



# Creative Agencies

There's nothing like working in a fast paced creative environment, surrounded by imagination, artistry and ingenuity. But the business of ideas comes with its challenges...

## Quiet Brainstorming Sessions

Sometimes the creative juices just aren't flowing... leaving brainstorming sessions dry, with the facilitator doing most of the talking and few responses from the team.

## Remote Team Members

Whether it's contract graphic designers or overseas branches, collaborating and communicating visual ideas can be difficult if everyone is not in the same place.

## 'Do Not Erase'

After you have filled the board brim to brim with your team's best ideas and sketches, that information is tethered to one place. If someone else needs to use the meeting room, you'll have to rush to scribble everything down on paper or take pictures to save everything.

## Multiple Client Revisions

Finished products most often have to go through several revisions and rounds of approval, often causing delays. If a client wants to reference other ideas or past versions of work, you have to schedule an entirely new meeting and push back your production calendar.

33%

Of creative leaders have team members in more than one location\*

71%

Of creative leaders say their greatest challenge is client behavior (too many revisions, not enough time to complete work in a quality manner)\*

\*The BOSS Group and Cella Consulting, LLC. 2017 In-House Creative Industry Report, May 2017

# Collaborating with Jamboard

Jamboard takes these problems and creates an interactive, collaborative, fun solution. The 55" 4K digital whiteboard innovates the way we discuss ideas together.

**Brainstorm sessions overflow with creativity with Jamboard.** Drag and drop web content and images with Google Search and Google Image Search. The Jamboard app allows real-time co-authoring - get an idea from every person in the room from their personal devices.

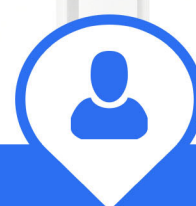
**Team members outside of the office can be included in upfront collaboration!** With Jamboard's G Suite integration, you can use Google Hangouts to video conference and share G Suite content like documents and images from Google Drive to your Jam. With the Jamboard app, team members can join the Jam, write, sketch, and add images from anywhere, in real time, from their phone or tablet.



Intuitive drawing tools allow sketching and writing to feel natural



Use Google Search and Google Image Search to add web content to your Jam



Team members can join and collaborate anywhere, in real time with the Jamboard app

**Never write "DO NOT ERASE" on a whiteboard again!** Jamboard, with cloud connectivity, autosaves a copy of your Jam session into your Google Drive. You can close out your Jam, and return to it later. After the meeting is over, you can send a pdf of the Jam to everyone in the room.

Jamboard is designed to be a collaboration device as well as a piece of decor that blends seamlessly into an office space. This makes jamboard **perfect for client presentations**. Place your finished work on the Jamboard for the client to review. If they want to refer back to your initial idea, easily access the file from your Google Drive and place it on the screen.



“Jamboard democratizes brainstorming. Ideas come from everywhere, and being able to iterate early in the process helps you produce your best work.”

Andrew Barden - Senior Producer, Instrument

## INSTRUMENT

Instrument, a digital design agency, uses Jamboard to facilitate brainstorming and develop big ideas for clients, including Google. Jamboard's cloud based, collaboration tools bring their team together. Another plus: Jamboard's portable rolling stand moves easily between their workspaces.

Their team also enjoys being able to work on ideas after the meeting is over. Jams are auto-saved in Google Drive - they leave with an electronic copy of their brainstorm session in its original form. The whole team can continue to add to the Jam until the idea is fully developed. The Instrument team then likes to save the file as a Slides presentation for other teams or clients to review.

“Jamboard helps us focus more on the ideas, and less on translating or assigning creative direction to different teams,”

Avi Couillard -Senior Strategist, Instrument

Opposed to waiting to present the final product, having a device like Jamboard made their team more comfortable with presenting work at earlier stages. Including their clients in the early stages of their work makes them an extension of the creative team and makes them feel more invested in the final result.

Companies who also use Jamboard

NETFLIX



Whirlpool  
CORPORATION

Pinterest

# Learn More

---

Google Jamboard has the tools you need to increase productivity and spark creativity in your Creative Agency. For more information or to schedule a demo contact BenQ.

BenQ North America  
3200 Park Center Drive,  
Suite 150  
Costa Mesa, CA

714-559-4900  
[jamboard@benq.com](mailto:jamboard@benq.com)

We created a series of videos highlighting how the daily challenges creative teams face are solved with Jamboard! Click any video to view.

[jamboard-us.benq.com](http://jamboard-us.benq.com)

**BenQ**

## Jamboard for Creative Brainstorming



## Creative Execution with Jamboard



## Client Presentations with Jamboard

