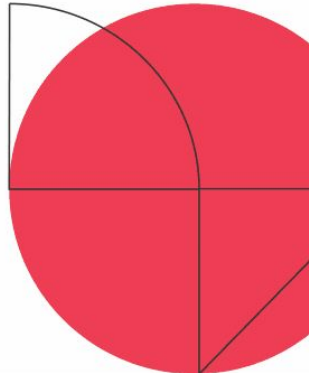
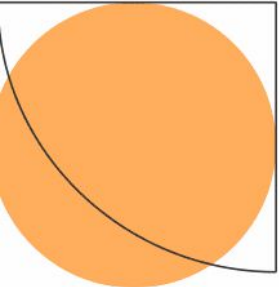
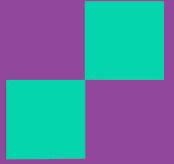
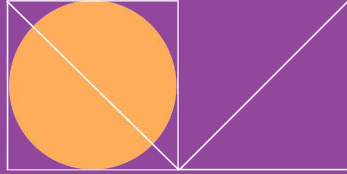


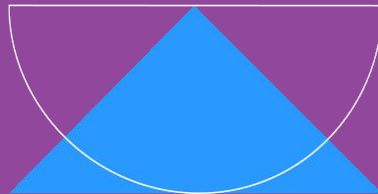
Activate

Inspiration Creation: How to Come Up
With Your Next Campaign Idea

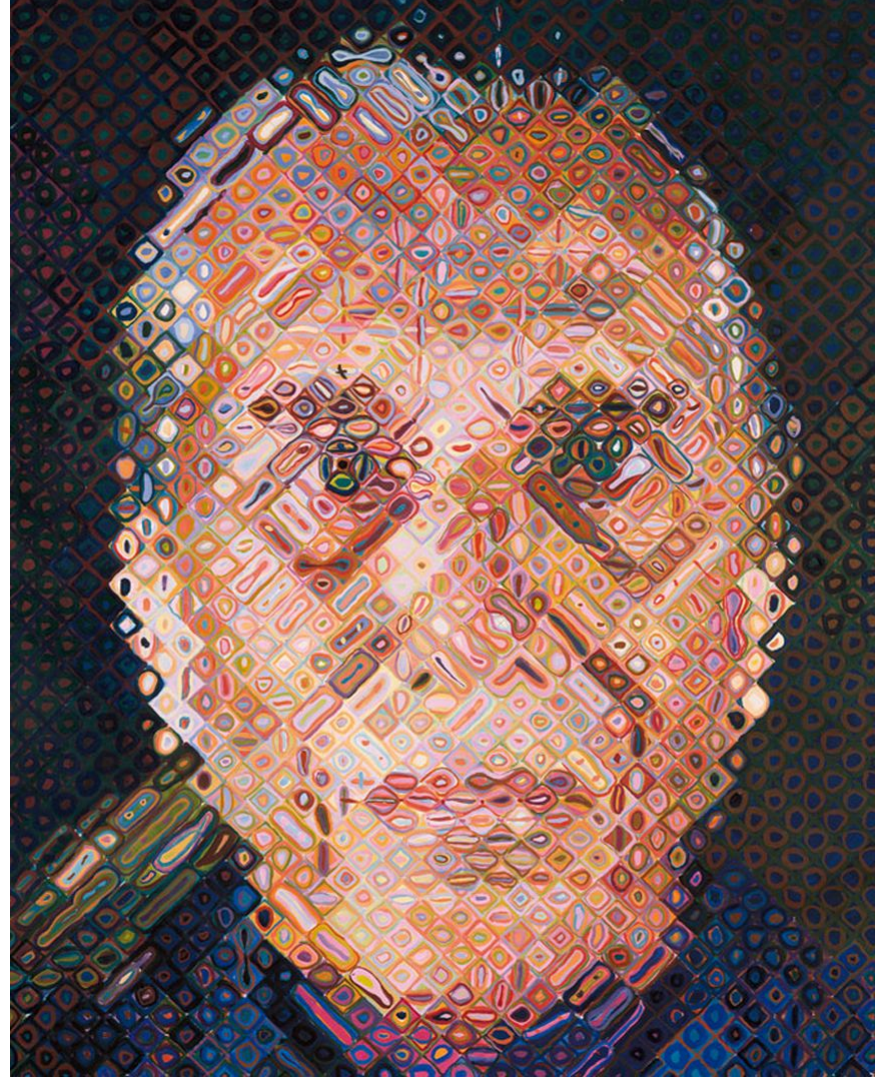




Inspiration Creation: How to Come Up With Your Next Campaign Idea



**Inspiration is
for amateurs.**

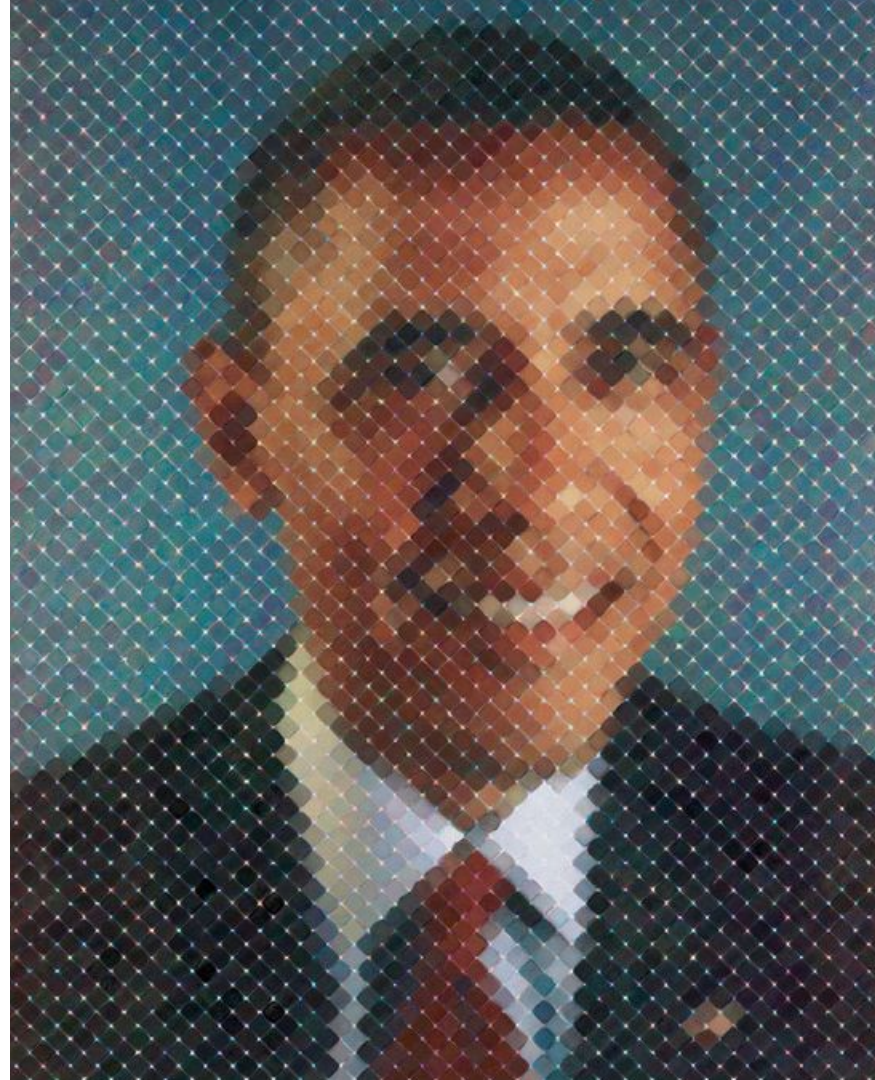


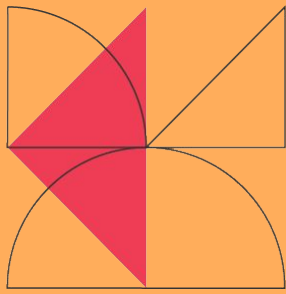
Inspiration is for amateurs.

The rest of us just show up and get to work. If you wait around for the clouds to part and a bolt of lightning to strike you in the brain, you are not going to make an awful lot of work. All the best ideas come out of the process; they come out of the work itself.

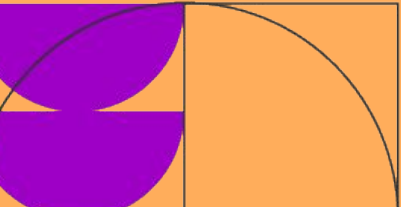
Chuck Close

Life coach, professional food taster





**So how do we
do the work?**



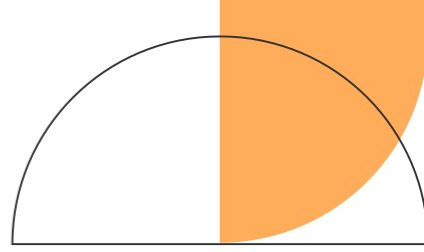


First:

What is our medium?



**We make emails
with our soft
computer hands.**



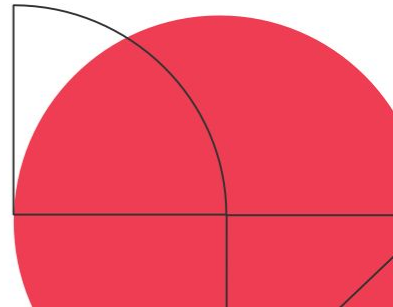
But:

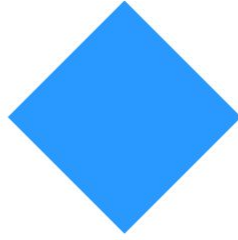
What is Email?



**Email is
relationship
delivered**

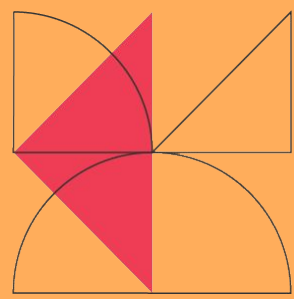
**We ask our audience into
relationship with us with
our content and a
subscribe form...**



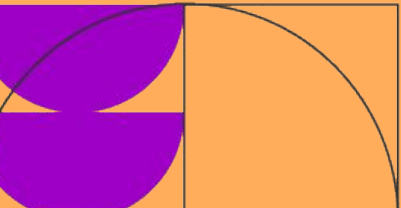


**They said yes,
with their email address
and their time.**

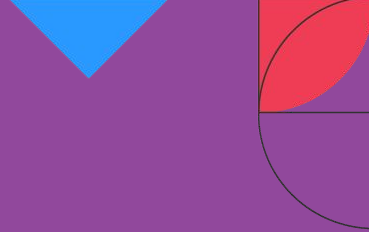


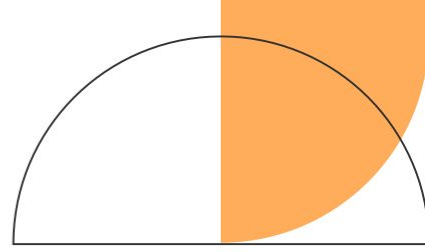


Now What?

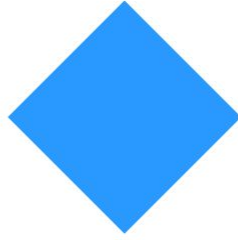


**Know
Thy Self**



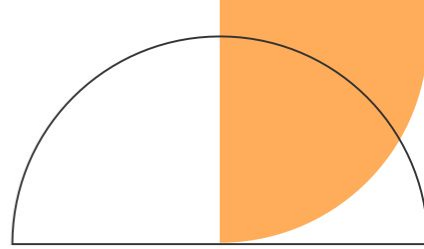


**When who you are is
clear to you, it will be
clear to your audience.**

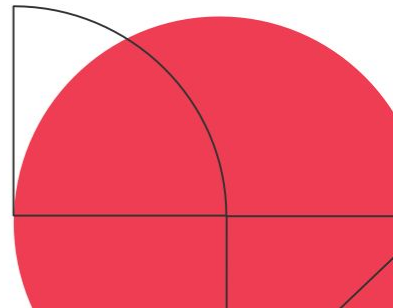


**Do you have a
defined brand you're
working with?**

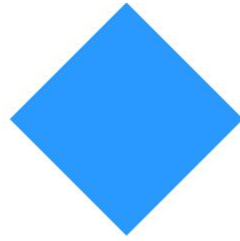
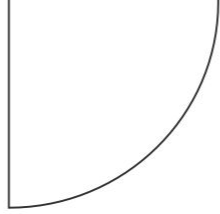




Brand is not a logo.







Brand is a feeling.



A young boy stands with his back to the camera, looking out over a large swimming pool. He has his hand on his head, suggesting a moment of contemplation or nervousness. The pool is divided into lanes by yellow and blue lane lines. Other people are visible in the pool and around the edge.

**GREATNESS
IS SCARY,
UNTIL
IT ISN'T.**

FIND YOUR GREATNESS.

A young boy is running on a paved road. He is wearing a white t-shirt with a large white Nike swoosh on the front. The background shows a clear sky and some greenery.

FIND YOUR GREATNESS.

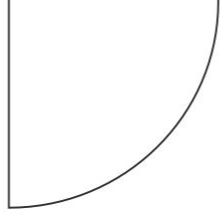
A person is racing in a wheelchair on a paved road. They are wearing a blue athletic top and a black helmet. The background shows a clear sky and some greenery.

**GREATNESS
MAKES
ITS OWN
WAY.**

FIND YOUR GREATNESS.

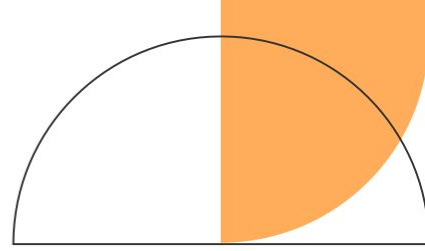






**Brand is a feeling
created by a family of
words, visuals, and
experiences.**

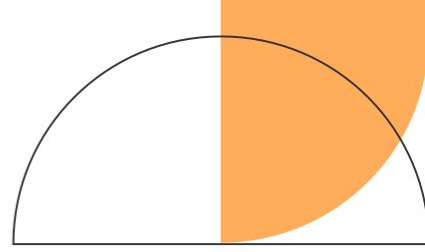




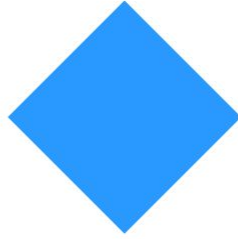
**Where can you stretch
your brand to engage
the relationship?**



**Who are you
in relationship
with?**

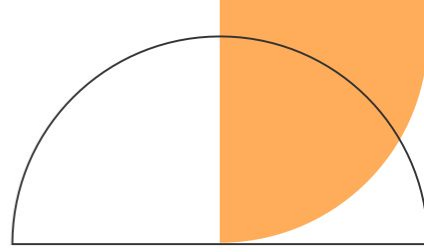


**Do you know what
problem they hired you
to solve for them?**

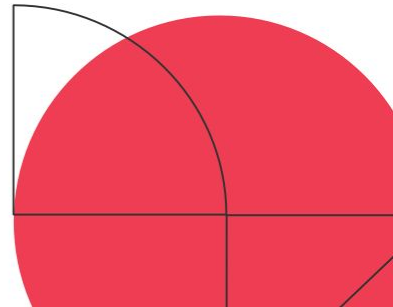


**Do you understand
what matters to them?**



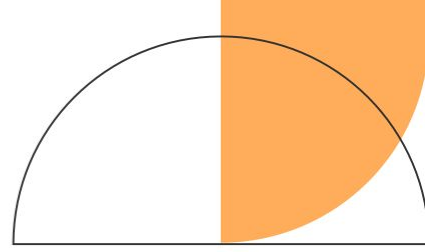


**Do you know what
they're motivated by?**

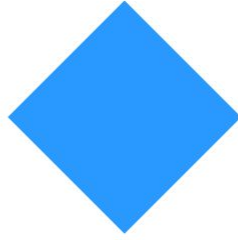




**How's your
relationship?**

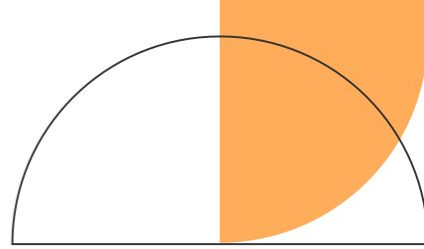


**Do you know what
they want changed
about the relationship?**

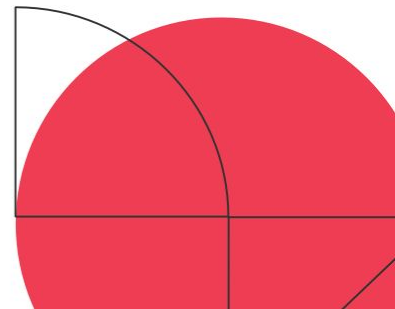


**Do you know how
they feel about the
relationship?**





**Do you know where
the relationship is
strongest?**





**Now, you're
ready to do
creative work**

“THE BAD ARTISTS
IMITATE, THE GREAT
ARTISTS STEAL.”

~~PATRICK CASSO~~

BANKSY

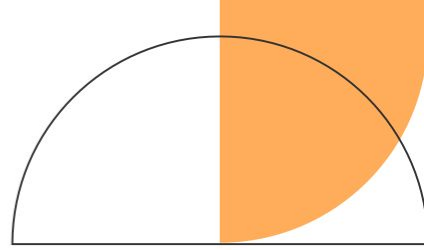


Imitate

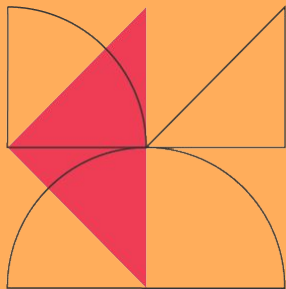
- Identical Copy
- Degrade the work
- No attribution
- Copy only the look
- Skim
- Steal from one

Steal

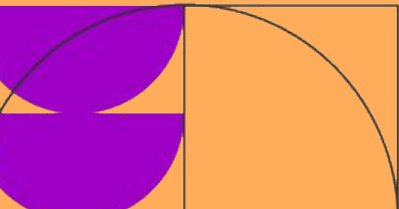
- Riffing
- Appreciate the work
- Attribution
- Understand the meaning
- Study
- Steal from many



**So who should you
start stealing from?**



Steal Ideas





Steal from relationships

First date sites

Dating app prompts

Interview questions

Your own relationships

Steal from your friends

Really Good Emails




Pinterest

MailCharts

Email Love


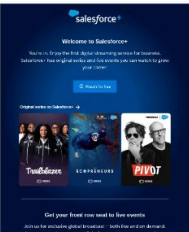
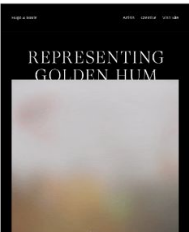

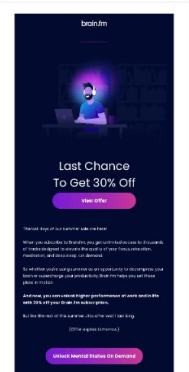



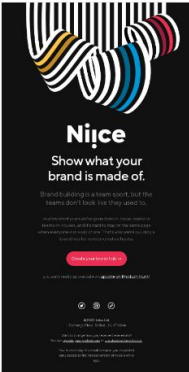
Milled

Really Good Emails

Explore Features Your Library More...

New

Emails Categories Companies



Popular Categories

- Welcome
- Inclusion
- Newsletter
- Ecommerce
- Webinar

Feedback

Really Good Emails

The screenshot shows an email client interface with a top navigation bar containing 'Explore', 'Features', 'Your Library', and 'More...'. A search bar on the left contains the text 'iterable'. The main content area displays an email from 'Iterable' with the subject 'It's out! Check out the agenda for Activate Summit.' The email body features a header for 'Activate Summit NORTH AMERICA' and a main image with the text 'See what's on schedule for San Francisco' and 'Activate Summit | September 7-9, 2022'. Below the image is a section titled 'The Agenda is Out!' with a 'Buy Ticket' button. A right-hand sidebar offers a 'Save this email to a collection' feature, listing several collections like 'Activate Talk 2022' and '2021 Trends' with 'Save' buttons. At the bottom of the email preview, there is a 'View email' button.

iterable

Explore / iterable

Iterable

From: [Iterable](#)

Subject: It's out! Check out the agenda for Activate Summit.

Activate Summit
NORTH AMERICA

See what's on schedule for San Francisco

Activate Summit | September 7-9, 2022

See Agenda

The Agenda is Out!

Activate Summit is two months away, and we can't wait to welcome you. In the meantime, see what's in store for Activate Summit — from thought-provoking sessions, to inspirational talks, to practical workshops. New sessions are being added all the time, so stay tuned.

Buy Ticket

Enjoy Early Bird Pricing through Friday, August 5th.

Save this email to a collection

- Activate Talk 2022 Save
- Activate Talk 2022 B Save
- 2021 Trends — Retro 70s and 80s design Save
- 2021 Trends — Pastel Colors Save

+ New Collection

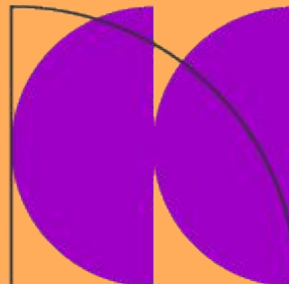
Event / Conference / Trade Show SaaS Announcement

unbounce

The leading conversion

View email

Steal Design





Steal from the past

Flickr vintage advertising

Flickr library of congress

Flickr Internet Archive



"IT'LL NEVER FORGET THAT SCREAM!"

DELTA record player... the sound of the music industry.

Crisco fried foods are so digestible you can eat them 7 days a week!

It's all in it. Crisco... the digestible!

Now the sensational NEW Sundream MIXMASTER

With 100% SOFTENING MIXTURES... the new sensation in kitchen appliances.

Fluffo This fluffy-rich, yellow chattering! really gives a new kind of pie crust!

It's so easy to use... you can make it!

WIN \$10,000! Your dream can mardenform dream of a moment.

Exclusively from... the new sensation with the flatter... dress!

You can take pride in wearing... the new sensation with the flatter... dress!

Exclusively from... the new sensation with the flatter... dress!

Change-over to Generals for Dual-Safety all the way

THE GENERAL TIRE

Attorneys LIKE AMERICA FORE INSURANCE

Better Homes

WHAT IS IT? that Adds, Subtracts, Multiplies and handles negatives!

PLASTICS ADD SALES APPEAL

NEW! for kitchen cleanup fill... be... toss away

Kordite SCRAP BAGS STARTER PACK

10 plastic bags 6 in. x 6 in. x 12 in. 1 Holder. Opens to 6 in. x 6 in. Folds for easy storage

GETTING CLOSER TO Infinity!

South Pacific Prints & WELDON

won't wilt!

CRESCO CASUAOS

make a date with a Rocket 8!

Basket Aided with OLDSMOBILE

Suave Shampoo

for the Restless Set

Tans you in 3 to 5 Hours without the Sun

QT gives you a DOUBLE TAN!

CLARINS SUNSCREEN

"It's Fun to Phone"

"No other beauty soap quite so gentle"

THE AMERICAN HOME

Are you the same blonde he toasted last week?

WHAT SHALL I COOK TODAY?

Clarins Sunscreen

Clarins Sunscreen

Clarins Sunscreen

HERE'S WHY THEY ALL USE SPRY!

THE LUTHERS MARCH

Gilberg's Talcum

Gilberg's Talcum

Gilberg's Talcum

Gilberg's Talcum

Gilberg's Talcum

Gilberg's Talcum

Gilberg's Talcum

Gilberg's Talcum



Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape. In fact, some people who drive our little

silver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires. That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance.

Or pay a small repair bill.

Or trade in your old VW for a new one. Think it over.



Never.

We'd no sooner make an over-charged, two-toned Volkswagen than we'd change the classic beetle shape.

We won't fix the chipped rear-end fender bolts so bad, it just doesn't make the car work any better.

That's the rule of thumb we go by: we change the VW only to improve it, not to

make last year's model look obsolete. In 1961, for example, we were able to get more horsepower from our air-cooled engine without making it any bigger or less economical.

(One thing did get bigger this year: the tail lights.)

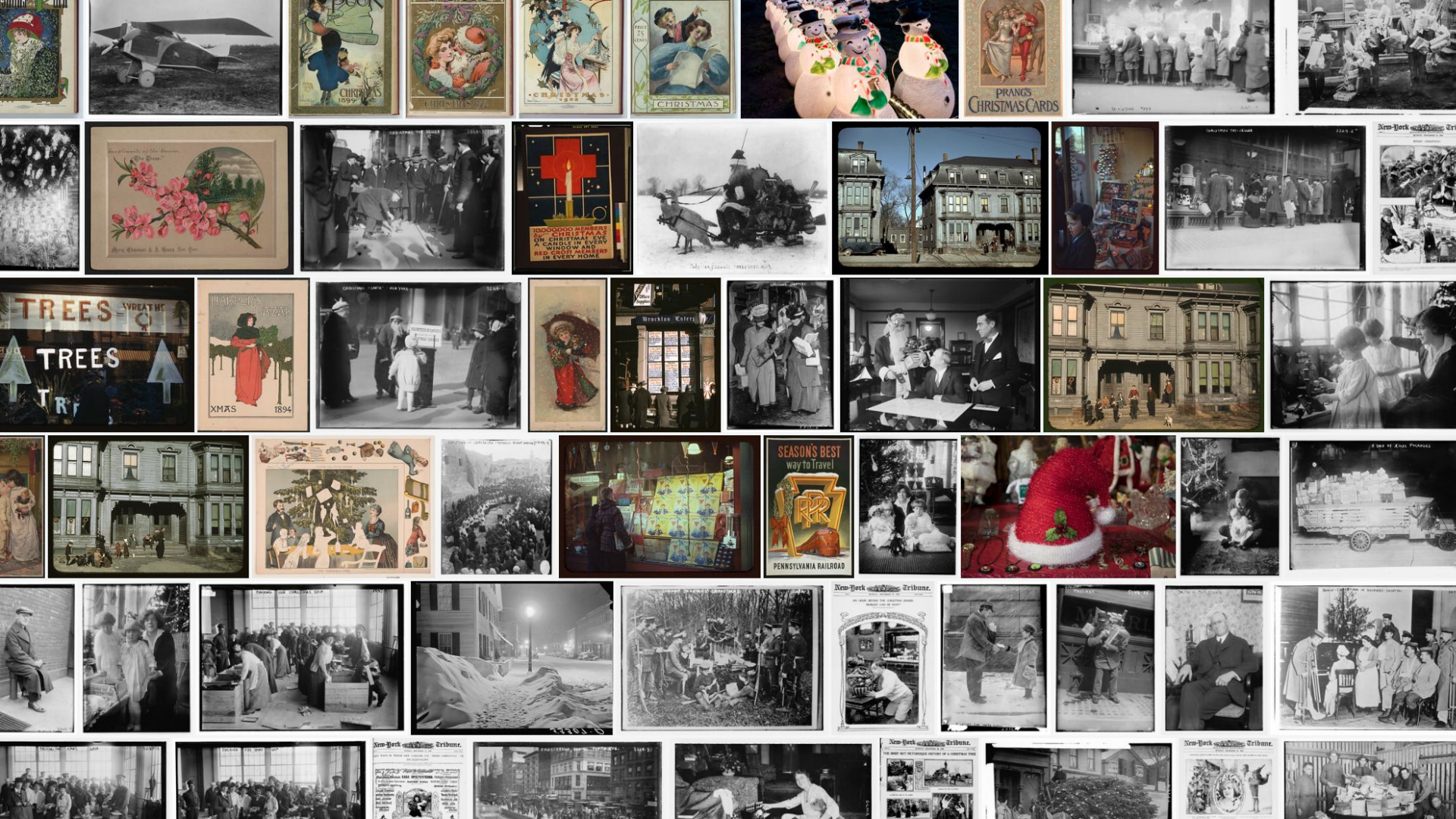
Everything on the VW happens for a

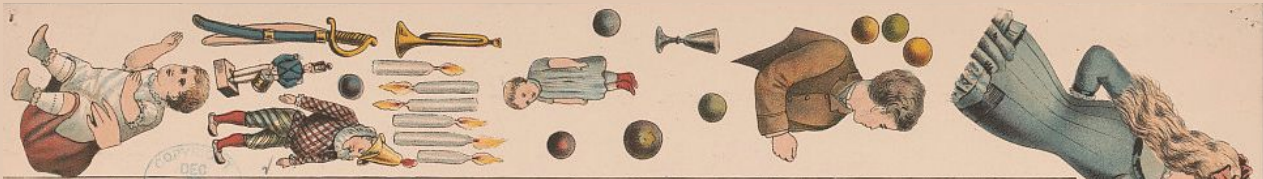
reason, nothing is for show. We don't even have chrome pieces that spell out our name.

We do have a little round emblem with our initials on it, though.

After all, we can't let 600,000 Americans go riding around in understated cars.







SERIES No. 1

PASTIME FOR LITTLE FINGERS.

No. 3.



Copyrighted Dec. 1881, by C. F. KENN.

Published by PASTIME PUBLISHING CO., Boston, Mass.

THE CHRISTMAS TREE.





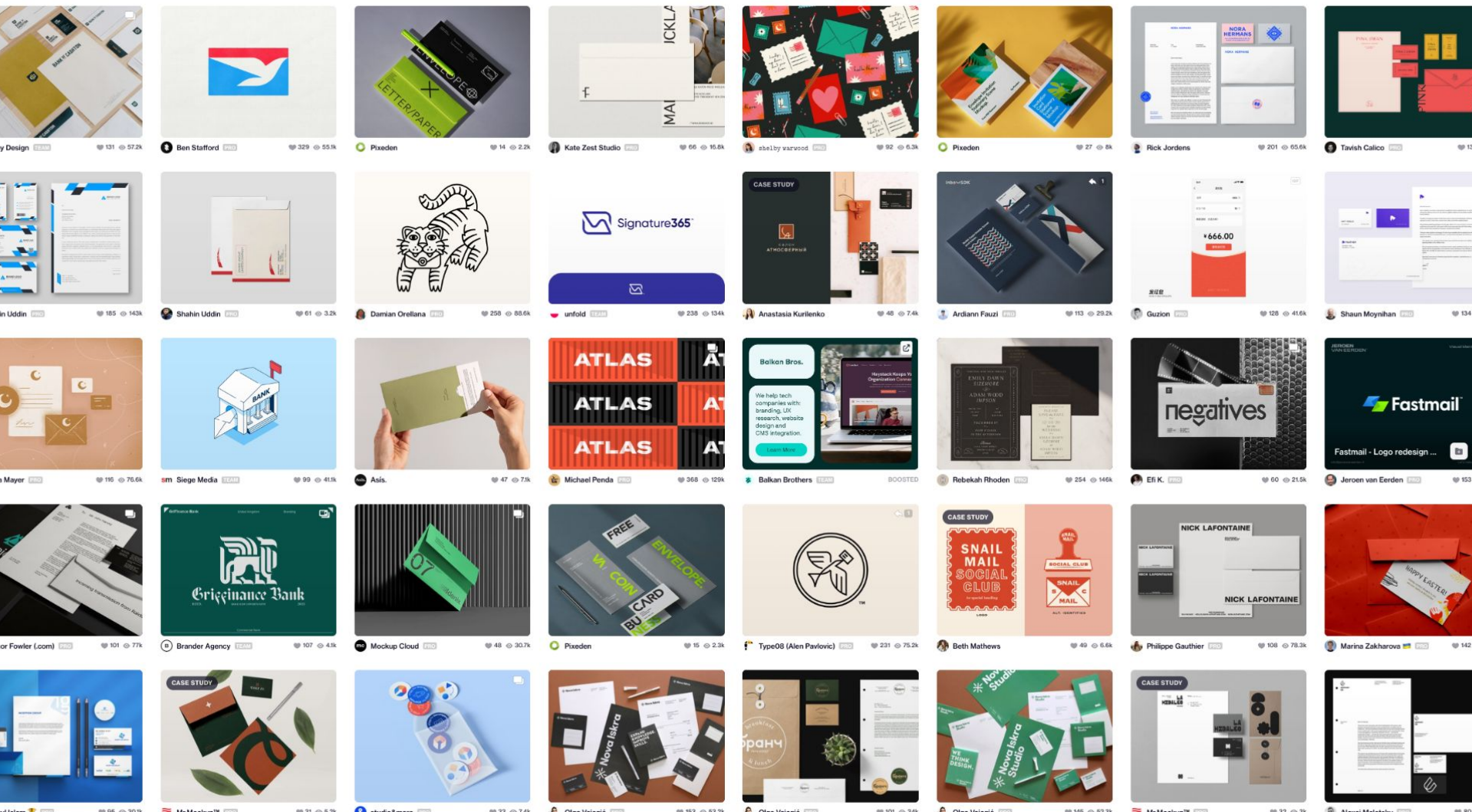
Steal from great designers

Dribbble

Behance

Designspiration

Pinterest



Empower »

Want a helping hand?

CHAT VIA SMS



Our human coaches will work with you at your convenience on any financial question. Start chatting to us via SMS for personalized recommendations on how to manage your money better.

CHAT VIA SMS

Empower »

Empower »

Want to control your spend?

READ CHEAT SHEET



It's all about being more mindful with your money. Refer to our top 3 tips on how to cut unnecessary expenses.

READ CHEAT SHEET

Empower »

Hooray! Savings made automatic.

Empower »

Ready to start saving?

READ CHEAT SHEET

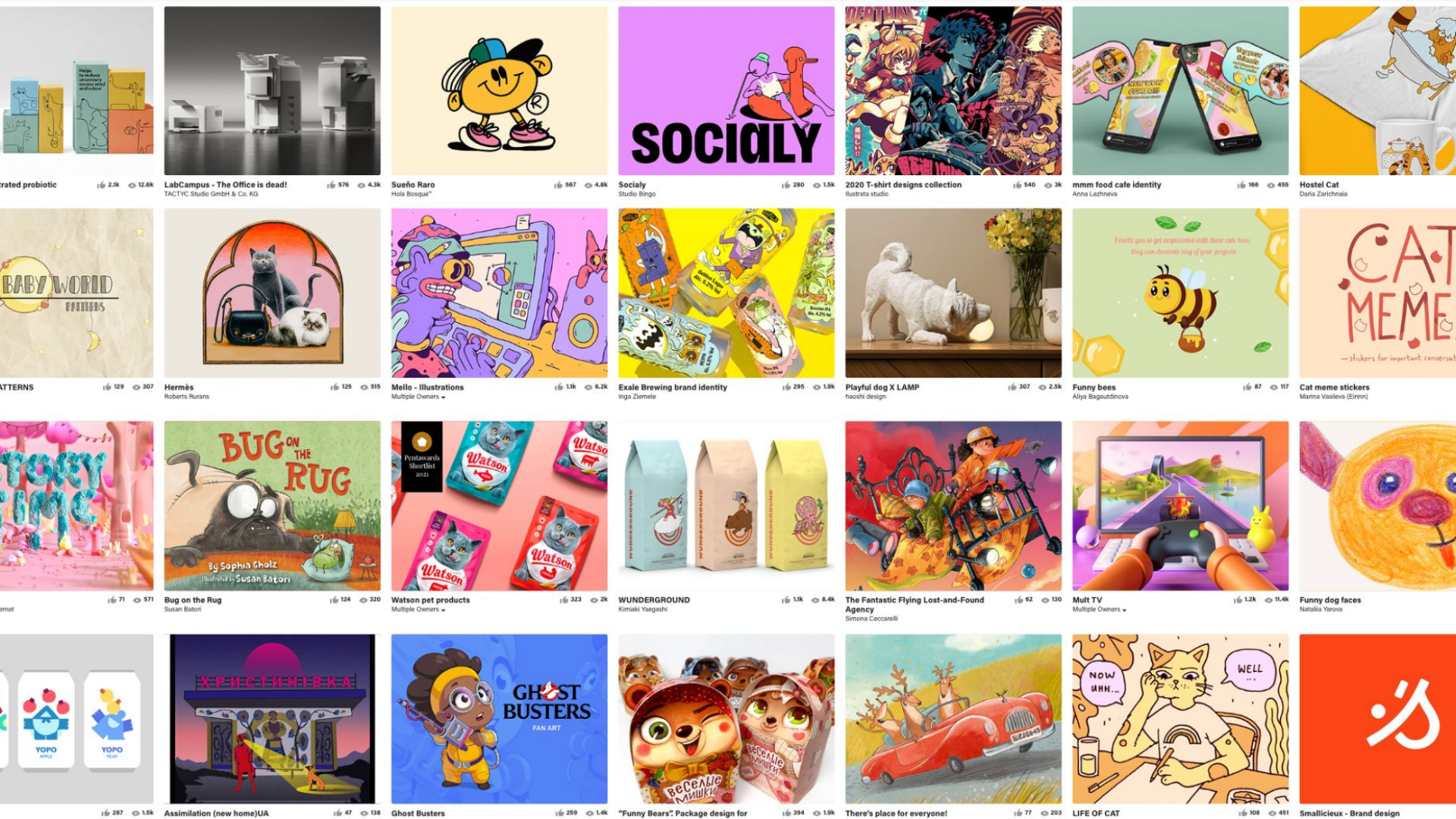


Congrats on this first step to taking control of your finances. To start saving more, refer to our cheat sheet on how to get started (P.S. check your inbox over the next few weeks so you don't miss out on other great tips and tricks!)

READ CHEAT SHEET

Empower »

Make the



ratered probiotic

2.1k 12.6k

LabCampus - The Office is dead!

576 4.3k

Sueño Raro

567 4.8k

Socialy

280 1.5k

2020 T-shirt designs collection

540 3k

mmm food cafe identity

166 455

Hostel Cat

Dana Zarichnaia

BABY WORD PATTERNS

129 307

Hermès

Roberts Burans

125 515

Mello - illustrations

1.1k 6.2k

Exale Brewing brand identity

295 1.9k

Playful dog X LAMP

307 2.5k

Funny bees

Aliza Bagudinaeva

87 117

Cat meme stickers

Marina Vosileva (Erinn)

Party Time

71 571

BUG ON THE RUG

By Sophia Ghoiz
Illustrated by Susan Batoni

124 320

Watson pet products

323 2k

WUNDERGROUND

1.1k 8.4k

The Fantastic Flying Lost-and-Found Agency

62 130

Mult TV

Multiple Owners

1.2k 11.4k

Funny dog faces

Natalia Yerova

YOPO

287 15k

Assimilation (new home)UA

47 138

Ghost Busters

259 1.4k

Funny Bears' Package design for

394 1.9k

There's place for everyone!

77 293

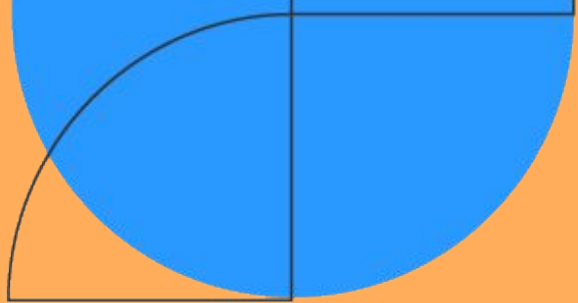
LIFE OF CAT

108 451

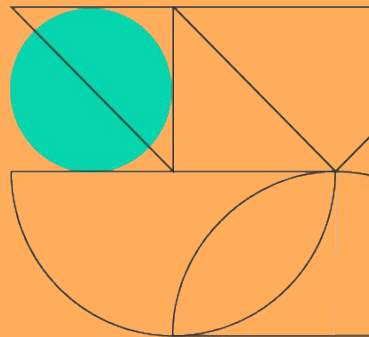
Malliecieux - Brand design







Steal Words





Steal from great writers

[Pinterest](#)

[GoodEmailCopy.com](#)

[GoodSalesEmails.com](#)

[MarketingExamples.com](#)

[Swiped.co](#)



Best 100 Guerilla Marketing Campaigns



26 Creative Guerilla Marketing Examples



Best 100 Guerilla Marketing Campaigns



Best 100 Guerilla Marketing Campaigns



Best 100 Guerilla Marketing Campaigns



A project management tool all teams will like

Learn more

Work on big ideas, without the busywork.

Promoted by Asana



Best 100 Guerilla Marketing Campaigns



Best 100 Guerilla Marketing Campaigns



Best 100 Guerilla Marketing Campaigns



Best 100 Guerilla Marketing Campaigns



Your support has a big part to play in your child's future. Promoted by todaysmilitary



How Much Does a Billboard Cost? Pricing & Advertising Tips



Best 100 Guerilla Marketing Campaigns



For a More Comfy, Energy-Efficient Home



Best 100 Guerilla Marketing Campaigns



100 Guerilla Marketing Ideas: Grow Sales With Zero Budget



Best 100 Guerilla Marketing Campaigns



Best 100 Guerilla Marketing Campaigns



20 creative guerilla marketing campaigns



Best 100 Guerilla Marketing Campaigns



Best 100 Guerilla Marketing Campaigns

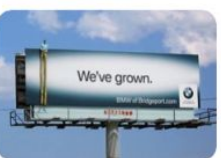
Find campsites for stargazing this weekend on Hipcamp.

Promoted by Hipcamp

Promoted by Mazda USA



5 Unconventional And Effective Guerilla Marketing Ideas - ...



Best 100 Guerilla Marketing Campaigns



Best 100 Guerilla Marketing Campaigns



Best 100 Guerilla Marketing Campaigns



Best 100 Guerilla Marketing Campaigns



Best 100 Guerilla Marketing Campaigns



Shoreditch is full of a**holes.

Someone has to keep them clean.



Natural gel to upgrade your loo roll.
wypeuk.com

wype*

... TODAY!
... S. BARS.
... NG
... ENTS
... EST.COM
... EST.COM
... 3021



... N FOOD FE

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CREATING BESPOKE STREET FOOD MARKETS & EVENTS AT YOUR OFFICE OR VENUE ACROSS THE UK

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... IN ONE

Crispy Juggler

BARREL BLACK SPICEL

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WWW.URBANFOODFEST.COM
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TO LET

Great office space available in Copenhagen.

Not just standard or average interior solutions, but unique in every way. You will work together with the best architects and get your say.

Interested?

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for more information



Oskar Jensen

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Tel. 70 26 61 61

Tel. 70 26 61 61

Tel.

Tel.

Just Good Copy

Email copy from great companies. Brought to you by Front.

Search for inspiration

#nurture

Or pick a tag



nurture

Offering you my personal email

Hi Ashley,

I noticed that you added some Ugmonk items to your cart but have yet to close the deal.

I wanted to check in and make sure all your questions are answered, and that you're not having any programs with the checkout process.



nurture

Hi Leads

Hi Leads,

We noticed that you signed up for Dropbox a while ago, but never installed the software. Installing Dropbox lets you:

- Easily save files to your Dropbox
- Get to your files from any computer or phone



nurture

What Didn't Work For You About ...

Hi Ashley,

I noticed you tried out MeetingHero, but haven't used it again in the last few weeks. I'd really appreciate you taking just a minute or two to share your feedback:

- What were you hoping MeetingHero would help you do when you signed up?



nurture

we miss you!

Greetings,



account update nurture

Need help refining your results?

Hello Ashley,



account update nurture

Deactivating account for time being

Hello Ashley,



nurture

Offering you my personal email

Hi Ashley,

I noticed that you added some Ugmonk items to your cart but have yet to close the deal.

I wanted to check in and make sure all your questions are answered, and that you're not having any programs with the checkout process.

I'm committed to doing everything I can to help out. Whether you have a question about the products, the designs, or need a recommendation, I'd love to hear from you! Shoot me an email - or feel free to finish checking out your purchases.

I'm incredibly passionate about design. I love the products that we make, and I think you will too!

I look forward to hearing from you,

Jeff
Owner and Designer
www.Ugmonk.com

TYPE

- Headers
- Features
- Social Proof
- Story
- Lead Magnet
- Ads

STYLE

- Simple
- Outcomes
- Creative
- Contrast
- Rhetorical
- Conversational

AUDIENCE

- B2B
- B2C

NEWSLETTER



Tell me more

#1 Marketing Newsletter
★ Read by 107k+

We find you amazing employees that cost 80% less than US equivalents.

Know if your B2B messaging hits the mark

With Ahrefs, you don't have to be an SEO pro to rank higher ★ and get more traffic 🏔️

Design principles for developers taught in a non pretentious, non-bullshitty way

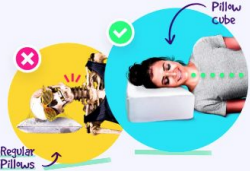
Healthy cereal that doesn't taste like this box.

If you don't get a job, you won't pay Lambda a penny

Understand how users are really experiencing your site without drowning in numbers.

ALL INGREDIENTS YOU'D EAT
Yumwoof is a collab between a NYC chef and pet nutritionist.

- ✓ #1 ingredient is fresh chicken
- 🍓 19 antioxidants for gut health
- 🥥 8% coconut oil for brain health



Don't Worry Folks
We Solved Side Sleeping

70% of Americans sleep on their side. But 100% of pillows are made for back sleepers! The Pillow Cube makes it easy to sleep on your side by offering proper alignment for your neck. Sounds obvious? It is.



Buy and sell cryptocurrency

Coinbase is the easiest place to buy and sell crypto. Get started today.





WHY IS DENTISTRY IMPORTANT?

Because even though *he's missing an eyebrow*,
the first thing you notice is his **smile!**

REVERSE-ENGINEERED MARKETING & COPYWRITING INSPIRATION

Where marketers & copywriters go to get inspired & learn the secret psychology of top marketing promotions.

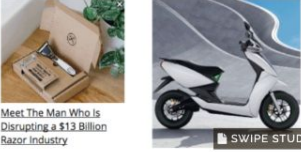
All Niches

All Types

 Control Tested

SEARCH

MODE: 317 Modern (Mid gos-Current) | 201 Classic (Early gos & Older)



Meet The Man Who is Disrupting a \$13 Billion Razor Industry

Ads Using The "Disruption" Hook

Compilation



Reduce Your Wrinkles Up To 56% the First Month!


Anti-Wrinkle Cream Ads Using The Same "Reduce Up to 56%" Hook

Beauty



Long-Running Banner Ad Copy from Shopify

eCommerce, SAAS (Software as a Service)



Ad Message Testing from Shopify

eCommerce, SAAS (Software as a Service)

Niche-Targeted Display Ads from Shopify

eCommerce, SAAS (Software as a Service)



Actions Speak Louder Than Words

Compilation of Various Apology Ads

Compilation



Apology Ad Campaign from Wells Fargo

Financial



Apology Print Ad from Chipotle

Food/Cooking

Have You Ever Wondered What You Would

CONTROL

FOCUS ON THE OFFER/SERVICE

CONTROL

QUIZ/QUESTIONNAIRE ADS

CONTROL

The new Rolls-Royce is designed to be owner-driven. No chauffeur required.

The Rolls-Royce is eighteen inches shorter than the largest domestic cars. With power steering, power brakes and an automatic gear-shift, it is very easy to drive and park.

WHAT makes Rolls-Royce the best car in the world?

"There is really no magic about it," says an eminent Rolls-Royce engineer. "It is merely patient attention to detail." Such details as these:

1. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.

2. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before fourteen coats of finishing paint go on.

3. The Rolls-Royce is guaranteed for three years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.

4. There is no metal-to-metal contact between the body of the car and the chassis frame—except for the speedometer drive. The entire body is insulated and under-sealed.

5. "At 60 miles an hour the loudest noise comes from the electric clock," reports the Technical Editor of THE MOTOR. The silence of the engine is uncanny. Three mufflers tune out sound frequencies—acoustically.

6. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a stethoscope to listen for axle-whine.

7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.

lack of fatigue in driving this car is remarkable.)

9. Another switch defrosts the rear window, by heating a network of 1360 invisible wires in the glass. There are two separate ventilating systems, so that you can ride in comfort and silence with all the windows closed. Air conditioning is optional.

10. The seats are upholstered with eight hides of English leather—enough to make 128 pairs of soft shoes.

11. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats. The backrests on the front seats are individually adjustable.

12. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and

cold water for washing, an electric razor or a telephone.

13. You can lubricate the entire chassis by simply pushing a pedal from the driver's seat. A gauge on the dash shows the level of oil in the crankcase.

14. Gasoline consumption is remarkably low and there is no need to use premium gas; a happy economy.

15. There are two separate systems of power brakes, hydraulic and mechanical. The Rolls-Royce is a very safe car—and also a very lively car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.



ROLLS-ROYCE AND BENTLEY

16. Rolls-Royce engineers make periodic visits to inspect owners' motor cars and advise on service.

17. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. The Bentley costs \$300 less, because its radiator is simpler to make. People who feel diffident about driving a Rolls-Royce, can buy a Bentley.

PRICE. The Rolls-Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs \$13,550.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, contact your local agent.

Jet Engines and the Future

Certain airlines have chosen Rolls-Royce turbo-jets for their Boeing 707's and Douglas DC8's. Rolls-Royce prop-jets are in the Vickers Viscount, the Fairchild F.27 and the Grumman Gulfstream.

Rolls-Royce engines power more than half the turbo-jet and prop-jet airliners supplied to or on order for world airlines.

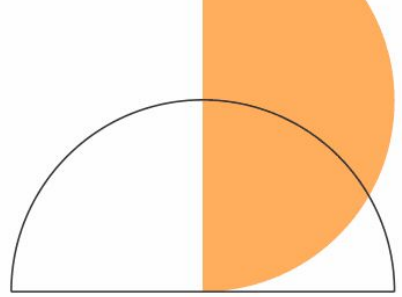
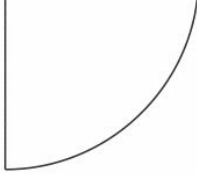
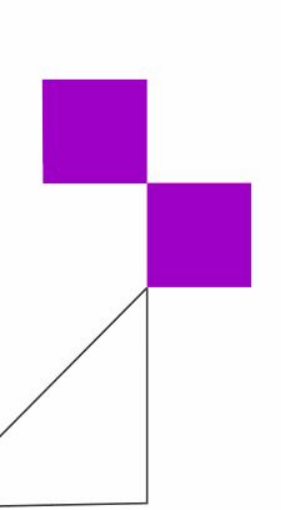
Rolls-Royce now employ 42,000 people and the company's engineering experience does not stop at motor cars and jet engines. There are Rolls-Royce diesel and gasoline engines for many other applications.

The huge research and development resources of the company are

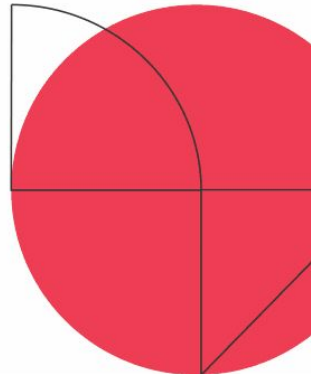
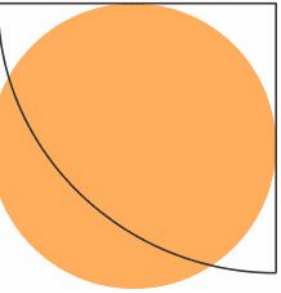
Appropriate given this ran in The New Yorker & targeted upper-class businessmen.

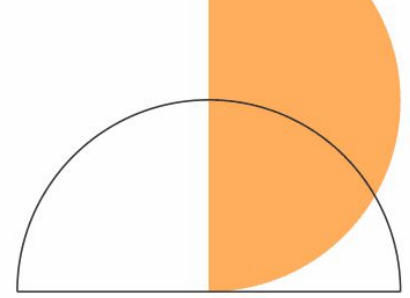
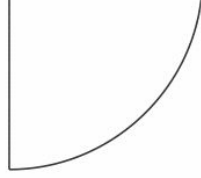
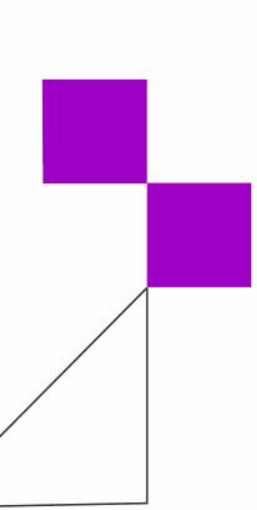
The depiction supports the headline -- no chauffeur. It appears a man is driving with several family members or friends.



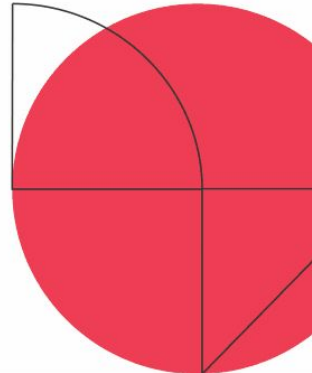
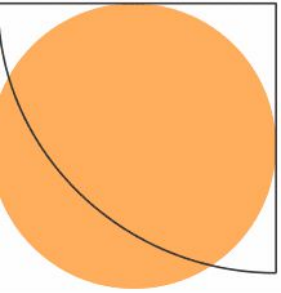


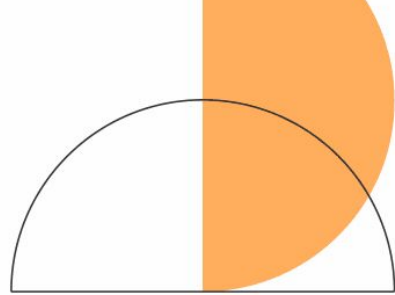
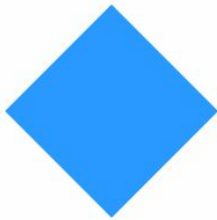
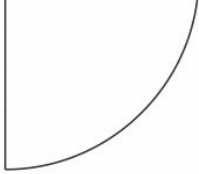
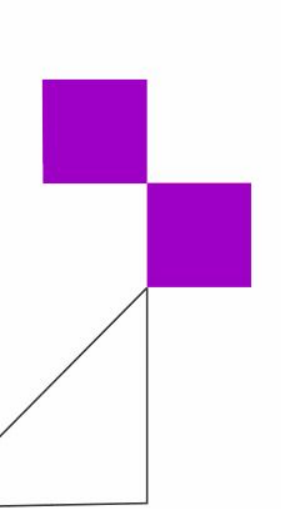
You get the idea



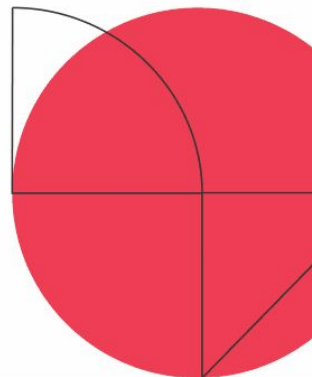
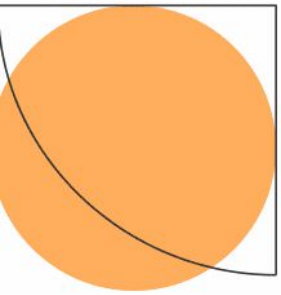


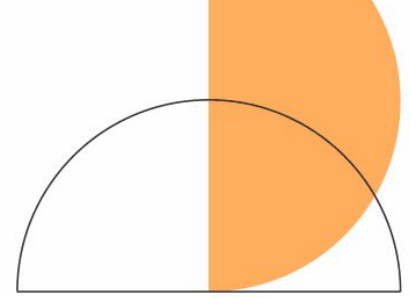
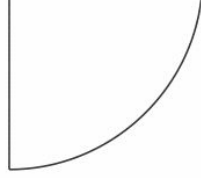
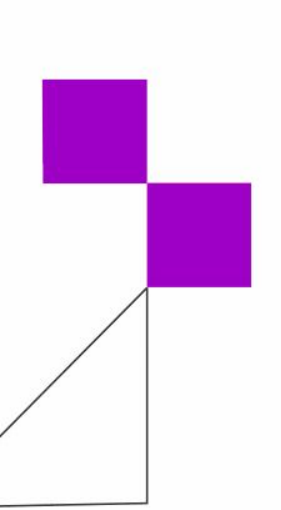
But whatever you do



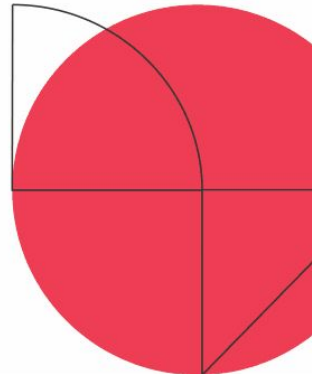
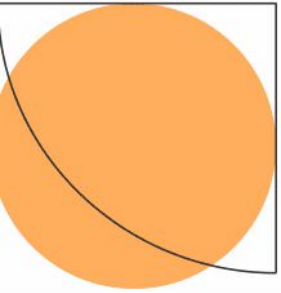


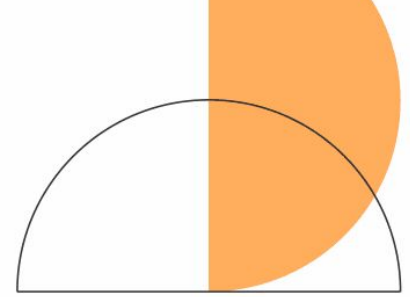
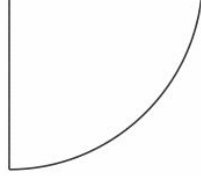
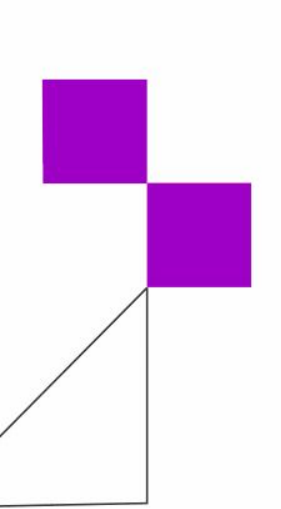
Be



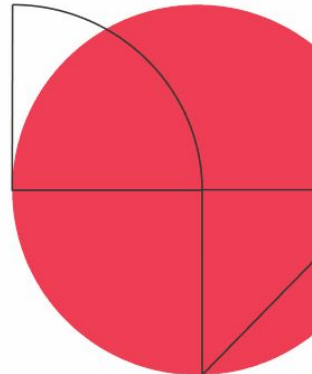
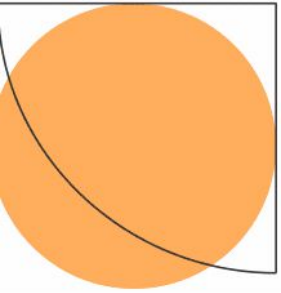


Be Really





Be Really Good

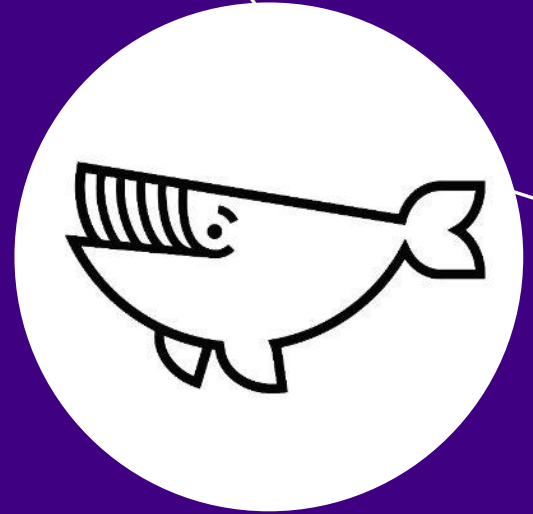




Thank you

@whale

**Matthew
Smith**





A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**

