



What is Storyboard

A storyboard is a representation of a campaign in crisp format.

It consists of illustrations or images along with minimal text that is displayed in sequential for the purpose of visualizing a campaign.

Creating a storyboard simplifies every stage of campaign. You'll be able to represent the campaign more effectively to the juror.

Why does it benefit you?

1. It helps you organize your thoughts:
Making a storyboard help you condense THE CAMPAIGN around your head into one coherent, fleshed out vision.
2. It helps you communicate your idea to other people:
You might be able to envision the campaign but it can be hard to convey your ideas to juror using only words. A storyboard bridges that gap for you, helping your juror envision the campaign.

What must it contain?

1. Objective
This is something you drive post the brief and reviewing the challenges given to you.
2. Strategy
The creative solution the the problem. This is linked to the insights that you drive post reviewing audience.
3. Idea/Tactic
The INNOVATIVE approach you follow.
4. Results
Share those results that link to your objective.

Things to remember

1. File size of the storyboard must not exceed 2MB.
2. File type used should be of PDF.
3. Font size used should be 10 OR 12, and Arial or Calibri font type
4. File dimensions should be an A4 and only on one side.
5. Name of the file and the A4 creative must not include the Consultancy name.

#EATERNET

CHALLENGE

IDEA

20% 250 BRAND EQUITY

20 120K 83 2

OUTSIDE THE BLOCK

PARENTS PASS ON THEIR CHILDHOOD GAMES

PROBLEM

HOW TO

RESULTS

UNIVERSAL GAME LOGOS

AN INTERACTIVE EXPERIENCE BY SKOL OLYMPIC DELEGATION

CHARIOTS OF FIRE

Directed by Vincent Marisset, Remixed by Omulo

Mobile devices were turned into a DJ soundboard

5 interactive videos running at the same time on mobile for the first time

Users were able to create their own Chariots of Fire remixes

The characters users interacted the most were the big champion

The interaction led to 36 different finales

VEGGIE HACKS

FOR THE FIRST TIME PARENTS CAN HACK INTO FOR THEIR OWN GOOD

IDEA

RESULTS: OVER 20 MILLION ORGANIC IMPRESSIONS IN ONE WEEK

+269% IN TOTAL ENGAGEMENT

+117% IN CREATIVITY

TAXI ADWEEK

The Friendship Machine

IDEA

RESULTS

Two Weeks for the price of One