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A SWEATHEAD™ STRATEGY CONFERENCE

WORKSHEET

5 Ways To Turn A 'Nod & No' to a 'Nod & Go'

1. Get Context On The 'No' From The 'Yes People'
2. Create FOMO By Showing Off Competitive Work
3. Join Forces With The Media Team
4. In the early stages, present your Idea as a Plan
5. Propose A Test & Learn Approach

1. Get Context On The 'No' From The 'Yes People'

- This is the first step to saving an idea and can help maintain morale on your creative team.
- Do you have allies on your client team? Are you comfortable having "off the record" convos with them?
- Get clarity, take notes, and let them know that you are going to apply some of their comments in your follow up presentation.

2. Create FOMO By Showing Off Competitive Work

- Doesn't need to be 1-to-1 competitors, but rather companies / marketing you know they admire
- When possible, find data on how the idea / tactic performed. Effies Case Studies are some of the best resources for this. Also try Webby awards.
- If your idea is reliant on a platform / partner work with your media team or platform rep to get relevant examples. Meta, Google & Snapchat can often share case studies by vertical and can sometimes share details on investment levels required to execute.

3. Join Forces with the media team

- Do you know the key people on your media team and the different jobs they do?
- Bring them in early on in the ideation process. Check for opportunities to execute new tactics through media partners - AR idea? Snapchat can help, Experiential Storytelling? - Publication partners like Complex, Wired, Atlas Obscura and GQ can help. Merch? - Try Amazon or HypeBeast.
- Working with media partners is often an easier sell because it uses 'working' dollars whereas funding the entire production from scratch counts as 'non-working' dollars.

4. Present Your Idea As A Plan

- Does your agency have a Comms Planning discipline? If yes, how early in the process are they involved? If not, try researching Julian Cole and download some of his awesome templates.
- Often, "planning" slides get cut because they are too detailed. When possible, fight to keep these in, simplify the words and promise to gloss over them. Developing high level plans early forces you to answer tricky questions early that can impact how you go about executing an idea should the client say yes. Also helps client visualize how the idea will come to life as part of the broader campaign.
- For pitches, find a few really good templates and keep re-using them. You want to have a rollout timeline, and comms framework, and a high level channel matrix.

5. Adopt The Mantra "Test, Learn & Optimize"

- Test, Learn, Optimize approach can come at various times throughout planning process. It's probably too detailed to do in the first meeting, but will be really handy as you move up to sell in the idea to C-suite.
- Do you have a strong relationship with your data / analytics team? Bring them into the process early so they can collab with media on what a testing / optimization plan could look like from a cadence and implementation standpoint.
- Be prepared to fail! It's ok if you get all the way to "yes" with a client and then it turns out that your new idea isn't actually effective. Clients will respect your POV even more when you can make honest recommendations on what to continue vs pivot from during a campaign.