone, we often find creativity can be an elusive partner. But when we collaborate with others, we have the opportunity to observe the way people behave, or to brainstorm with colleagues and friends. In these collaborative moments, that spark of creativity is easier to find and ideas flow freely.

Co-creation is the surest way to guarantee that your product or service meets the needs of your customers. It involves researching your customer to understand who they are at the deepest levels, uncovering their greatest tensions, then inviting them into your creative process. In other words, build the brand with them.

Of course, there can be moments where the co-creating ideal falls flat. Perhaps we sit in awkward silence, surrounded by potential customers who have little to say or no new ideas to bring to the table. But with the right planning and creativity-inspiring techniques, brand magic can be unleashed.

To help you find the co-creation sweet spot, Vital Findings has a list of top tips. This list of must-haves will ensure your co-creation cultivates clear and advantage-building ideas.

CAST CAREFULLY

Success depends on getting the right people in the room.

- » Those immersed and engaged in the category will have the most to contribute.
- » But don't underestimate the power of the 'anti-consumer.' Creating the ideal solution for the nay-sayers can lead you and your brand in new directions.

KNOW WHO YOU'RE CREATING FOR

What you build will only succeed when you fulfill unmet needs.

- » Before you begin to co-create, do research to really get to know your customers. What you see on the surface is never what will build an advantage for your brand.
- » Listen, and listen again to their personal journey in order to truly understand how they live, what they experience and how they feel.

STIMULATE IMAGINATIONS

Never go in cold to a co-creation.

- » Having consumers reflect on their experiences is critical, not only to discover unmet needs but to stimulate their own imaginations.
- » Immerse them in the category and its latest innovations to spark new ideas, and to build on those that already exist.

SET THE STAGE FOR INSTANT RAPPORT

The creative process is a vulnerable one – establish trust quickly.

- » Even when in the backroom, create opportunities for stakeholders to actively engage rather than merely observe.
- » Build trust by having stakeholders playback what they heard to consumers directly. This is our go-to technique for building empathy and immediate rapport.

CO-CREATE EXPERIENTIALLY

Engage the senses to inspire thinking and creativity.

- » Whether or not what's being co-created is physical, find ways to make it tangible. Build and create with different materials, anything from craft materials to the raw materials used to create the product.
- » Whenever possible, forgo traditional research settings, holding the co-creation instead in "real-world" settings related to the product or service to serve as additional inspiration.

MIMIC THE BRAND'S CREATIVE PROCESS

Don't force an unfamiliar creative process.

- » Learn the brand's creative development process and mimic it in your co-creation.
- » Use the same design and development tools, including creative briefs, CAD models and more. In addition to helping the session run smoothly, this tactic ensures direct applicability of the results.



With these tips, you can co-create a product or service that truly strengthens your brand.

To learn more, or to spark your own brand magic, reach out to us at info@vitalfindings.com.