

big client ideas
and how to make them happen



how do you come up with ideas?

how do you know if your idea's any good?

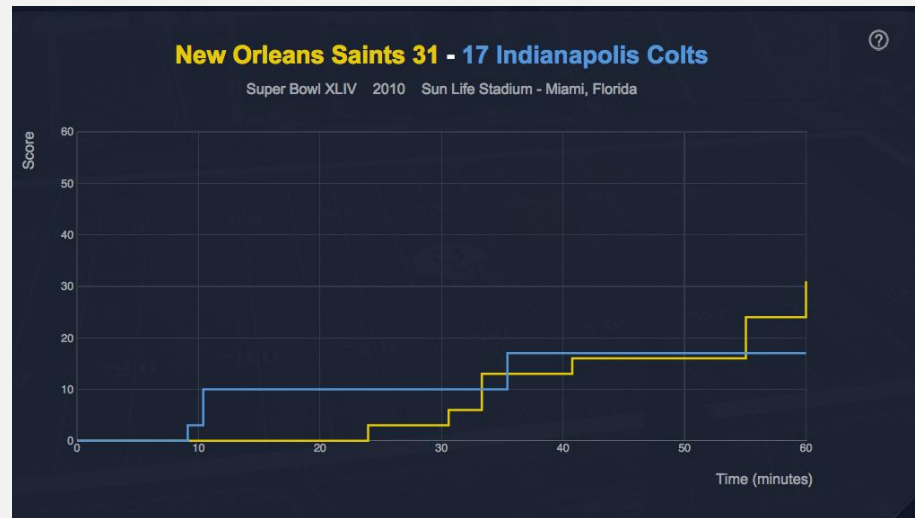
which idea do you still think's good even though it failed?

New Orleans Saints 31 - 17 Indianapolis Colts

Super Bowl XLIV 2010 Sun Life Stadium - Miami, Florida



simple
unexpected
concrete
credible
emotional
story



what's new?

100 BEST NEW TECH TOYS FOR MEN

TONS OF
DIPS! DIPS!

Men's Health

**SIX-PACK
ABS!**

SEE RESULTS IN JUST 14 DAYS!

**DRESS FOR
MORE SEX**

THE LOOKS THAT WORKED ON
800 HOT WOMEN!

SCRAWNY TO BRAWNY!

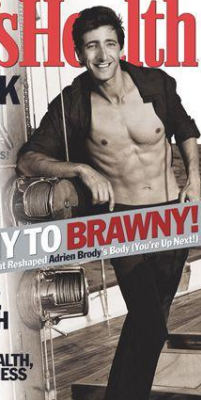
The *Kinetic* Muscle Plan That Reshapes

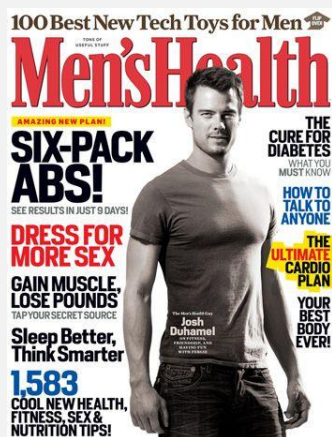
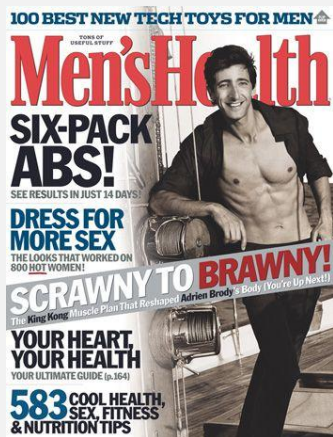
Adrien Brody's Body (You're Up Next!)

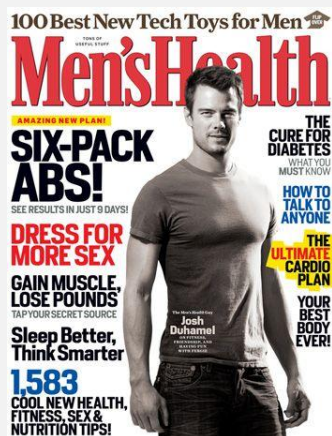
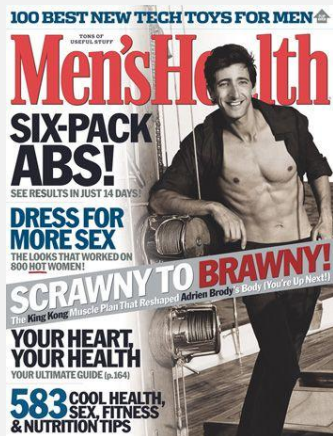
**YOUR HEART,
YOUR HEALTH**

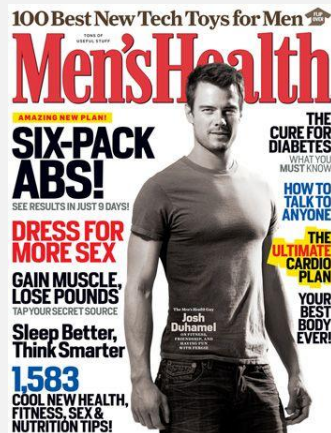
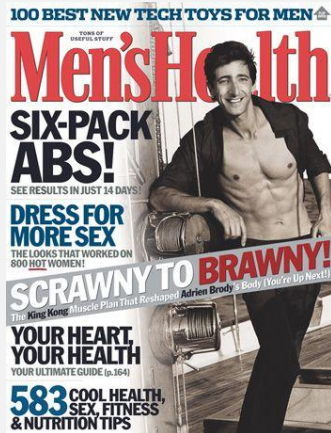
YOUR ULTIMATE GUIDE (p. 164)

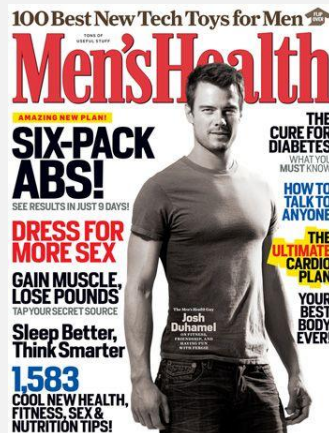
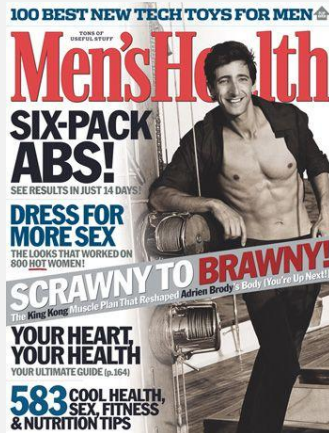
583 COOL HEALTH,
SEX, FITNESS
& NUTRITION TIPS

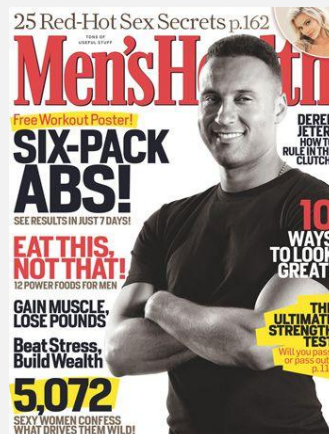
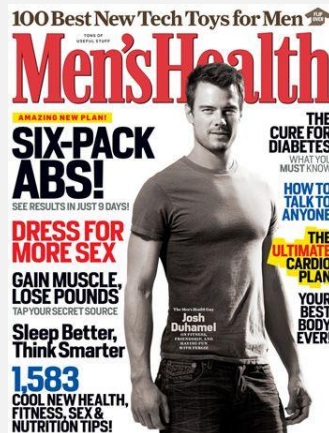
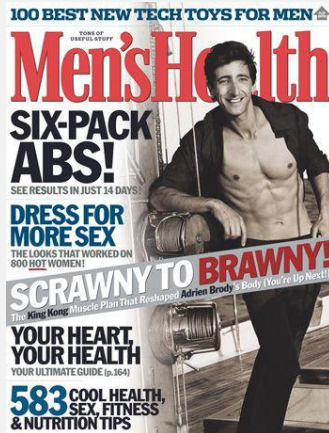


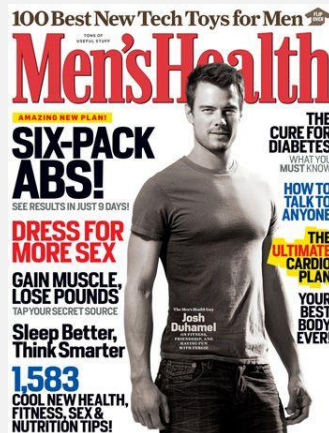
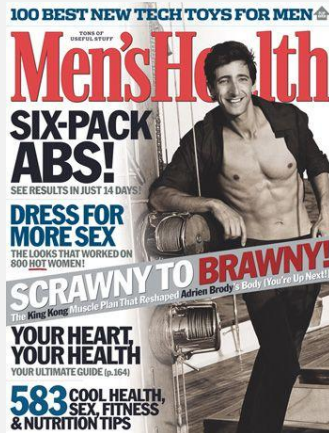


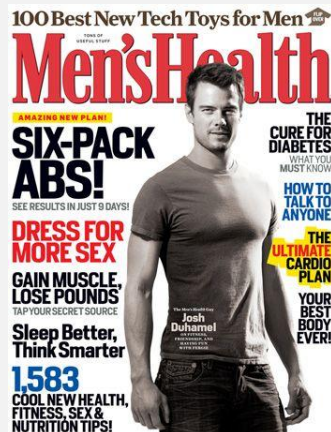
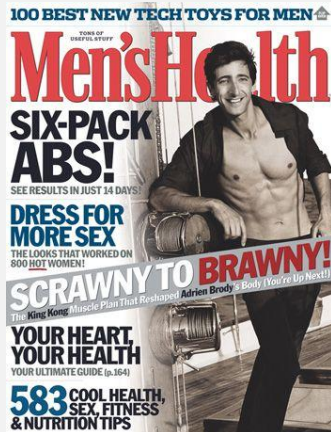


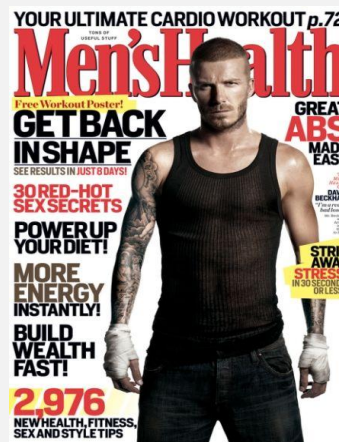
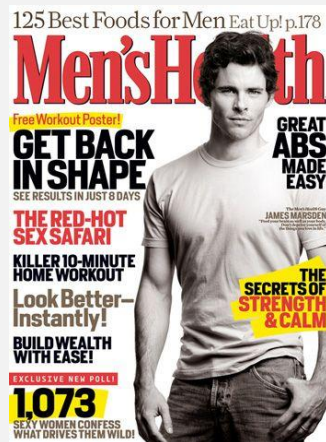
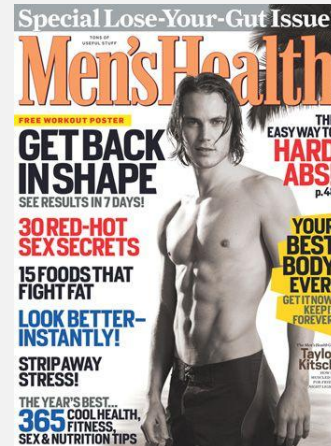
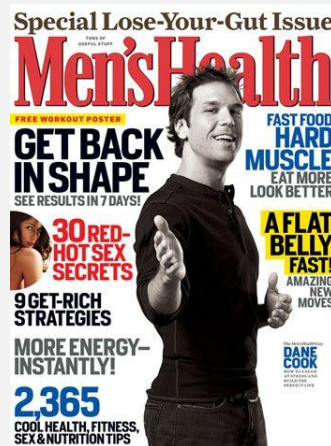
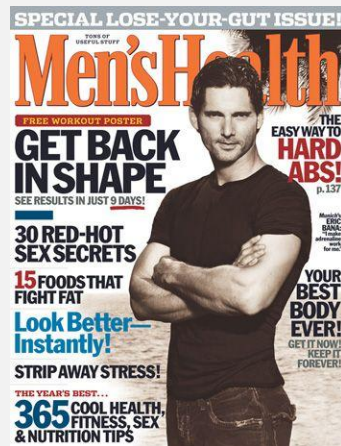






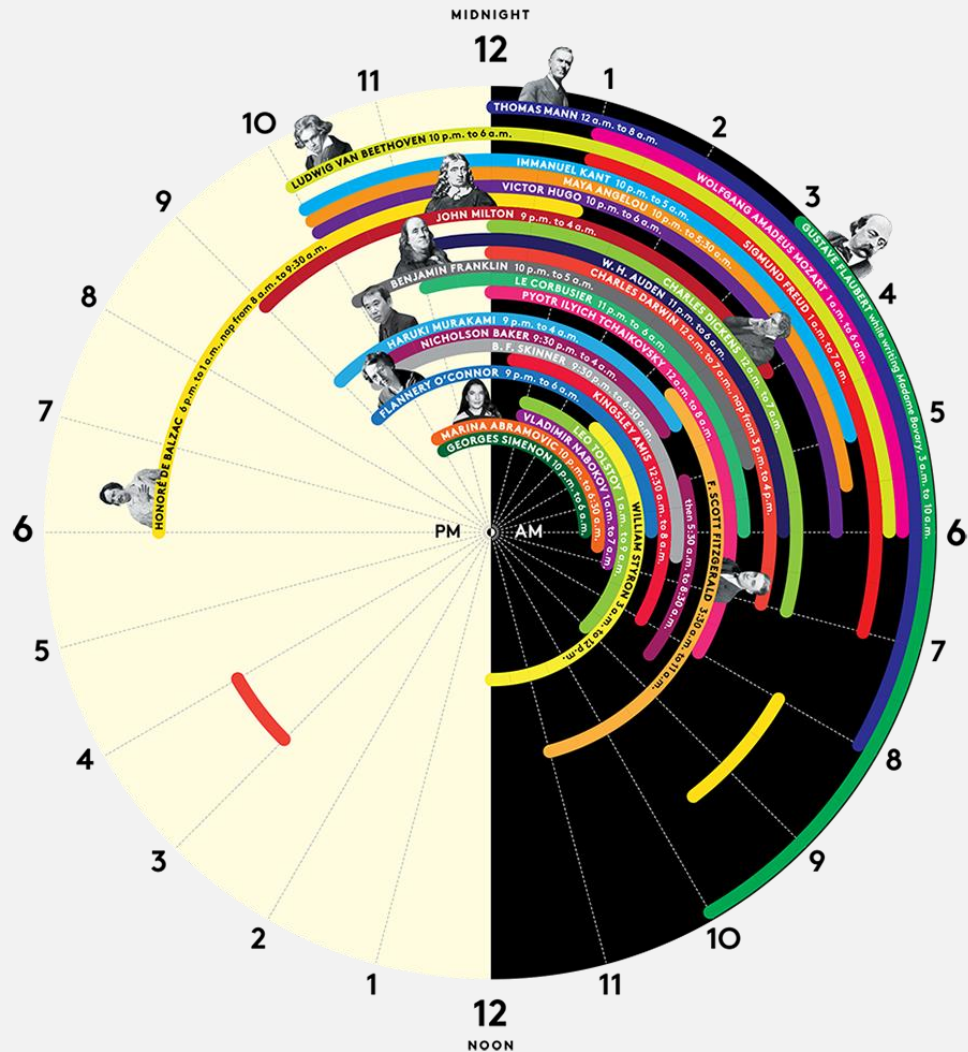
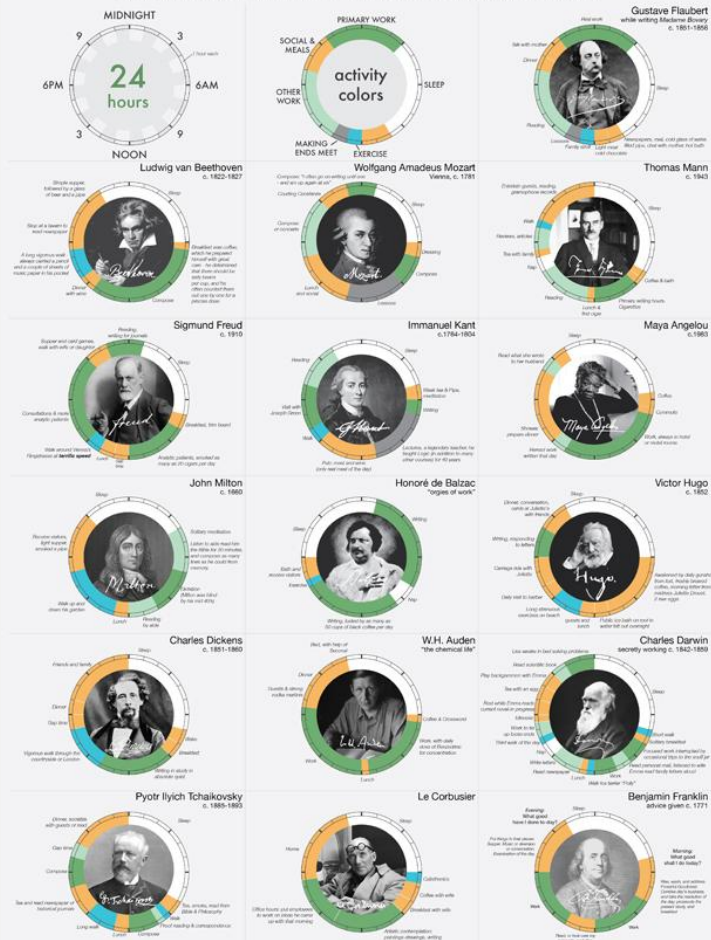






CREATIVE ROUTINES

"To the right hands, it can be a finely calibrated mechanism for taking advantage of limited resources... a solid routine fosters a well-worn groove for one's mental energies..." -Mason Currey, author of the inspiring book, *DAILY RITUALS*



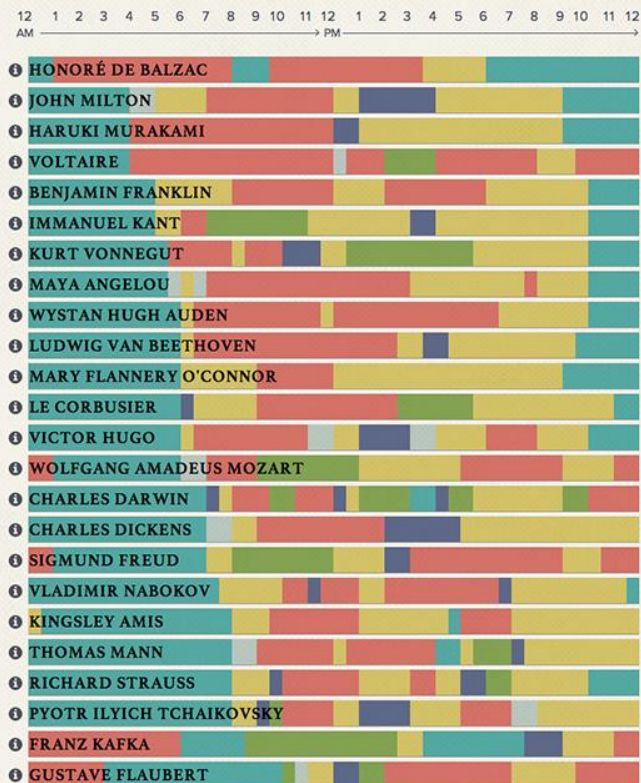
created by RJ Andrews Martin 2014. see more at info-we-trust.com

INFO WE TRUST

THE DAILY ROUTINES OF FAMOUS CREATIVE PEOPLE

Turns out great minds don't think alike. Discover how some of the world's most original artists, writers and musicians structured their day.

SLEEP CREATIVE WORK DAY JOB/ADMIN FOOD/LEISURE EXERCISE OTHER



THE DAILY ROUTINES OF

FAMOUS CREATIVE PEOPLE

Resting the mind helps generate novel ideas. At least 12 hours away from work is recommended, preferably involving some sleep. Naps can also boost the mind's ability to solve creative problems.

■ SLEEP ■ CREATIVE WORK ■ DAY JOB/ADMIN ■ FOOD/LEISURE ■ EXERCISE ■ OTHER

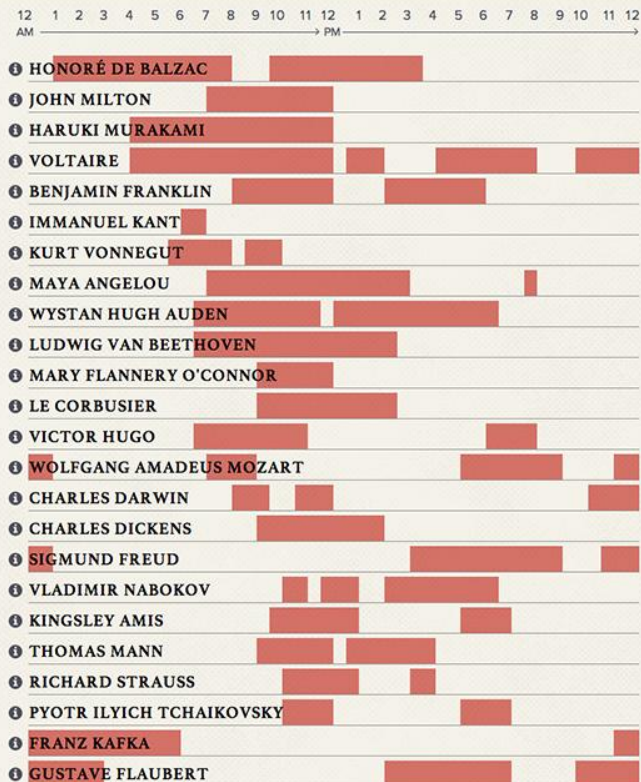


THE DAILY ROUTINES OF

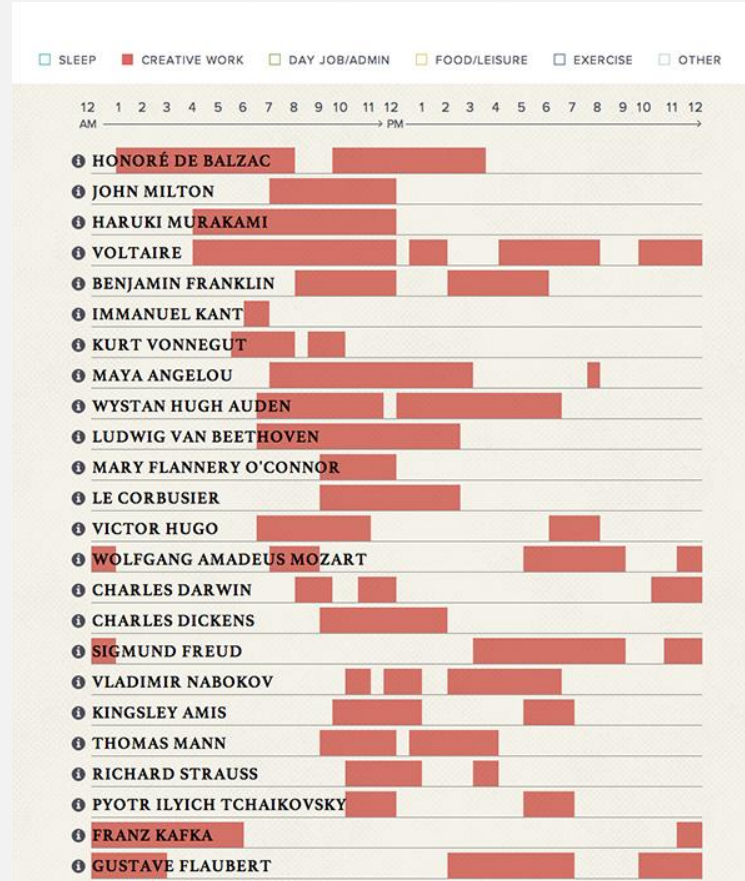
FAMOUS CREATIVE PEOPLE

The brain functions differently at various times of the day. Studies show that early risers tend to be good at making plans, while those who work late into the night enjoy more divergent thinking.

☐ SLEEP ☒ CREATIVE WORK ☐ DAY JOB/ADMIN ☐ FOOD/LEISURE ☐ EXERCISE ☐ OTHER



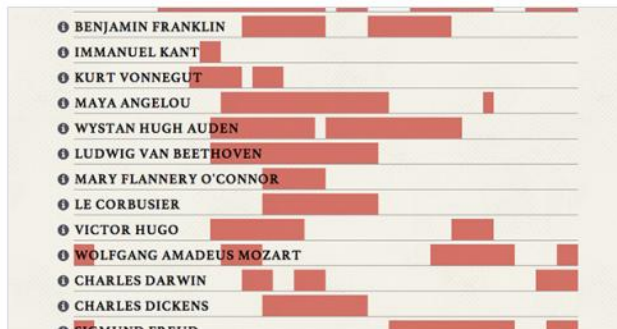
17,500 likes 341 LRDs





Haruki Murakami shared a link.

8 July



The Daily Routines Of Famous Creatives

shortlist.com

If imitation is sincerest form of flattery, replicating an individual's daily routine must sit somewhere further along the sinister end of the spectrum. Still, if it helps us strike on mimicking the creative capacities of these artists, writers and musicians, we're all for it.

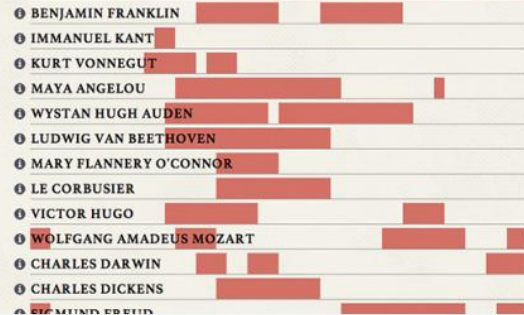
Like · Comment · Share

4,647 80 2,306 Shares



Benjamin Franklin shared a link.

8 July



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shortlist.com

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Like · Comment · Share

446 16 225 Shares

but how do you come up with new ideas?

dataviz

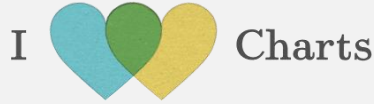


CHART PORN

visualising
data

data journalism

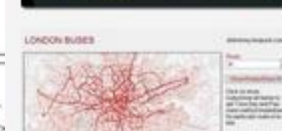
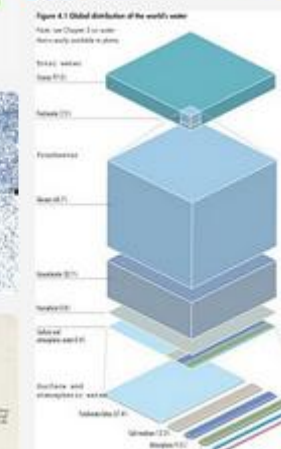
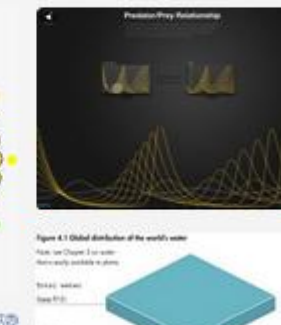
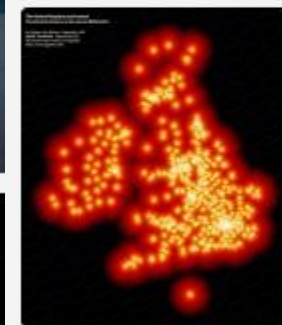
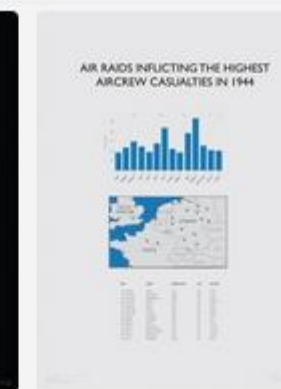
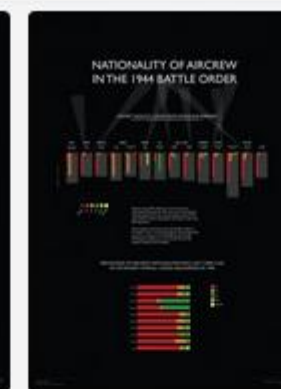


digital awards



advertising



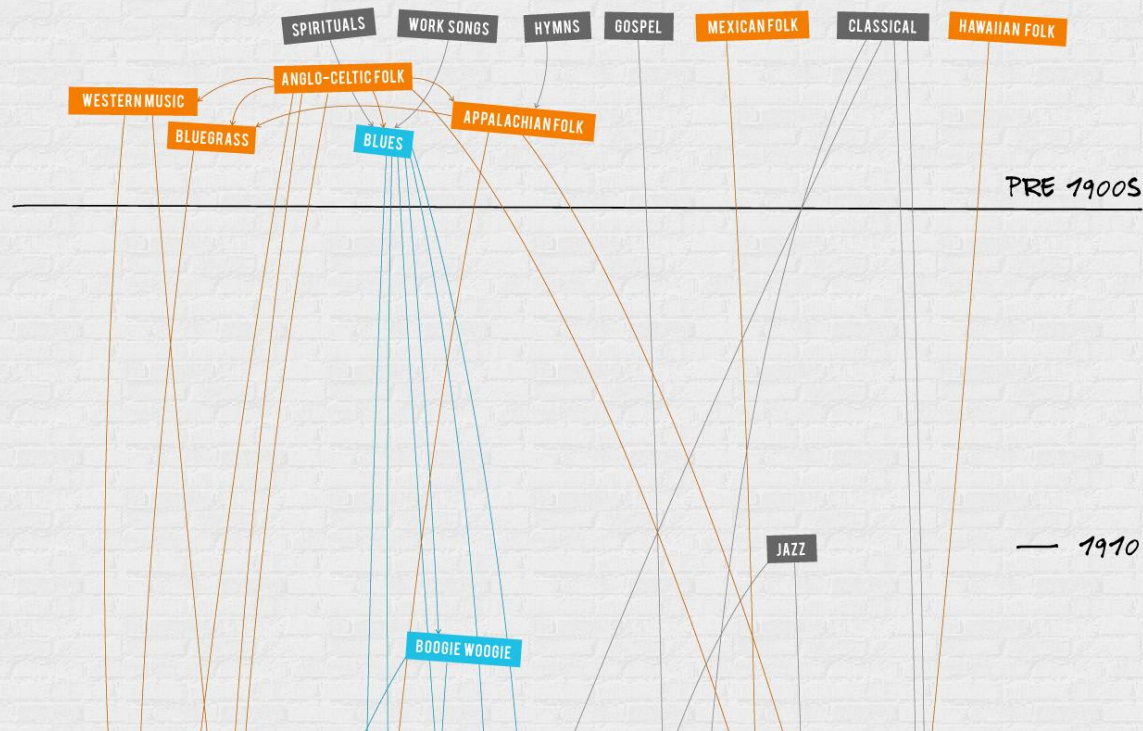


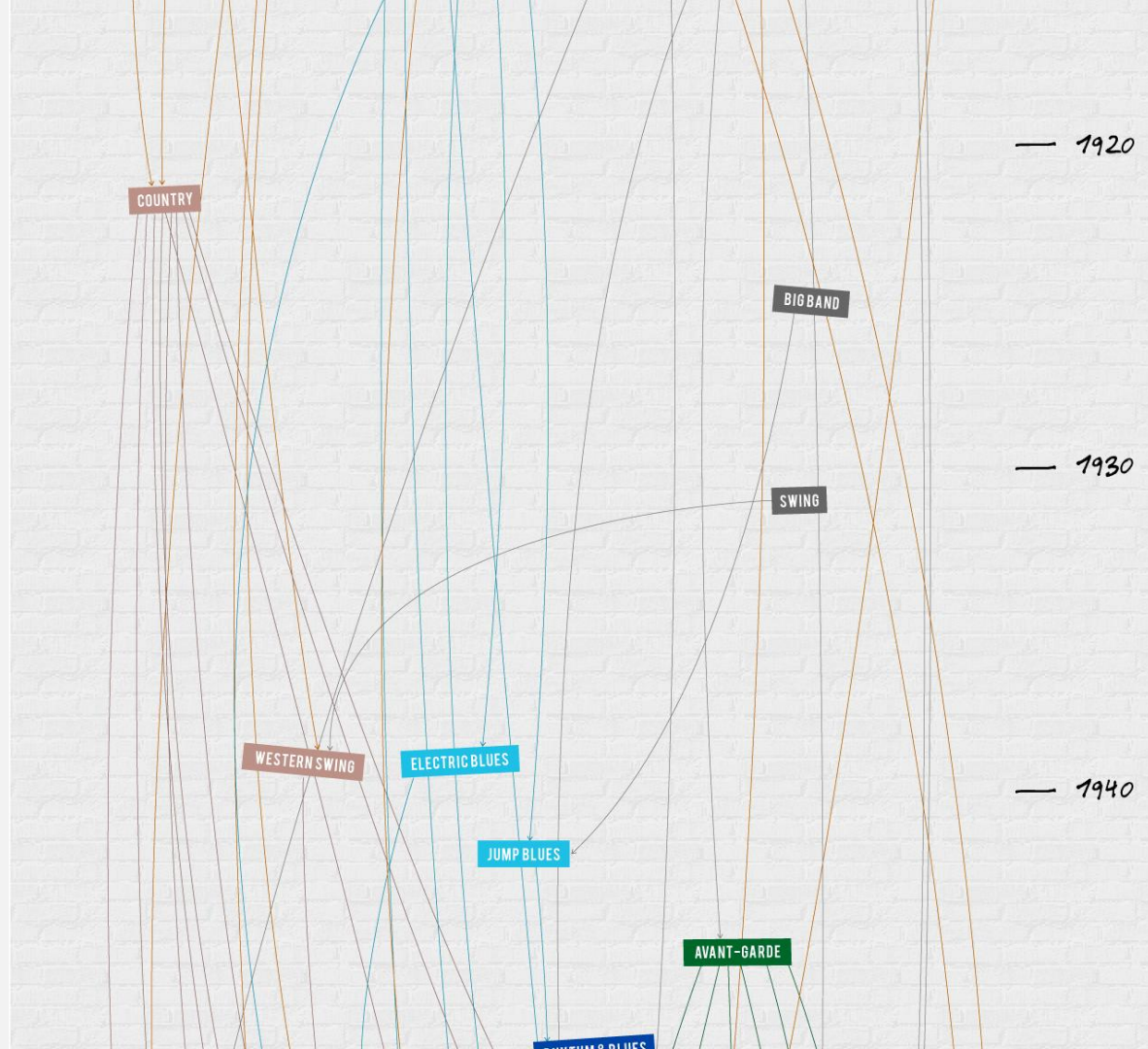
but wait, there's more!

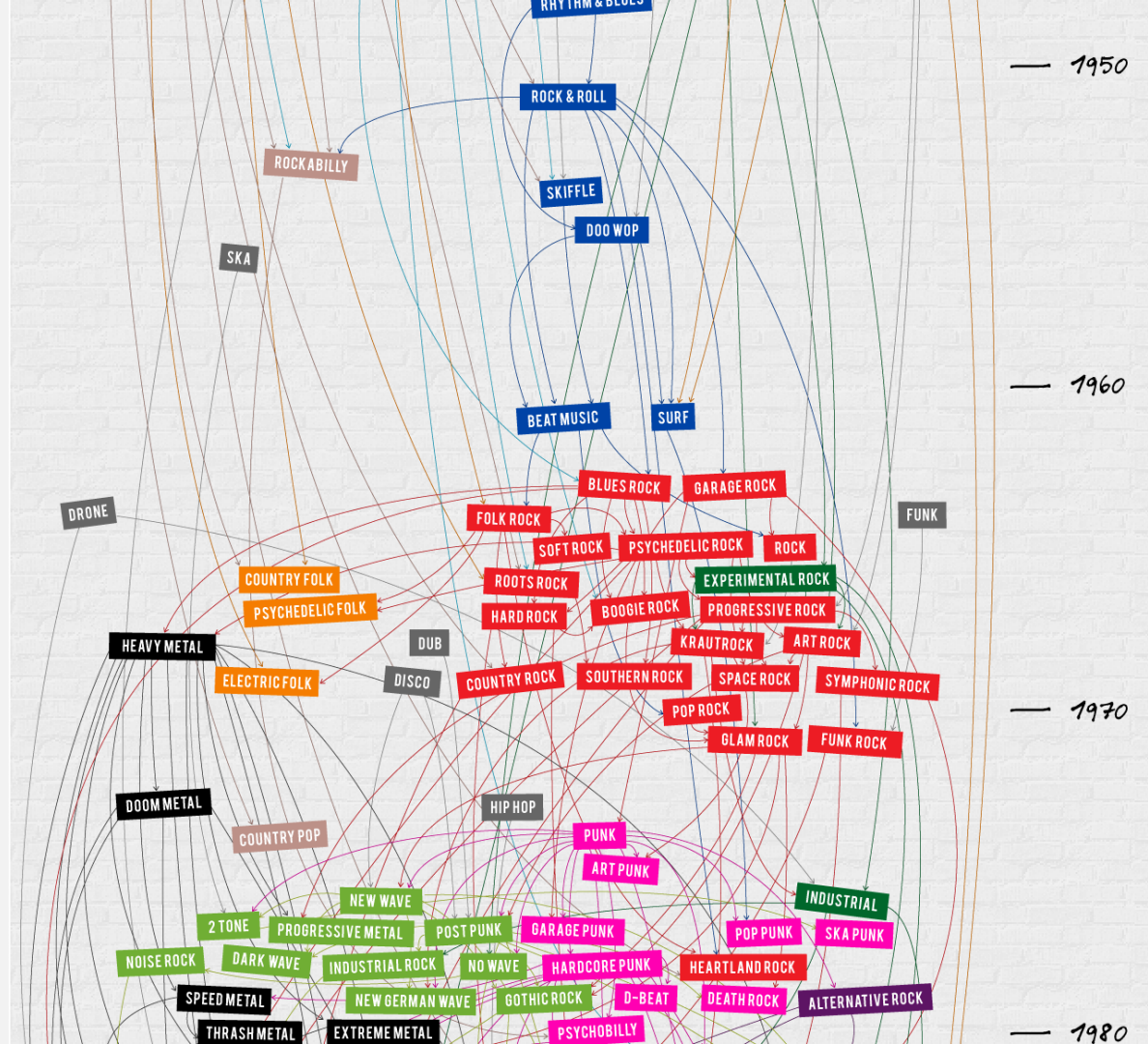
FROM GOSPEL TO GRUNGE

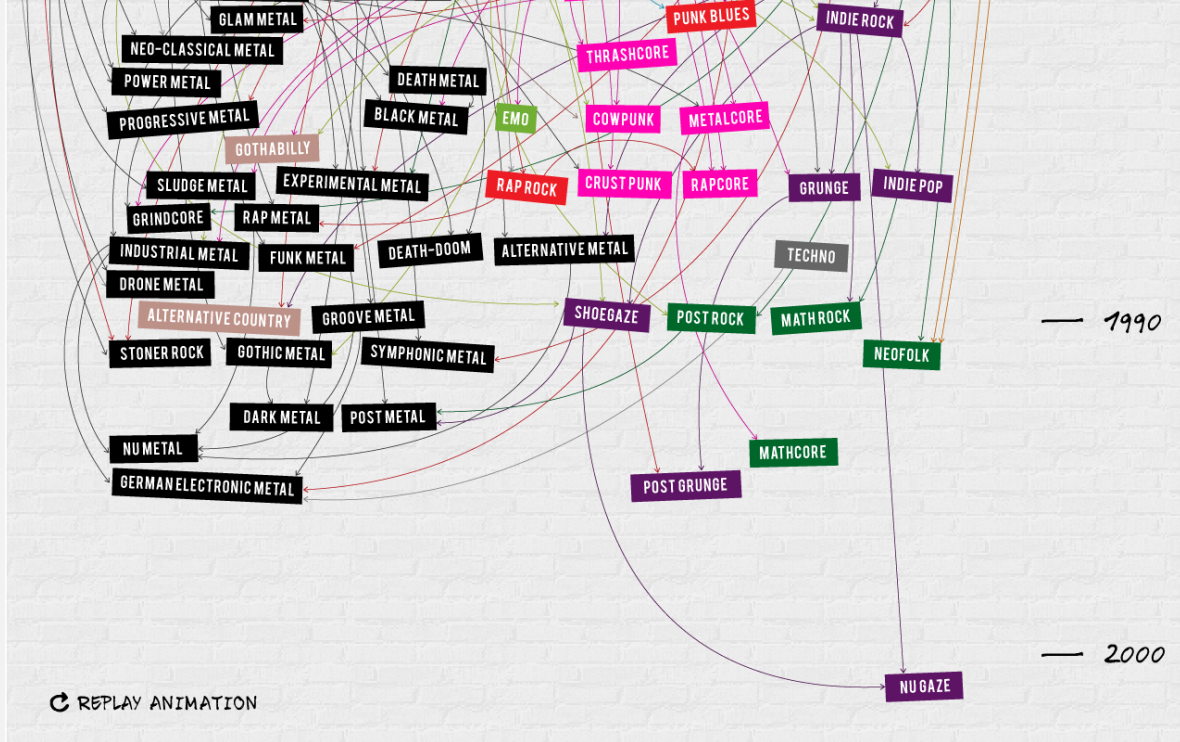
100 YEARS OF ROCK

🕒 IN LESS THAN A MINUTE









— FOLK — BLUES — COUNTRY — EXPERIMENTAL — RHYTHM & BLUES — ROCK — METAL — PUNK — POSTPUNK — ALT — OTHER



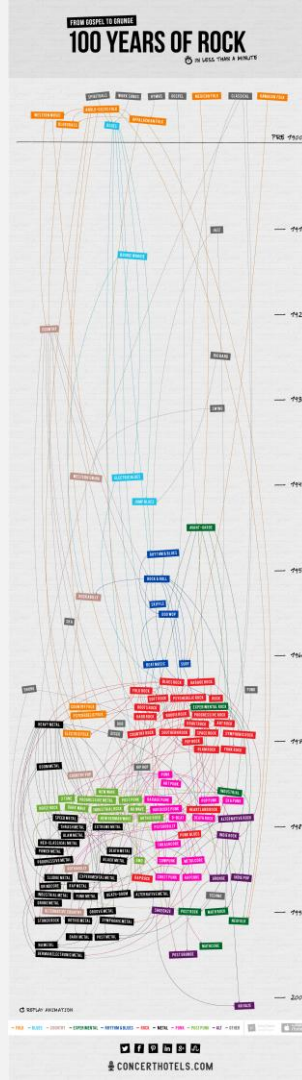
Song Name
Artist/Band



Download on
iTunes



CONCERTHOTELS.COM

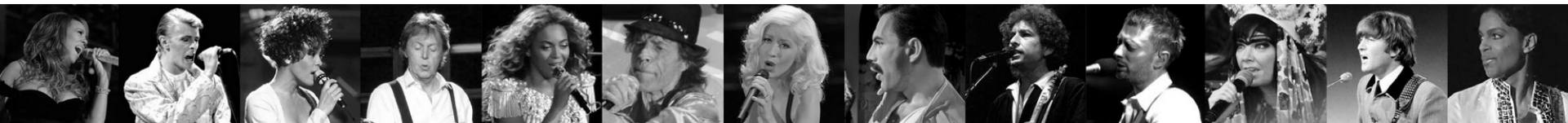


96,400 likes
507 LRDs



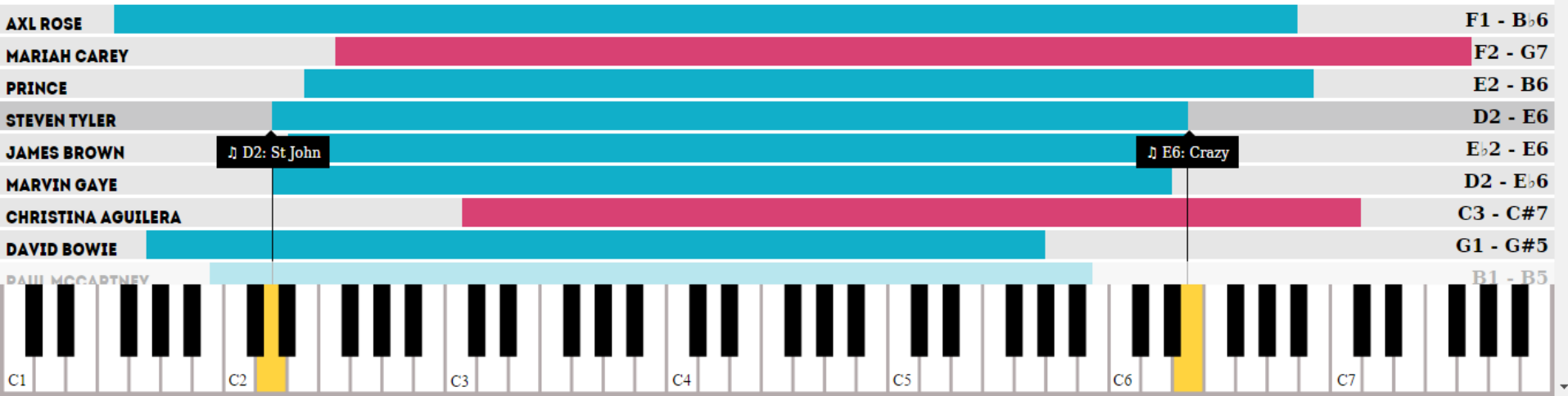
102,000 likes 777 LRDs

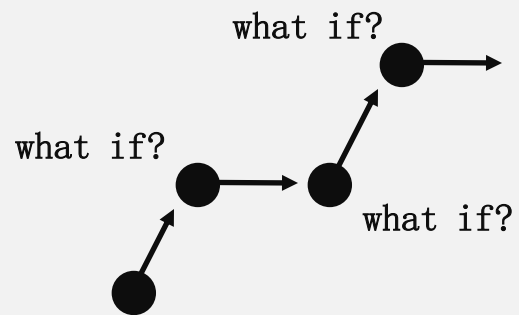
THE VOCAL RANGES OF
THE WORLD'S GREATEST SINGERS



Compare the vocal ranges of today's top artists with the greatest of all time.

SORT BY: **VOCAL RANGE** / HIGHEST NOTES / LOWEST NOTES

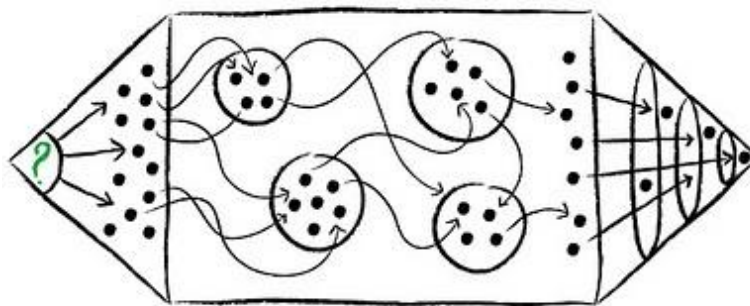




divergent

emergent

convergent



[redacted]

[redacted]



Hi [redacted]

[redacted]

As promised, please find some further [redacted] ideas below - can you let me know if you'd prefer to go with one of these over the proposed Tourism GDP idea?

[redacted]

James Bond

[redacted]

Wine (USA only)

How much wine is produced in e.g. the States
How much is consumed in the States
How much is exported and to where
How much is imported and to where
(This could be visualised really nicely, showing wine flow across the world)

NB - The same thing could be done for Scotch Whiskey, Potentially American Bourbon etc

Journeys That Changed The World

[redacted]

IMPORTANT BIG WORDS.

RANDOM STATISTIC

44

ANOTHER STATISTIC

901

insert
amusing
illustration
here.

ONE MORE STATISTIC

101

ONE MORE STATISTIC

101

OBSCENE NUMBER OF GRAPHS



THIS IS ALSO IMPORTANT.

PERCENTAGES OF SOMETHING INTERESTING

10%



REALLY BIG SHOCKING NUMBER

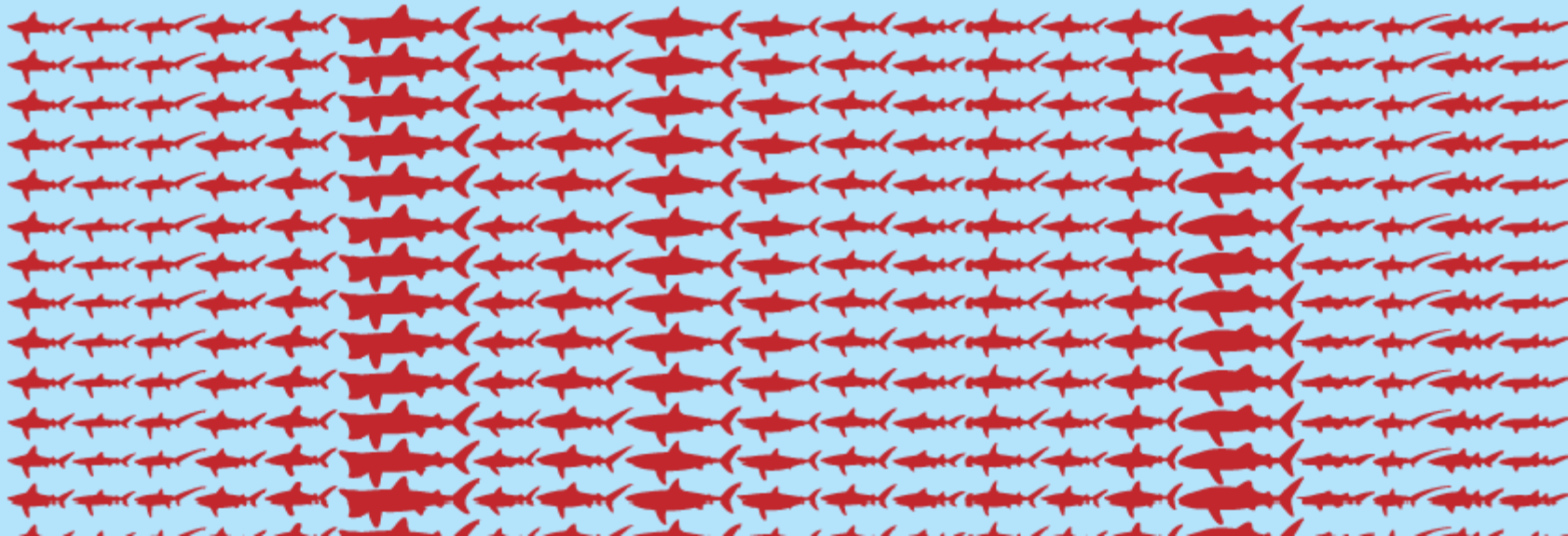
1,121,455,492

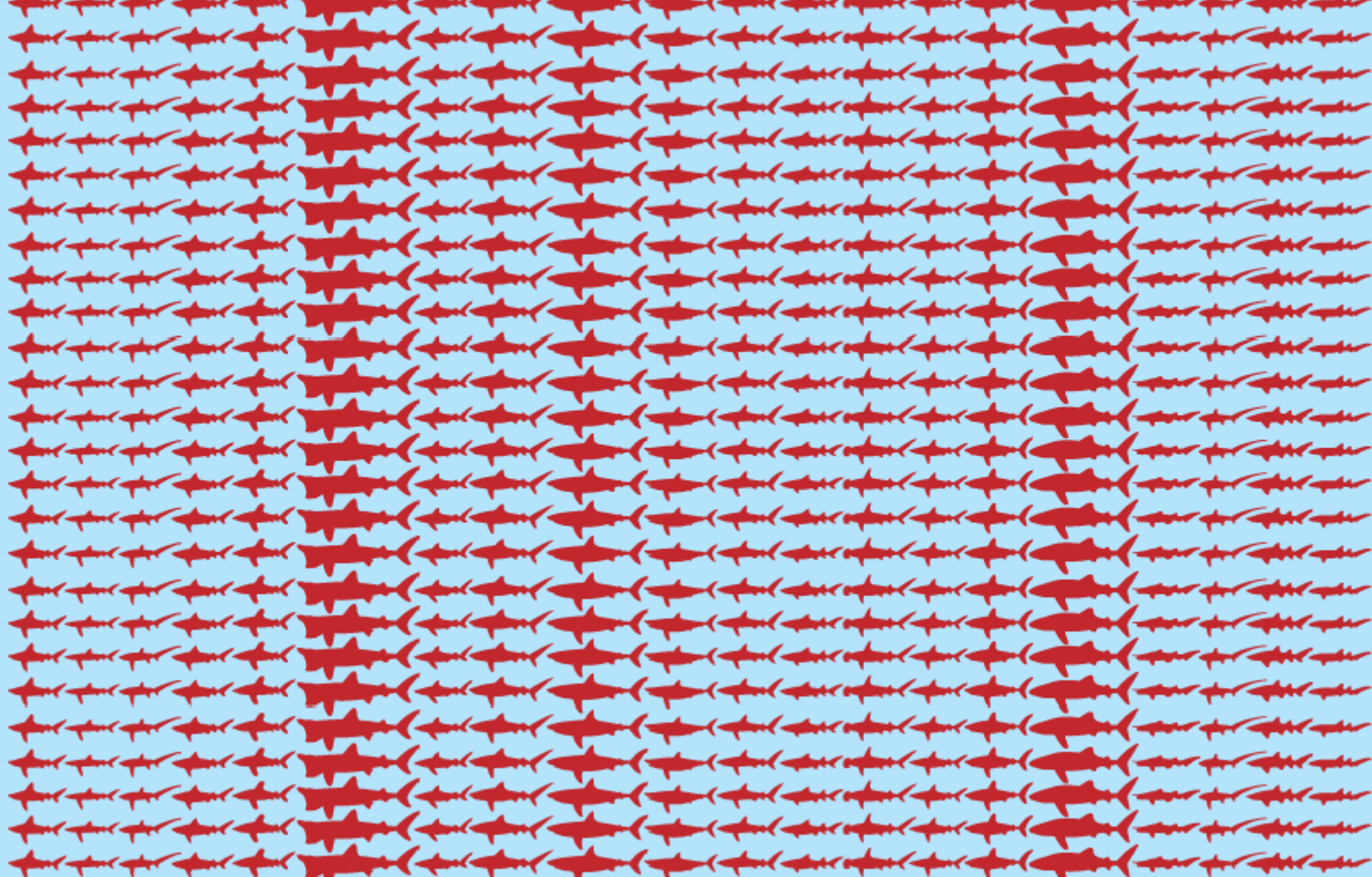
SHARK ATTACK

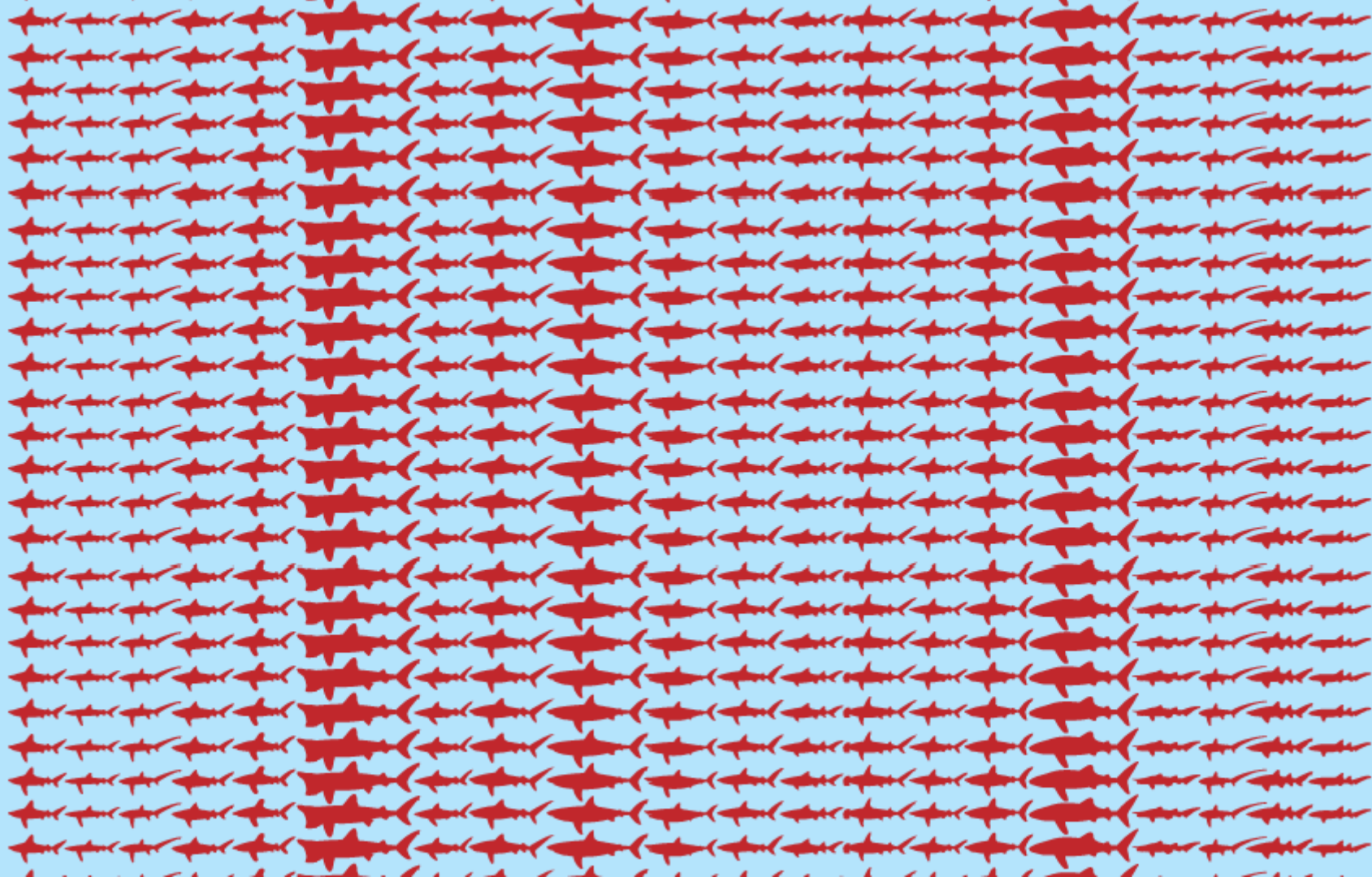
SHARKS KILL THIS MANY PEOPLE PER YEAR

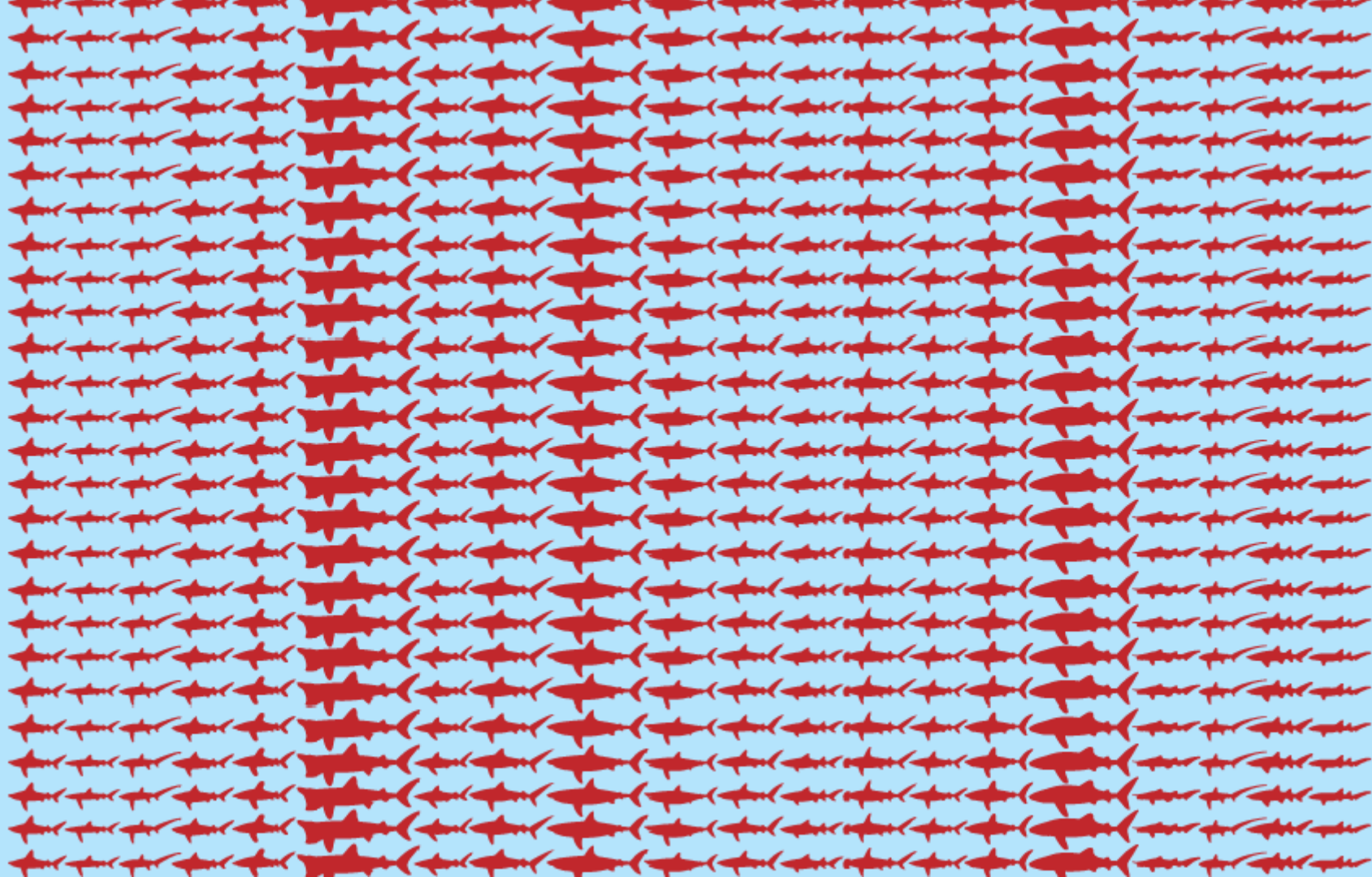


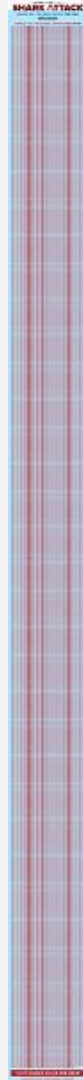
PEOPLE KILL THIS MANY SHARKS PER HOUR



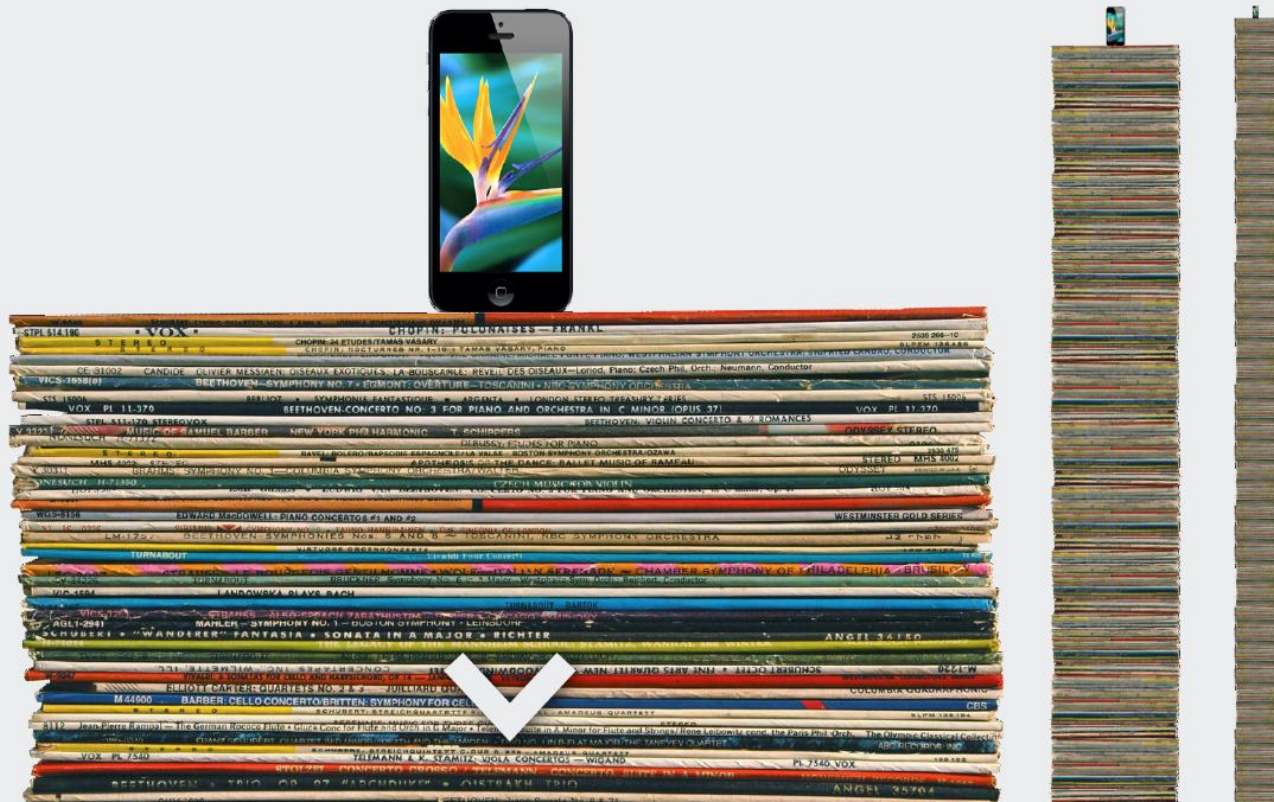








HOW MANY RECORDS DOES AN IPOD HOLD?



simple
unexpected
concrete
credible
emotional
story

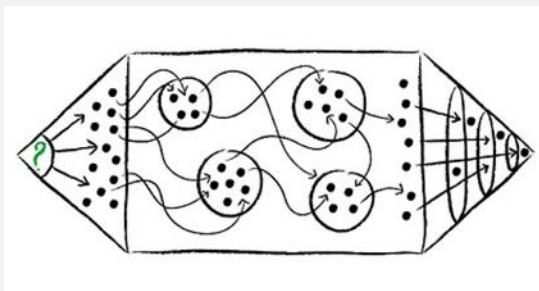


A 160GB iPod Classic holds 40,000 songs and weighs a third of a pound.

That's roughly the same as a large adult hamster.

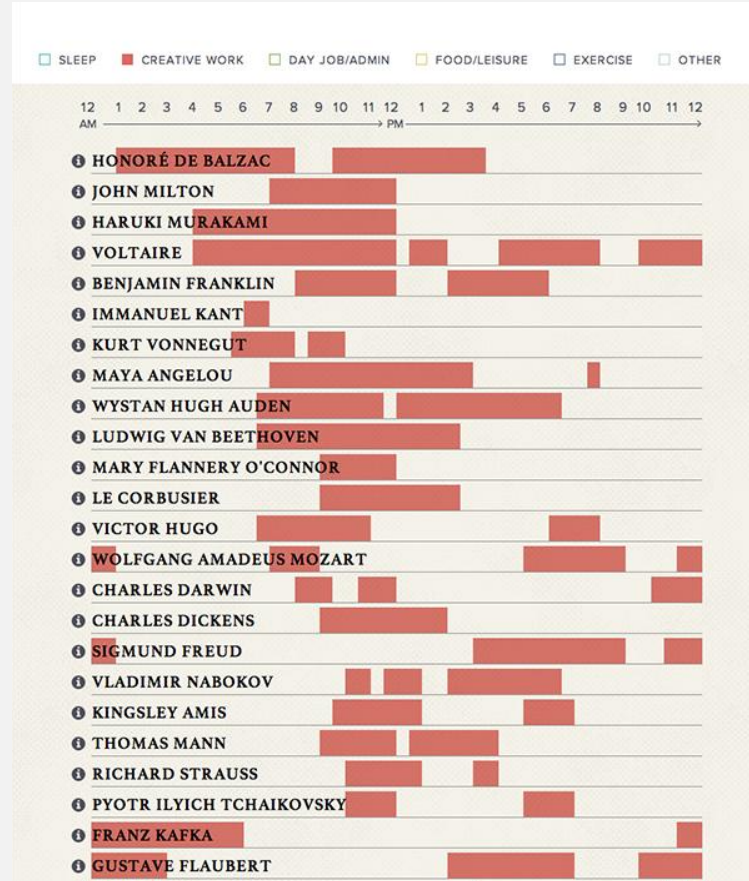
If you bought all those songs on vinyl, your music collection would look like this...



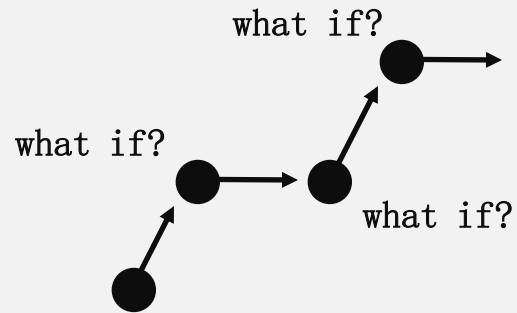


5 ways to improve the creative process

focus on what's different



give your ideas room to grow



choose pain up front



sell them on the why

simple
unexpected
concrete
credible
emotional
story



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keep things on track

simple
unexpected
concrete
credible
emotional
story

thank you

@epicgraphic