

Client: **IdeaWhim**
Date: **12.08.22**
Time: **4:00 pm MDT**

Delivery Code:
IW00001



IdeaWhim Concept Categories Explored:

- Customer pain points
- Target customer job roles
- Straight talk
- Agency world related
- Contemporary artist series
- Famous advertising leaders
- Miscellaneous concepts

PAIN POINTS:

Executive presentation tomorrow.
Writer’s block today.

IdeaWhim.

Get Unstuck.
Professional, fresh
creative ideas
within 2 hours via text.

\$200,000 to outsource product
naming? Let’s go out on a whim.

IdeaWhim.

Get Unstuck.
Professional, fresh
creative ideas
within 2 hours via text.

We need a business idea for our
MBA class. Who can help?

IdeaWhim.

Get Unstuck.
Professional, fresh
creative ideas
within 2 hours via text.

ROLE-SPECIFIC:

Product Marketers:

Under the gun? Quickly double your
gray matter with
IdeaWhim.
Fresh ideas and concepts for
your business challenge
within 2 hours via text —
anytime, anywhere, anyplace.

Sales Leaders:

Want fresh ideas that help solve a sales
challenge or sales campaign concepts?
IdeaWhim.
Fresh ideas and concepts for
your business challenge
within 2 hours via text.

Account Executives:

Let us put our heads together.
IdeaWhim.
Fresh ideas and creative concepts
for your business challenge
within 2 hours via text —
anytime, anywhere, anyplace.
And only \$54.95
per IdeaWhim Session

Account Supervisors:

Under the gun? Quickly double your
gray matter with
IdeaWhim.
Fresh ideas and concepts for
your business challenge
within 2 hours via text —
anytime, anywhere, anyplace.

Account Executives:

Under the gun?
Quickly double your gray matter with
IdeaWhim.
Fresh ideas and concepts for
your business challenge
within 2 hours via text —
anytime, anywhere, anyplace.
And only \$54.95
per IdeaWhim Session

There are critical times when you
just wish you had access to a
creative ideation resource on-call.
IdeaWhim.
When you absolutely, positively,
have to have a creative idea
within 2 hours.

IdeaWhim.

Created for marketers by
marketers.

IdeaWhim.

Created for sales reps by sales
leaders.

IdeaWhim.

Created for product marketers
by product marketers.

STRAIGHT TALK:

IdeaWhim.

When you absolutely, positively,
have to have a creative idea
within 2 hours.

We’re right here. In your pocket.
IdeaWhim.

When you absolutely, positively,
have to have a creative idea
within 2 hours.

Your creative “SEAL” team.
Tell us your challenge.
We’re In and Out.
Within 2 hours.
You get the Bronze Star.

AGENCY-RELATED:

You’ve got good creative ideas.
Validate the “good” part.
IdeaWhim.
When you absolutely, positively,
have to have solid ideas
within 2 hours.

The anti-agency.
IdeaWhim.
When you absolutely, positively,
have to have powerful ideas
within 2 hours.
We’ll provide them via text.

And we still have time
for that Martini.
IdeaWhim.
Compelling creative ideas
within 2 hours via text

Bigger ideas happen on a whim.
IdeaWhim.
Compelling creative ideas
within 2 hours via text

It had to happen. The
world’s first
non-agency agency.
IdeaWhim.
Compelling creative
ideas
within 2 hours
via text

CONTEMPORARY ARTIST
SERIES:

Know who Frank Stella is?
It’s ok.
IdeaWhim.
Compelling creative ideas
for business people
within 2 hours via text

Familiar with Ed Ruscha?
It’s ok.
IdeaWhim.
Compelling creative ideas
for business people
within 2 hours via text

Ever watch more than
15 minutes of Bob Ross?
It’s ok.
IdeaWhim.
Compelling creative ideas
for businesspeople
within 2 hours via text

Ever hear of Roy Lichtenstein?
It’s ok.
IdeaWhim.
Compelling creative ideas
for businesspeople
within 2 hours via text

FAMOUS ADVERTISING
LEADERS:

If Bill Bernbach
had a smartphone.
IdeaWhim.
Compelling creative ideas
within 2 hours via text

If David Ogilvy
had a smartphone.
IdeaWhim.
Compelling creative ideas
within 2 hours via text

If Leo Burnett
had a smartphone.
IdeaWhim.
Compelling creative ideas
within 2 hours via text

If George Lois
had a smartphone.
IdeaWhim.
Compelling creative ideas
within 2 hours via text

MISCELLANEOUS:

Whoever tells you they need
“time” to come up with
“some ideas.”
Just tell them you’re
not getting any younger.
IdeaWhim.
Compelling creative ideas
within 2 hours via text

Welcome to the
democratization of creativity.
IdeaWhim.
Compelling creative ideas
within 2 hours via text

Creativity is a muscle.
Welcome to our gym.
IdeaWhim.
Compelling creative ideas
within 2 hours via text

Bad ideas are a dime a dozen.
Great ideas happen on a whim.
IdeaWhim.
Compelling creative ideas
within 2 hours via text

Any.

We help you solve last-minute ideation and creative challenges. Whether you're working on a B2B, B2C, or B2B2C business project and you need:

- Fresh ideas & thought starters
- GTM strategy considerations
- Unique presentation ideas
- Sales campaigns
- Social media campaign refresh
- Ad campaign concepts
- Value proposition rework
- Product and service naming
- Design Thinking solutions
- MBA business ideation
- Other?

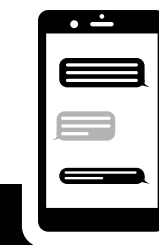
And you're under the gun. You just need rapid access to fresh ideas or a new creative perspective to help you take the next step.

We are business thinkers and creatives who forge ideas under pressure and in collaboration with you. Within 2 hours, we send you concepts and ideas "in-the-raw" via SMS/MMS text for you to take, refine, and execute as desired.

IdeaWhim™

Get Unstuck.™

Compelling, confidential, creative ideas for business people within 2 hours via text — anytime, anywhere.



Text to:
833-780-2648
Message:
Whim