

## BRAINSTORM

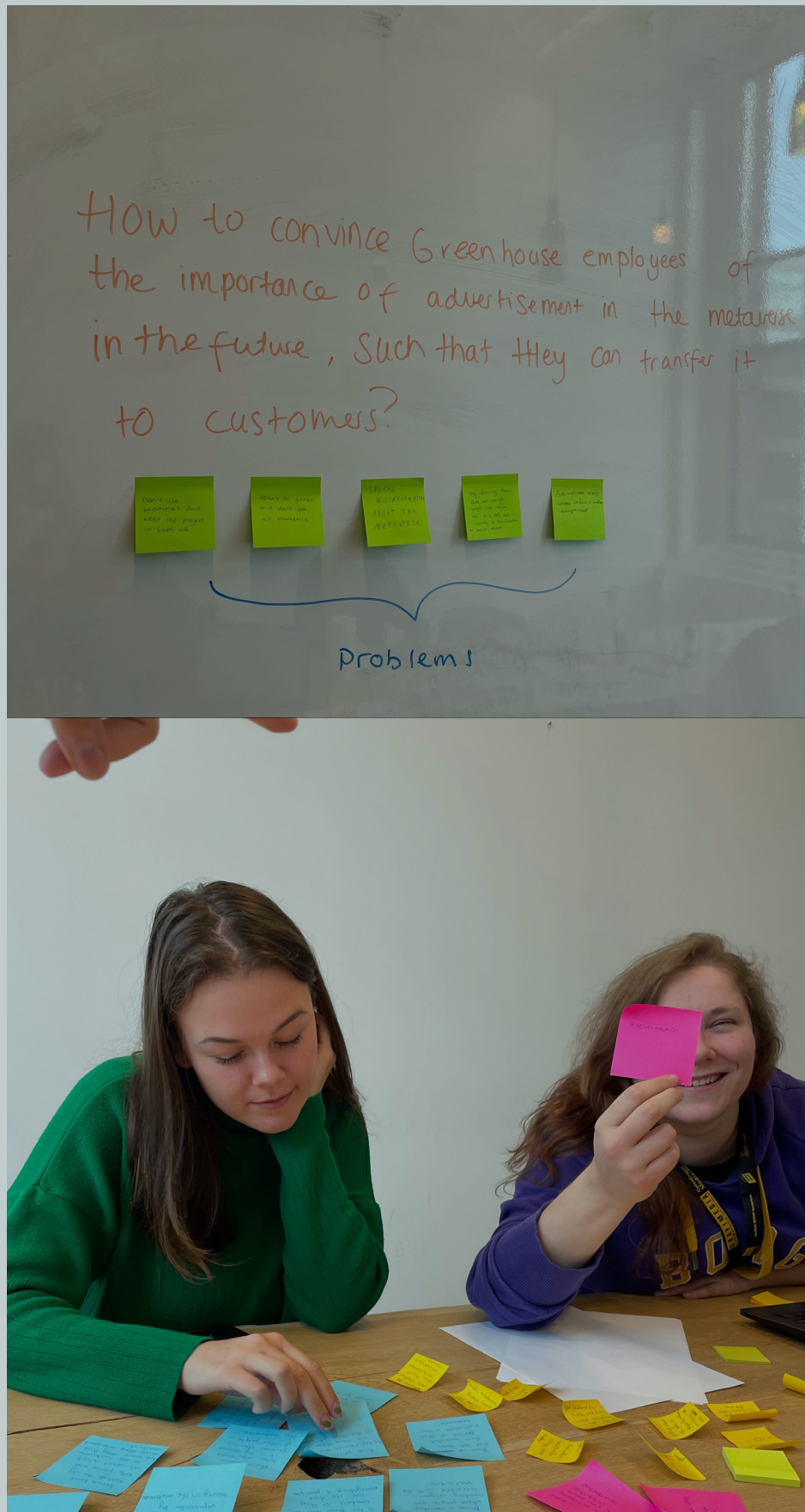
Today's brainstorm had the main topic of:

"How can we convince Greenhouse Employees of the importance of advertising in the Metaverse in the future, in such a way that they can transfer their knowledge to customers?"

Herein, we used various brainstorming techniques to get to a solution (preferably an experience) that we could implement to tide employees over.

We placed our favourite ideas in a "I love this" diagram and each picked a handful of notes to combine into one concept. Some of the concepts we would end up creating were:

- A mystery hunt / treasure trail throughout the building.
- A 'History of Advertising' day, where different time periods are situated in different places in the building, and the Metaverse is part of the future section. Presentations, workshops and quizzes will be given.
- The 'Metahuman' quiz - a group of employees are selected to compete against one another in this knock-out quiz format with questions pertaining to the metaverse. The winner gains the title of 'Meta Human' and wins a prize.





- Hosting a several-week spanning campaign where we spread increasingly weird and extremely false information about the metaverse to create a buzz.
- Let employees draw what they believe the metaverse is and allow AI to work with that art to create things, showing the endless possibilities of the metaverse in an art piece.
- A metaverse version of the GroupM academy 'Deep Dives' where there are increasingly more complicated / higher level classes people can follow to become 'experts'.

## Conclusion

We would end up settling on a combination of the Metahuman Quiz and the Metaverse Deep Dive in the hopes of creating an engaging experience that provides a lot of value. This concept also has future perspective in the GroupM Academy, with the potential to be expanded upon down the line.

