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Creativity is not just for photocalls

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*«Well, the first thing I would do is cut the grass outside your offices»
Robert Davy*

Creativity

- A strategic tool

- A tactical tool

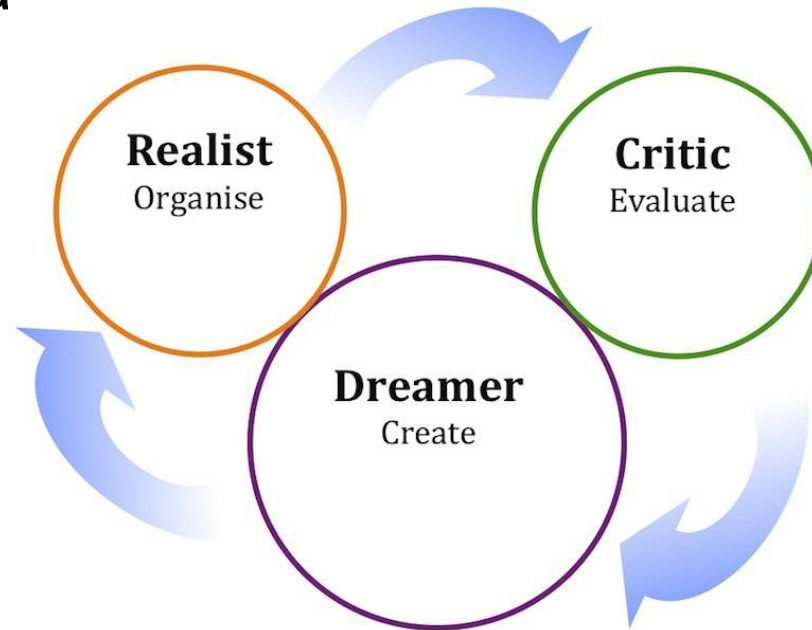
Creativity as a strategic tool

«Strategy is the shortest line between two points, identifying *where you are*, and *where you want to be*»



Strategy as an indicator of organizational value and behaviour

Creativity as a strategic tool exists as one of the values of the organization. If an organization can say explicitly that it is creative, then that is one of its values that it must then prove, by the way it treats people and the way it treats creativity



~Strategy map~

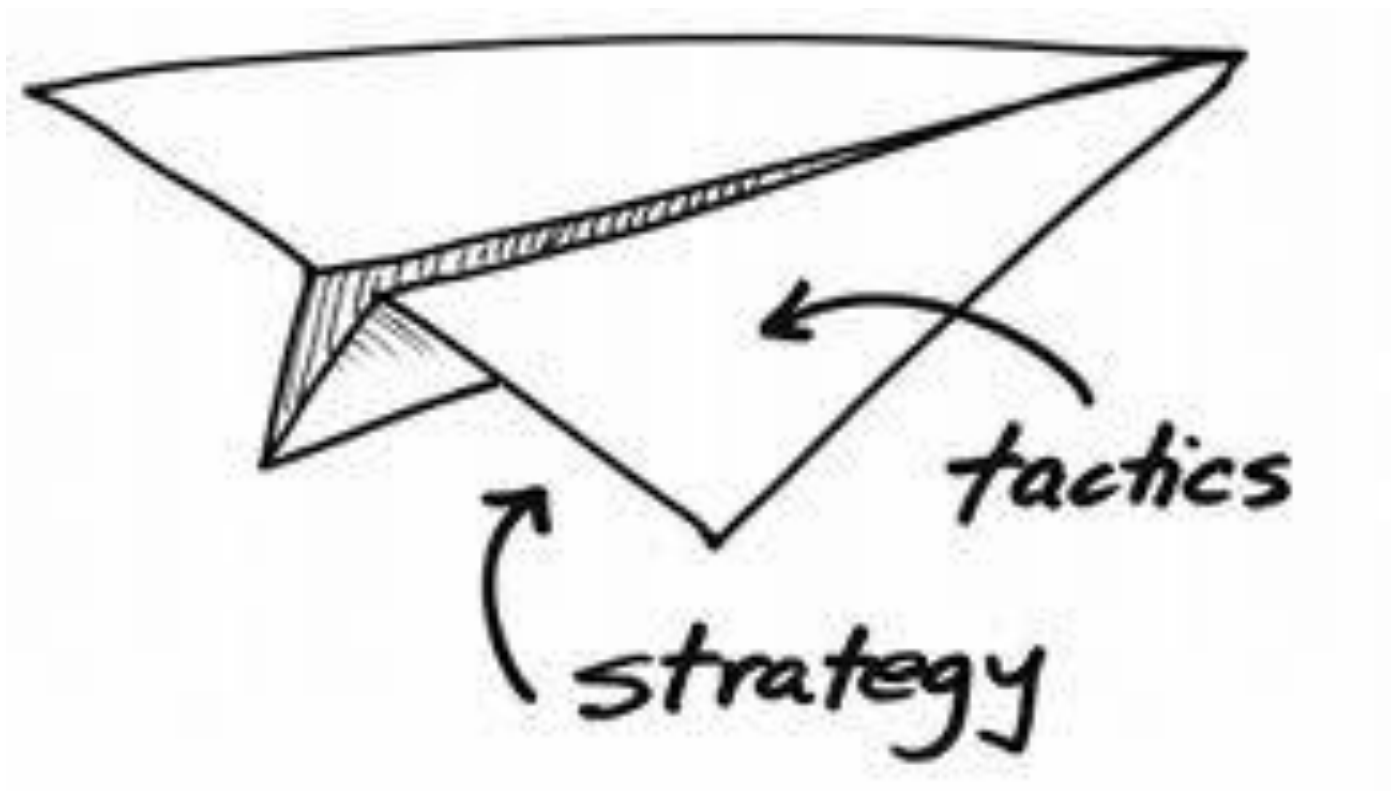
Company philosophy
(vision)

Mission statement

Objectives

Behaviours

CREATIVITY AS A TACTICAL TOOL: 24 PRACTICAL EXAMPLES



Creativity with photocalls



Creativity through identifying allies

The LDC signs were given over to the church's appeal for a peppercorn rent, and were redesigned with a message supporting the appeal, but still including a reference to Leeds Development Corporation.



Creativity in corporate hospitality

The local rugby club is able to generate additional funding.



Creativity in the use of media

«The answer was to stick the manifestos on the back of toilet doors»



Creativity in boring appointment stories

On one occasion a partner with an interest in horse racing had his photo taken wearing a jaunty tither and holding both his winnings and a copy of the Sporting Life.



Creativity with an anniversary

For Trinity and Burton Arcades – one of the smallest shopping centres in Leeds – considerable added value was achieved in celebrating its 25th anniversary in 1998 by identifying a topical opportunity.



Creativity by improving a news release without altering a word on it

Why not change the format of the paper – or even make the release smell.

For example, if you are running an anti-smoking campaign, you can make the news release stink of tobacco smoke to highlight one of the negatives of cigarettes.



Creative opportunities in parliamentary lobbying

Structuring the event in this way enabled good advance coverage, with interviews with the youngsters on receiving their invitations, and also national press and media coverage on the day.

