

Disruptive Creativity: Marketing Outside the Box and Inside a Budget (Dana Collins, Kim McDaniel)



**Disruptive Creativity:
Marketing Outside the Box
and Inside a Budget**

Dana Collins and Kim McDaniel
Saturday, July 18, 2015

Best Friends
SAVE THEM ALL



Dana: my story

- 20+ years in music industry
- 7 in international marketing
- 13 as an artist manager
- But am I living a purposeful life?
- “I’m off to save lives ...”



Kim: my story

- 20+ years in news
- De facto marketing/outreach manager
- Zero budget, zero training, zero experience
- Volunteered with Best Friends for 10 years
- Wanted to apply what I'd learned to something more meaningful



Who can do this?

- Masters in marketing?
- Mad Men?






So, how ...?

- Disruptive creativity
- Repurpose space
- Unexpected imagery
- Motivate with timing and price points
- Steal great ideas!




Disruptive creativity

- Content! Content! Content!
- About the idea, not the budget
- With the Internet, brands don't need third-party distribution
- Old Spice
- Geico
- Dove

 Disruptive creativity

- Old Spice: “The Man Your Man Could Smell Like”
- Launched online during Super Bowl weekend



 Disruptive creativity

- Like when DVRs were introduced, how do you create an ad people won't skip over?
- Geico “Unskippable” ad



 Disruptive creativity

- Dove “Campaign for Real Beauty”
- Launched in 2004, in direct contrast to how beauty products had been sold for decades



VICTORIA'S SECRET, CAMPAGNE "LOVE YOUR BODY"
DOVE, CAMPAGNE "REAL BEAUTY"

 Disruptive creativity

- Uber: world's largest taxi company, owns no vehicles
- Facebook: world's most popular media owner, creates no content
- Alibaba: world's most valuable retailer, has no inventory



UBER

Alibaba.com



Repurpose space

- Use others' existing space and events
- Create or host events that “invite” outside participation
- How can you use space that’s already yours?



Repurpose space

- Use others' existing space and events
- Sundance





Repurpose space

- Use others' existing space and events
- Sundance
- SXSW



Repurpose space

- Use others' existing space and events
- Sundance
- SXSW
- Markets and festivals





Repurpose space

- Use others' existing space and events
- Sundance
- SXSW
- Markets and festivals
- Movie screenings
- Sporting events
- Other nonprofit events
- Etc.



Repurpose space

- Create or host events that “invite” outside participation: Strut Your Mutt, super adoptions





Repurpose space

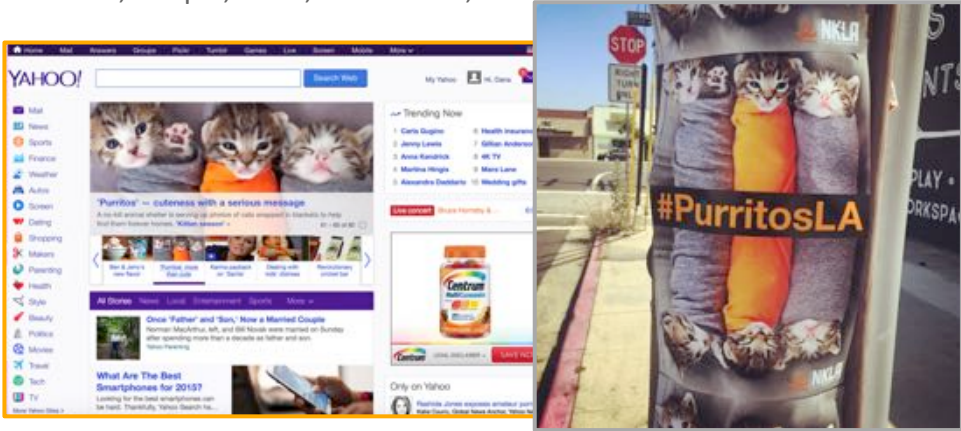
- How can you use space that's already yours?



Repurpose space

- How can you use space that's already yours?





Unexpected imagery


- Purritos: Local campaign that went national
- Time, People, GMA, Yahoo.com, etc.

The image shows a screenshot of a Yahoo! search page on the left and a photograph of a Purritos burrito stand on the right. The Yahoo! page features a search bar at the top and a main content area with a featured article titled "Purritos" - cuteness with a serious message. The article includes a small image of the three kittens from the previous image. The Purritos stand on the right is a large, vertical, cylindrical container filled with burritos. It has a black banner across the middle with the text "#PurritosLA" in white. The stand is set up outdoors on a sidewalk next to a street with a stop sign and a "NO TURN ON RED" sign visible in the background.


 Unexpected imagery

- Humane Society of Utah photo booth



 Unexpected imagery

- Sophie Gamand, "Flower Power"
- Partners: [Second Chance Rescue](#), [Sean Casey Animal Rescue](#), and [Animal Haven](#)




Unexpected imagery


- Two Corgis Photography and Kansas City Pet Project



Motivate with timing and pricing

- Motivate with timing and price points




 **Steal great ideas!**

“Talent borrows, genius steals.”
– The Smiths (1986)

“Talent borrows, genius steals.”
– Oscar Wilde? Picasso?

“Immature poets imitate,
mature poets steal.”
– T.S. Eliot



 **Steal great ideas!**

#GORELL100
PET RESCUE 2014

ADOPT A PET FROM THE CAMARILLO ANIMAL SHELTER.

THURSDAY, SEPTEMBER 11, 2014 | 10:00AM - 6:00PM
BOYS & GIRLS CLUB OF GREATER COMBLO ANDERSON CLUBHOUSE
380 E AVENUE 112 LAS FLORES
THOUSAND OAKS, CA 91320

FRIDAY, SEPTEMBER 12, 2014 | 10:00AM - 6:00PM
PLAZA PARK
300 SOUTH STREET
Camarillo, CA 93030

SATURDAY, SEPTEMBER 13, 2014 | 10:00AM - 6:00PM
CAMARILLO ANIMAL SHELTER
200 W. PALM ST
CAMARILLO, CA 93030

#Holiday100
Keeping our doors open day and night until you find that perfect match.

November 28 - 30
First 100 adoptions are just \$10.
Adoption marathon begins 6 a.m. on Friday and ends 8 p.m. on Sunday.

Best Friends Pet Adoption Center
1321 Grand Blvd., Mission Hills, CA
818-545-3889
bestfriends.org/la

Together, we can Save Them.™



The five tools

- D**isruptive creativity
- R**epurpose space
- U**nexpected imagery
- M**otivate with timing and price points
- S**teal great ideas!



D.R.U.M.S.!



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