

Pernod Ricard

**Barkley
OKRP**



**FAST
COMPANY
INNOVATION
FESTIVAL**

INNOVATION'S OFTEN-OVERLOOKED HERO?

INNOVATION'S OFTEN-OVERLOOKED HERO?

SUCCESSFUL
CLIENT / AGENCY
PARTNERSHIPS

**WE'RE GONNA
GET PERSONAL.**

ANDY
WOOLARD



EMILY
COHEN



LEARNING FROM OUR *PARTNERSHIP*

**ABSOLUT
VODKA**



INNOVATION IS
A HUMAN EXERCISE * *Human Truth*



We switched canvases every 1 hour

CHOOSE YOUR CHARACTER

**YOU
FIRST...**



**WHAT ARE
THE
BARRIERS TO
*SUCCESSFUL
INNOVATION?***

THE *INNOVATION* PROCESS

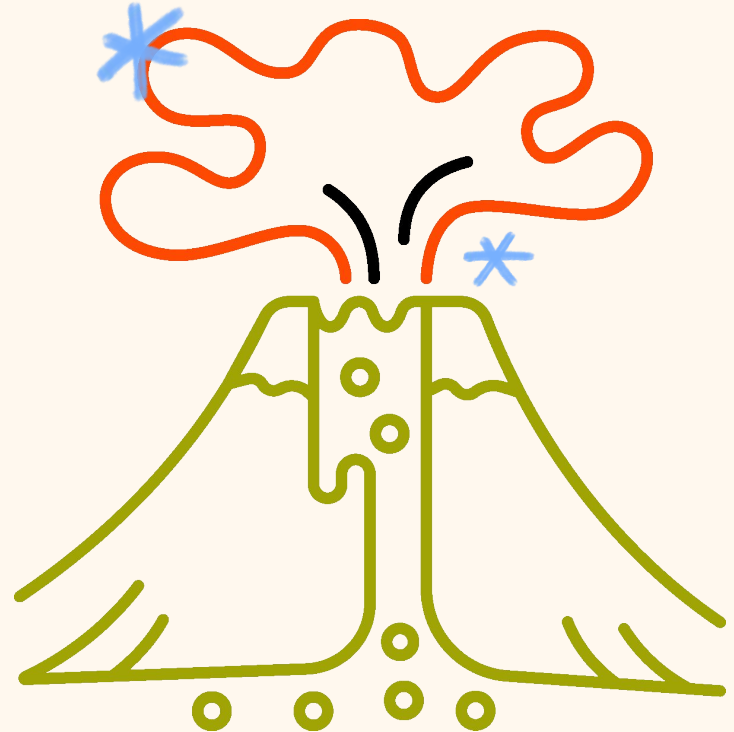
AT ITS WORST, LOOKS LIKE:

- ✗ Disconnected objectives
- ✗ Scattershot/disconnected
- ✗ Opinion-led
- ✗ Siloed
- ✗ Templatized
- ✗ Same thinking, different day
- ✗ “Preconceptive”

AT ITS BEST, LOOKS LIKE:

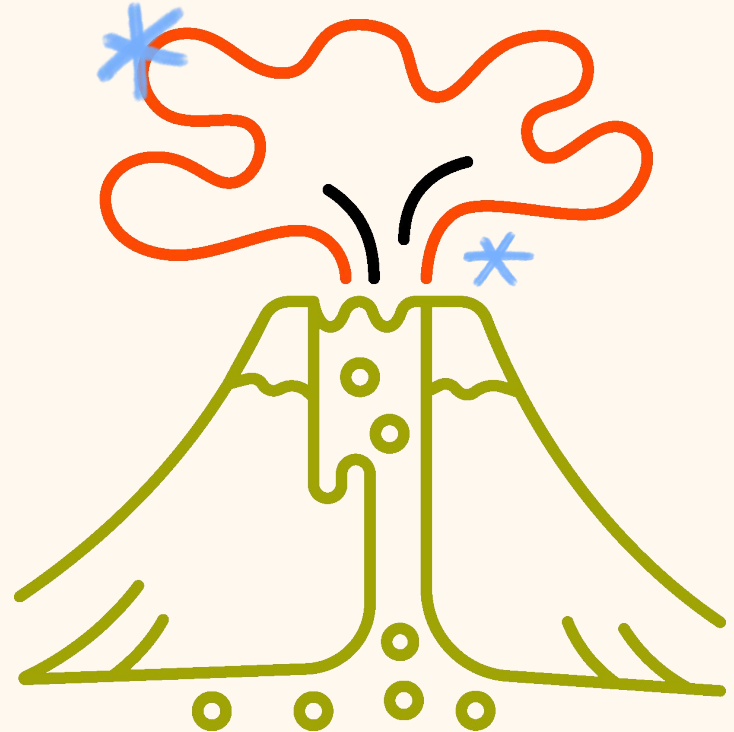
- ✓ Objectives-driven
- ✓ Insight-led
- ✓ Collaborative
- ✓ Inspiring
- ✓ Actionable
- ✓ Incremental to disruptive

SO WHAT'S A VOLCANO HAVE TO DO WITH THIS?

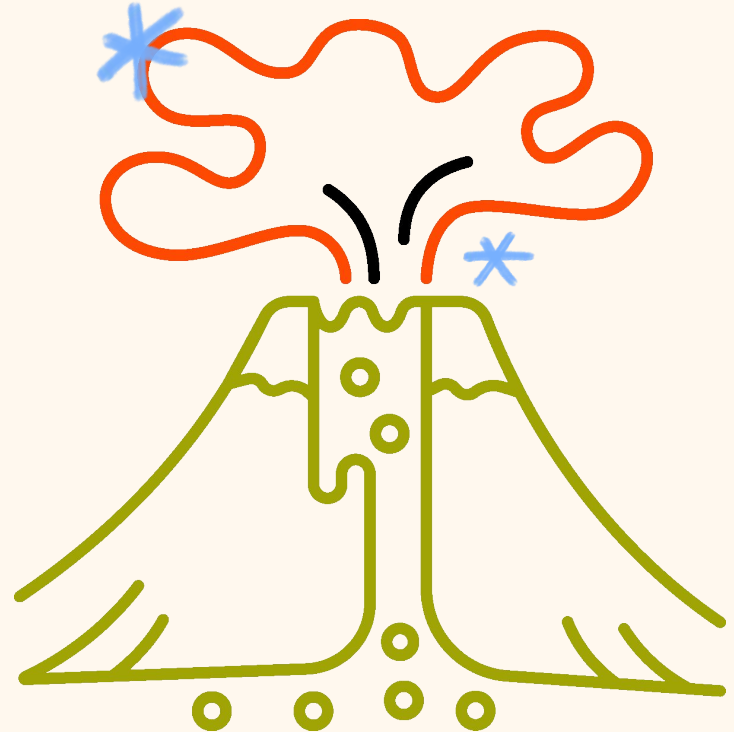


**SO WHAT'S
A VOLCANO
HAVE TO DO
WITH THIS?**

FOCUS



**FINAL
INNOVATION
PRODUCT
VS.
SUCCESSFUL
INNOVATION
*PROCESS***



TODAY: HOW TO INNOVATE YOUR *PARTNERSHIP*

* *Energy*

THREE WAYS WE'VE INNOVATED OUR PROCESS AND PARTNERSHIP



01

Define the
Relationship



02

Operate Beyond
the Brief



03

More TikTok takes,
Fewer Templates



DEFINING THE *RELATIONSHIP*



The art of
starting
smart to
end smart.

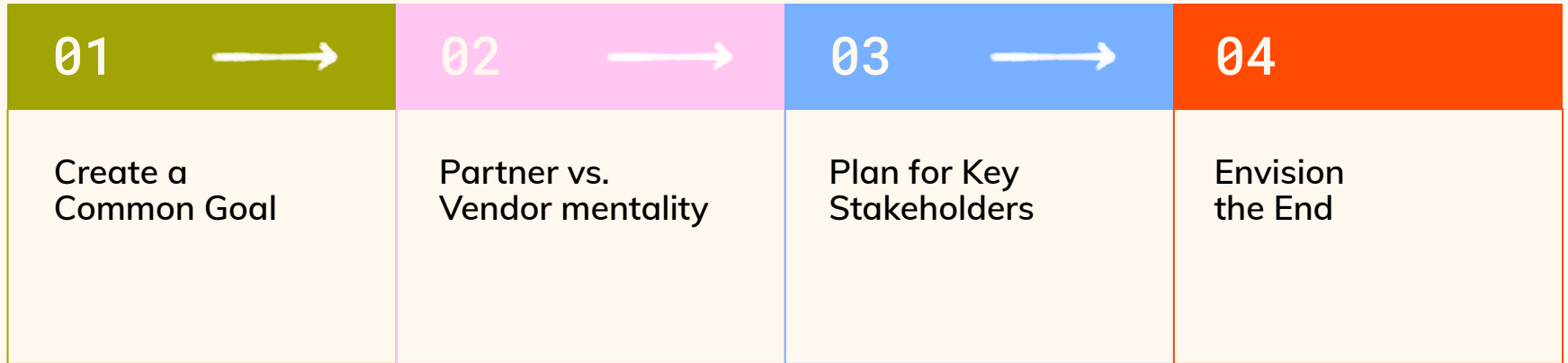
THE BARRIER:

*Vendor vs.
Partner*



THE ART OF STARTING SMART.

Innovating the traditional way in



TAKEAWAY:

HOW WE START SMARTER

01	02	03	04
<p>Create a Common Goal</p> <p>↓</p> <p>Set the expectation</p>	<p>Partner vs. Vendor mentality</p> <p>↓</p> <p>Tap into talents, identify skill sets</p>	<p>Plan for Key Stakeholders</p> <p>↓</p> <p>Intentional inclusion / acknowledge agendas</p>	<p>Envision the End</p> <p>↓</p> <p>Plan for ideal deliverables / make the work work well</p>



OPERATING BEYOND *THE BRIEF*



The brief must
be correct, but
not concrete.

THE BARRIER:

Conversation vs. Presentation



THE BRIEF IS CORRECT, NOT CONCRETE

QUESTION, BUILD AND BETTER...TOGETHER

What's
Mandatory vs.
Malleable



Question the
Questions



Get into
Hypothesis
Mode



01

02

03

TAKEAWAY:

TWO WAYS TO BOLSTER THE BRIEFING

DIG SITES



Creates common language
Shows where we have opportunity

Gives objectives context
Illustrates what good looks like

RAPID HYPOTHESES



“Proves the brief”
Illustrates / identifies shared opportunity areas

Informs methodology and process
Creates testable assumptions



MORE TIKTOK TAKES, FEWER TEMPLATES



How to break through the internal been-there done-that barrier.

THE BARRIER:

We've been there, we've done that.



MORE TIKTOK TAKES, FEWER TEMPLATES

HOW TO BREAK THROUGH
THE BEEN THERE,
DONE THAT BARRIER

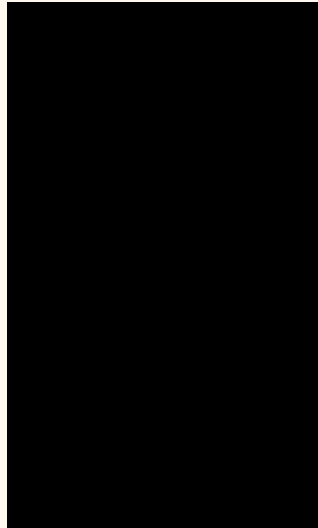
01	TikTok Attention Span / Make it Entertaining
02	Stopping the “Same thing / Same results” cycle
03	Bring the Outside In
04	The Workshop isn’t the Only Moment

TAKEAWAY: THINK IN TIKTOK TERMS

OUR JOB IS TO ENGAGE, ENTERTAIN, AND EMPOWER HUMANS



Take something,
Make it your own



Break out of
your algorithm



Bring the outside in



Create an
always-on feed
of inspiration

INNOVATION IS A HUMAN EXERCISE

01

Define the
Relationship

02

Operate
Beyond
the Brief

03

More TikTok
takes, Fewer
Templates

Q&A

HAPPY HOUR
FEATURING...
