



## Contagious ideas: how can you get some?

### Participants:

Pre-requisites: have a creative brief at the core of your work

Profile of the participants:

Agency: sales, creative, media

Customer: marketing – communication teams

### Training:

#### Description:

1. What is a contagious idea? Why is this a relevant position for a communication agency like Publicis Dialog today?
2. How can you get contagious ideas? A 3-stage methodology
  - List and describe the opportunities for conversation around a brand in the targets' life
  - Listen to, understand and analyse the salient themes of these conversations
  - Position a brand in a conversational environment
  - Define the unique, relevant and inspiring point of view that it can bring to the conversation
3. What do you do with a Contagious Idea? A guideline to build a brand's communication strategy.

Keywords: Conversation, Communities, Point of View, Leader in conversation, Context of the Conversation, Contagious Ideas, Influence, Word of mouth, Brand, Consumer

#### Objectives of the training:

- To put everyone at ease with the agency's positioning; be able to speak to employees, customers and journalists
- To make the Contagious Ideas concept a solid one, so that each person can use it in their daily consulting and creation work
- To use the methodology presented on a daily basis

#### Training plan:

1<sup>st</sup> part: Contagious Ideas, the philosophy

2<sup>nd</sup> part: Presentation of 3 tools to find contagious ideas

1) **The context of the conversation**

2) **The subject of the conversation**

3) **The place in the conversation**

3<sup>rd</sup> part: Case studies

#### Practical application:

Half of the training time is dedicated to workshops on how to use the tools presented

Duration: 3-hour module

Prices: €400

### Trainer(s):

Name of the trainer: Anne Dimier-Vallet