

TIPS + TAKEAWAYS

THE IDEAS

The biggest budgets don't
necessarily equal the
biggest opportunities.

Don't just brand the brand.
Brand the idea.

Delving into a brand's
heritage could spark
ideas for the future.

THE CLIENT - AGENCY RELATIONSHIP

Successful risk-taking requires training. You can't create bold campaigns without first teaching your teams how to be resilient.

Assess whether both the client organization and the agency are structured for undertaking, and carrying out, bold work.

Say it out loud and say it often.

THE EXECUTION

Strike while the iron is hot.

Don't compromise on finding
the right partners.

If something worked
phenomenally once, it's not
a guarantee that it will again.

Find out more about the Webby Insights
Trend Report: Risk and Reward.