MAKING GREAT CONTENT

IDEAS

1. CRACK IT
Find the idea.

INTERESTING-NESS

What's topical and will customers care?

HUNCH-NESS

Why would no one else do it?

2. CHALLENGE IT
Put it to the test.

Does it make customers:

THINK, LOOK GOOD, SMILE

WHAT'S THE GIFT?

Concept

Output

3. CRAFT IT
Make it great.

HOW DO WE MAKE IT GREAT?