

The Creatives -- Wrap-up Discussion

This is Julia from the Backuppers. Please do not forget to comment on the following questions for our documentation blog. THX!

1) During the campaign, what worked well in your team? What do you think you achieved to make the campaign a success?

The first brainstorming together with the Missoula group really shaped the direction of our work. We figured out our main message and discussed possible strategies and designs. We were able to discuss with each other and get a consensus on what worked and what didn't.

Afterwards both teams worked mainly on their own, because the designs and slogans had to be adjusted to the particular campaign.

Especially the teamwork within the Berlin group worked really well. There was a good communication based on the facebook page. Although our logo was not chosen we came up with lots of creative ideas. For example the posters turned out really well.

Every task was always thought of together and different people came up with designs which we discussed and improved internally.

2) What could you have been done better from your team to make the campaign a success?

Maybe a more distinct expertise in illustrator or photoshop would have been useful.

3) Did you benefit from the exchange with the Missoula or Berlin students in your team? In what way?

It was interesting seeing the cultural differences between the Missoula and Berlin groups, especially in regards to how we used social media. We benefited from the discussion, just because it helped us to realize the cultural differences and see where the other team was at in their campaign.

At the beginning it was really useful to communicate with the Missoula group concerning shaping our ideas and getting started. After a while it slowed down because we worked on two different campaigns.

4) How did you organise your creative work? Have all of you been creative or have there been creative leaders and followers in your group?

We created a facebook-group as the main base of our internal communication and frequently posted there. The work was shared and everyone very committed

and motivated. Everyone participated on the same level, We all contributed to the discussion and we all did the work that we committed to. Everyones voice was heard and all ideas were considered.

5) Which aspects of your creative work did you spend the most time on?

Finding illustrations or even taking pictures able to support the facts of our campaign wasn't always so easy because you need a good equipment and programs like photoshop etc.

A lot of effort had to be put in coming up with the slogans and designing a logo

6) Which is your favourite outcome?

The number of "likes" we got. It's nice to know people are listening to you and hearing you. Also the knowledge that we got people to stop and think about why they were still using bottled water

7) Which things did you find particularly hard to achieve?

Sometimes it was hard to achieve the tight time schedule, but in the end it always worked.

8) Have you got recommendations for people who want to realise a social media campaign of their own?

Our advise would be: plan a lot of time, base your ideas on facts and organise some investors cause you'll need support for a good and succesful outcome. It's also important to stand behind your idea and to be committed.