

squad

From:

What is...

To:

What if...

What is...

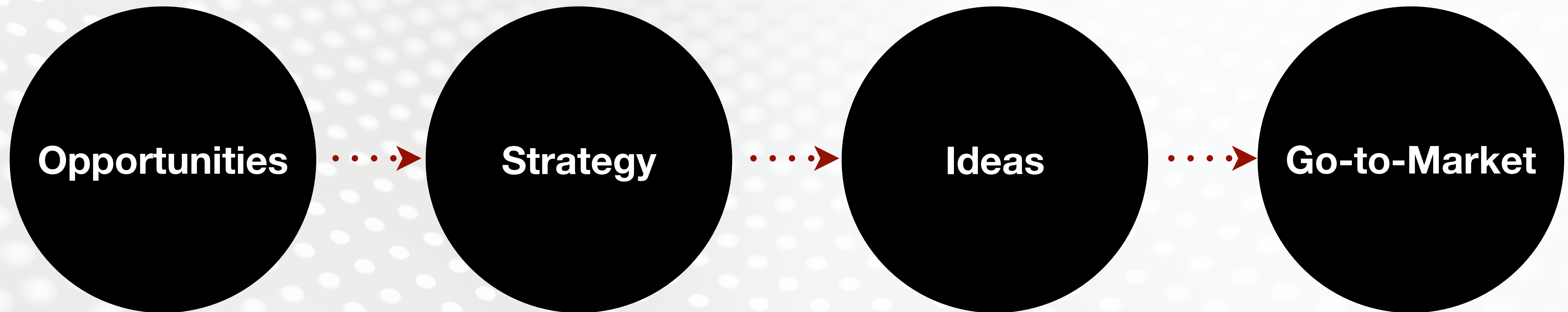
Opportunities

Strategy

Ideas

Go-to-Market

The assembly line approach to developing and launching ideas is simply too slow to keep up with today's consumer and client demands.



What if...

**we had a team structure
that brings together
complementary talents
to develop and deliver
innovative solutions at
real-time speed?**



Archetypes

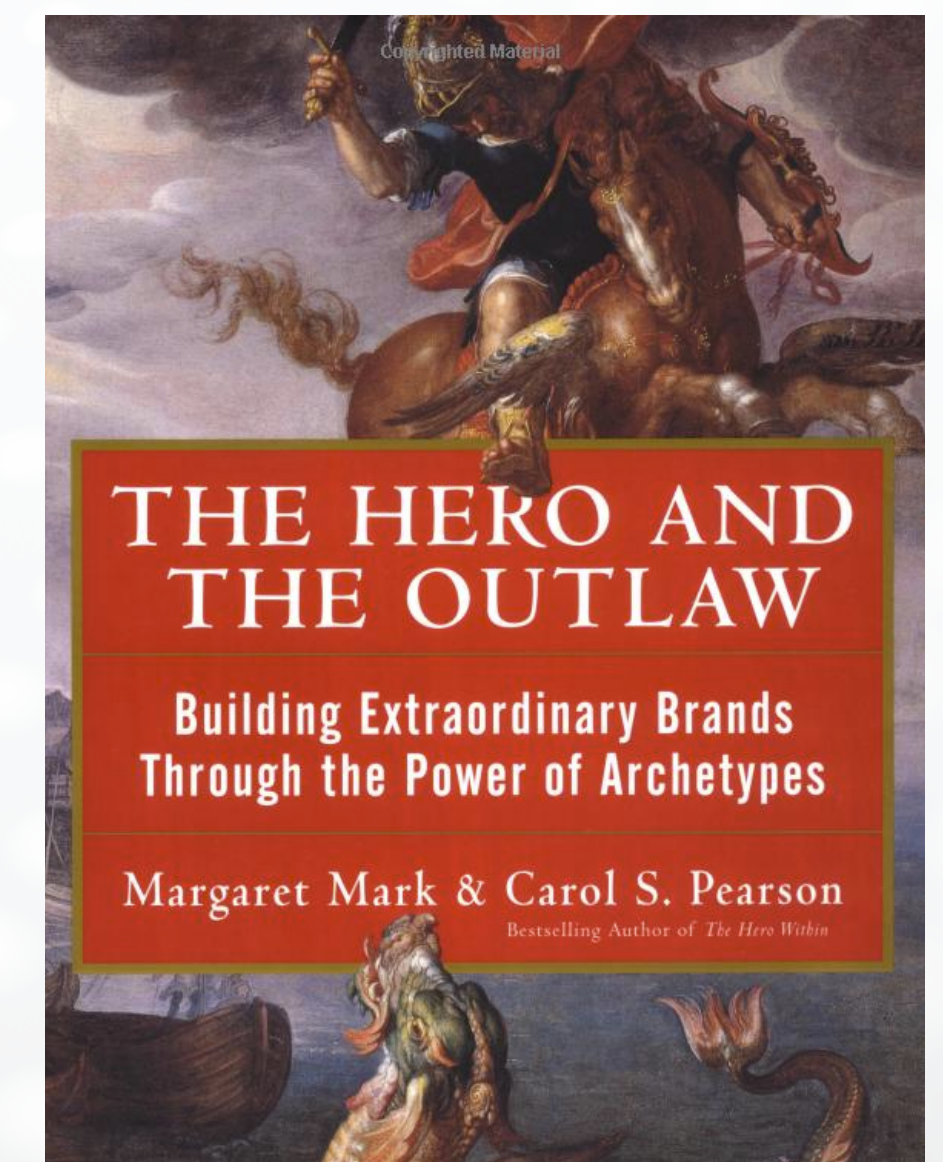
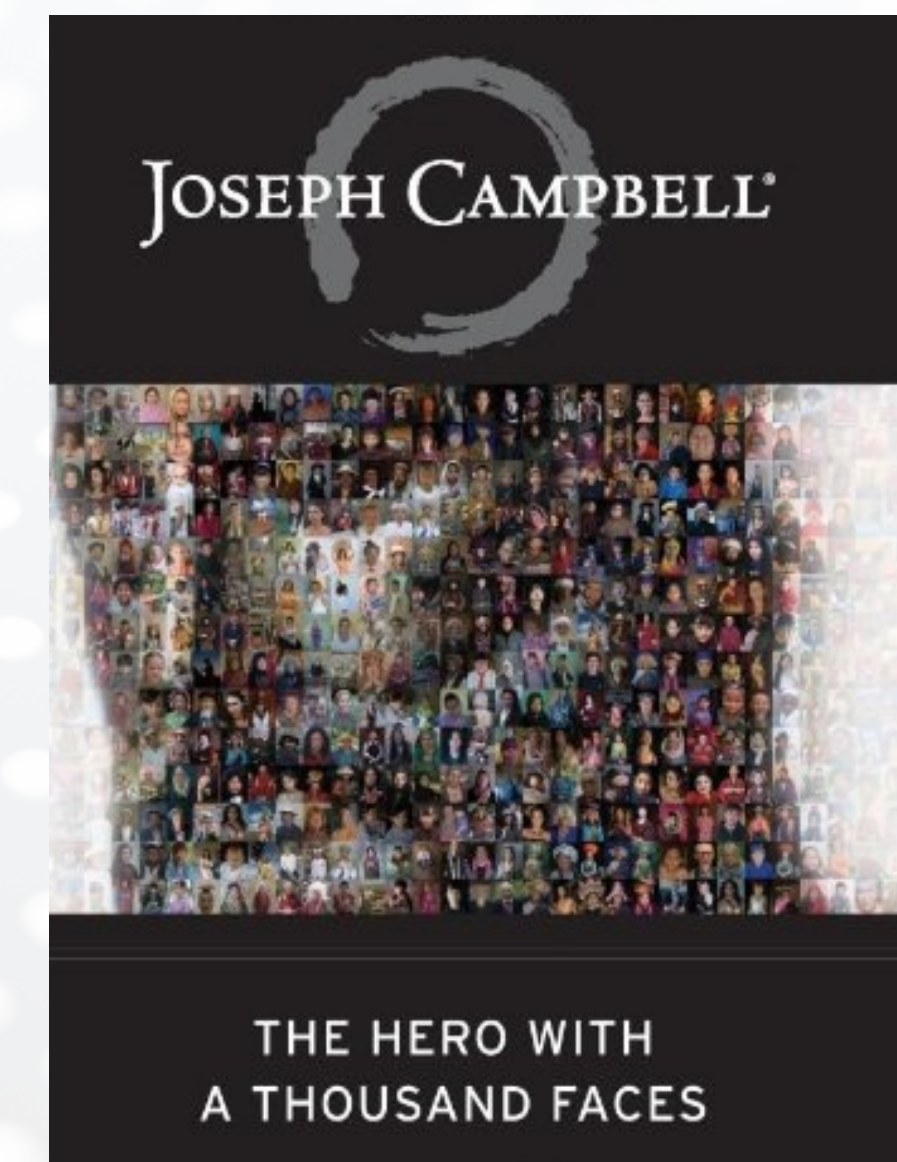
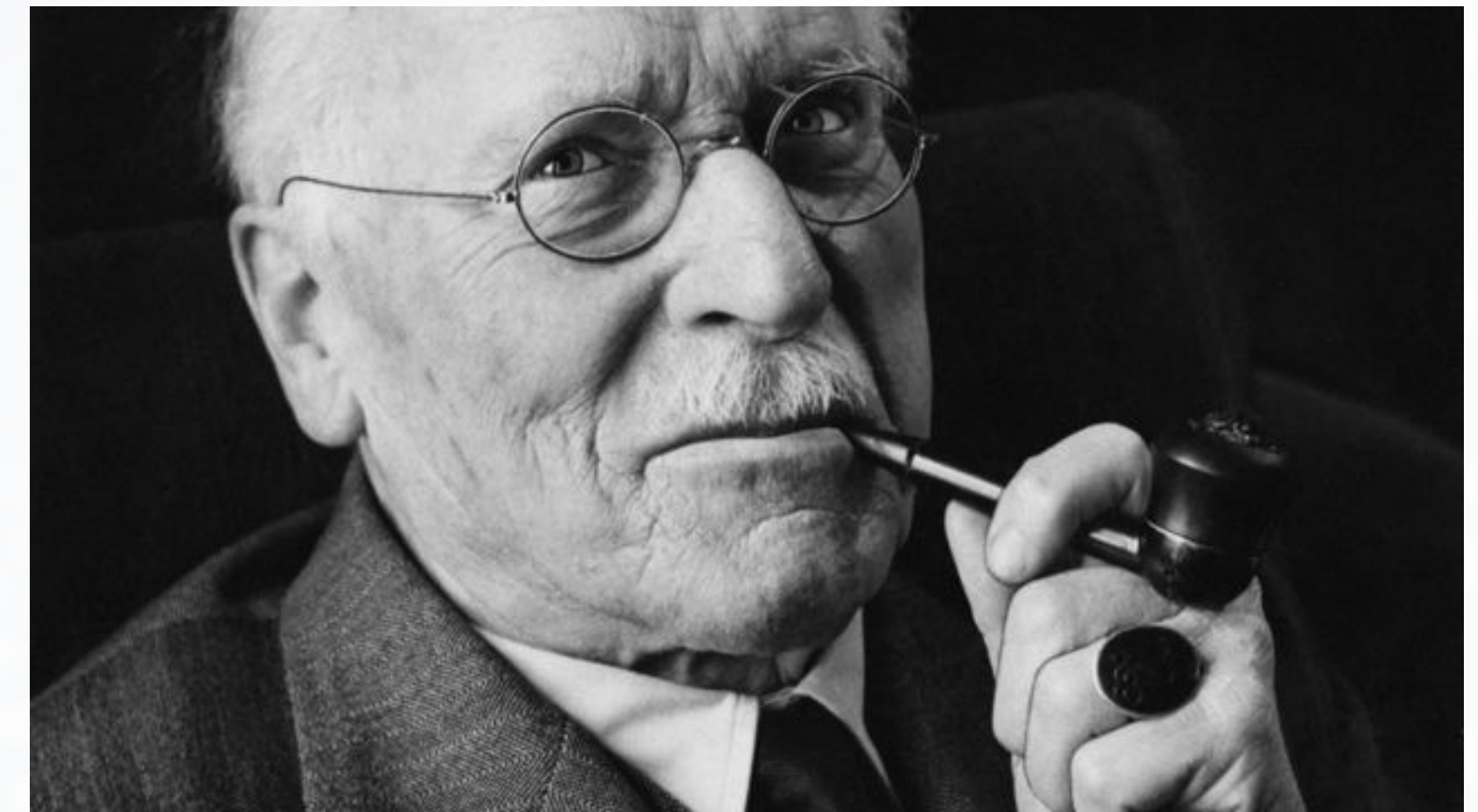
**To build the most potent, complementary team structure,
we looked to archetypes as a guide**

Archetypes

are a collectively inherited unconscious idea, pattern of thought, image, behaviors that are universally present in individual psyche.

They tend to be used in myths and storytelling across different cultures – more recently, they've been used in brand-building as a system for divining more meaning.

- Act as a filter for behavior
- Create a true-north
- Define an own-able tone
- Help reinforce internal values and external vision



12 Classic Archetypes



**This new team structure will
unlock the power of four
potent archetypes delivering
on one common mission...**



this
combined
team is

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The Creator
*“if it can be imagined
it can be created”*



The Hero
*“where there’s a will,
there’s a way”*



The Sage
*“the truth will
set you free”*



The Magician
*“I make things
happen”*



CREATORS OF
INFLUENCE

Their common mission is to be



CREATORS OF INFLUENCE

At DDB we create Influence.

Influence for McDonald's.

Influence travels further, moves faster and reaches deeper into people's lives.

Influential brands are able to move culture, category and community in a way that makes them irresistible.

The engine of our Influence is creativity fuelled by strategy.

We make both of these strong and relevant by understanding people and living with technology.

We operate within a dynamic world of rapidly changing circumstance where information and insight are amplified by swift and bold action.

We are on a shared path with McDonald's, moving them to be a more open-source, multi-channel content publishing brand.

We provide the right skills, and partner with the right people, to find better solutions that drive McDonald's business and propel the brand to a new sphere of influence.

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what we do

Act courageously

associations

Strength | Power | Bravery | Honor

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Primary Purpose

We produce opportunities that measurably and significantly build the client's business and, in turn, build the agency's business.

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Core Values

Front and center leadership

The expertise of marketing

Accountability for results

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Key Behaviors

Building client trust

Identifying & creating opportunities

Leading the agency team to
capitalize on those opportunities

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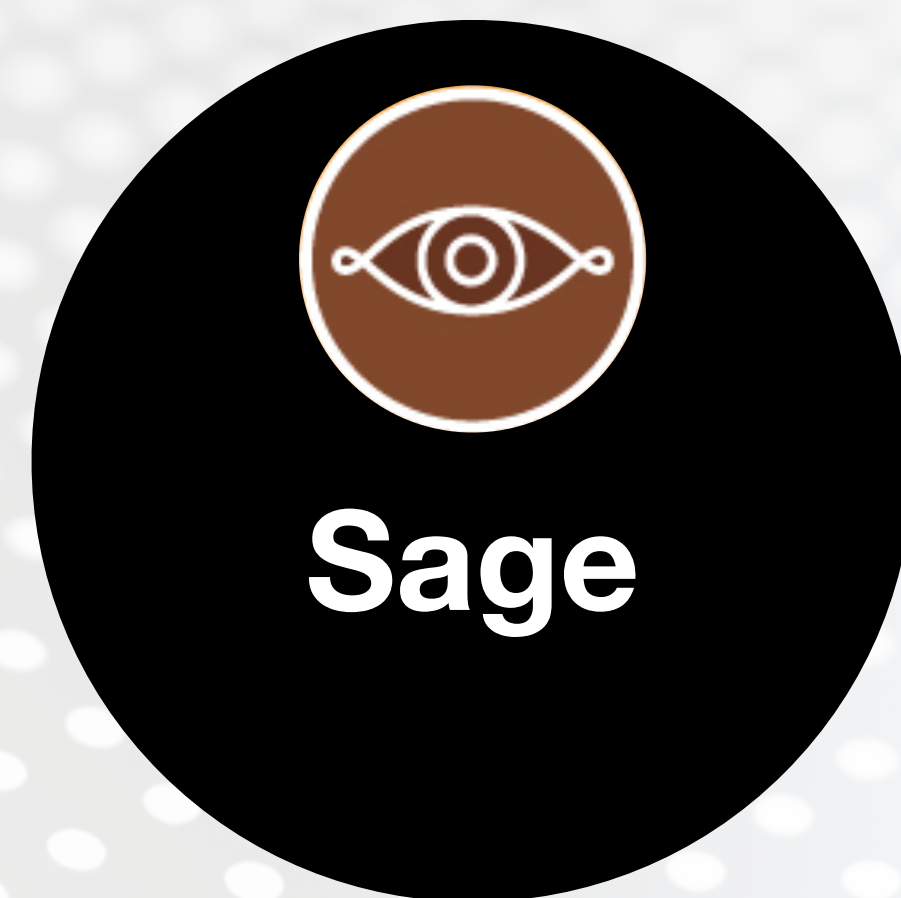
what we do

Seek Understanding

associations

**Thoughtfulness | Wisdom |
Truth | Independence**

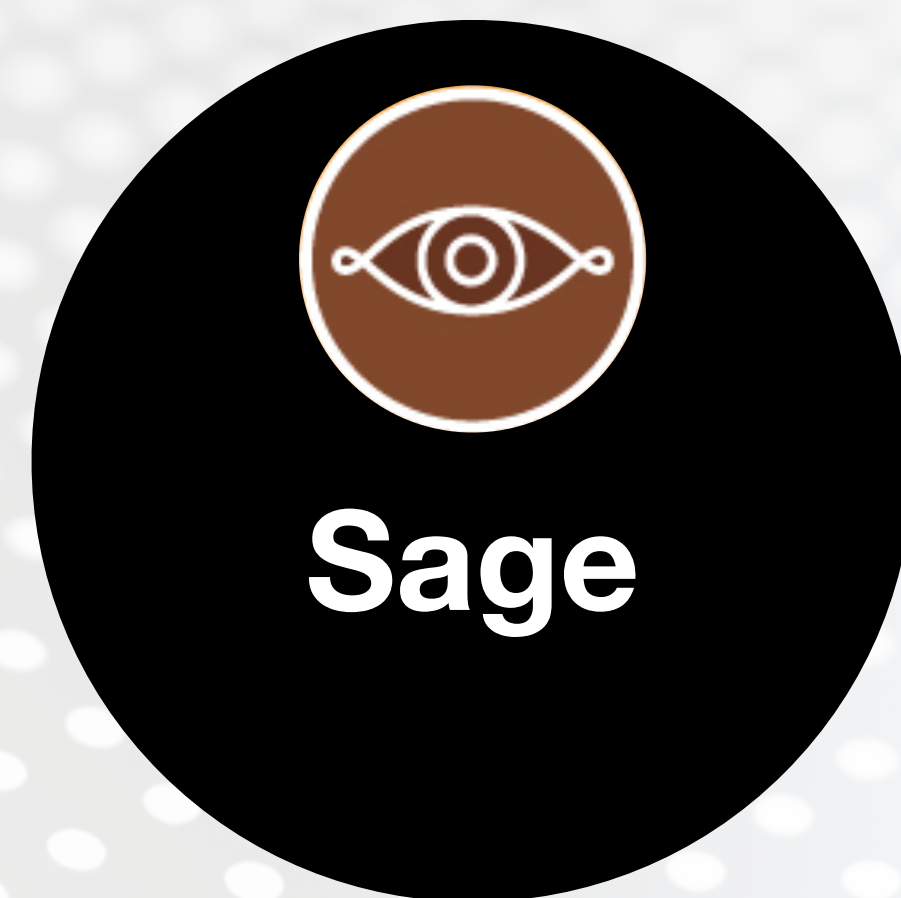
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Primary Purpose

We are on a deeper quest for truth through intelligence by identifying more sophisticated insights that will lead to fresh, smarter ideas.

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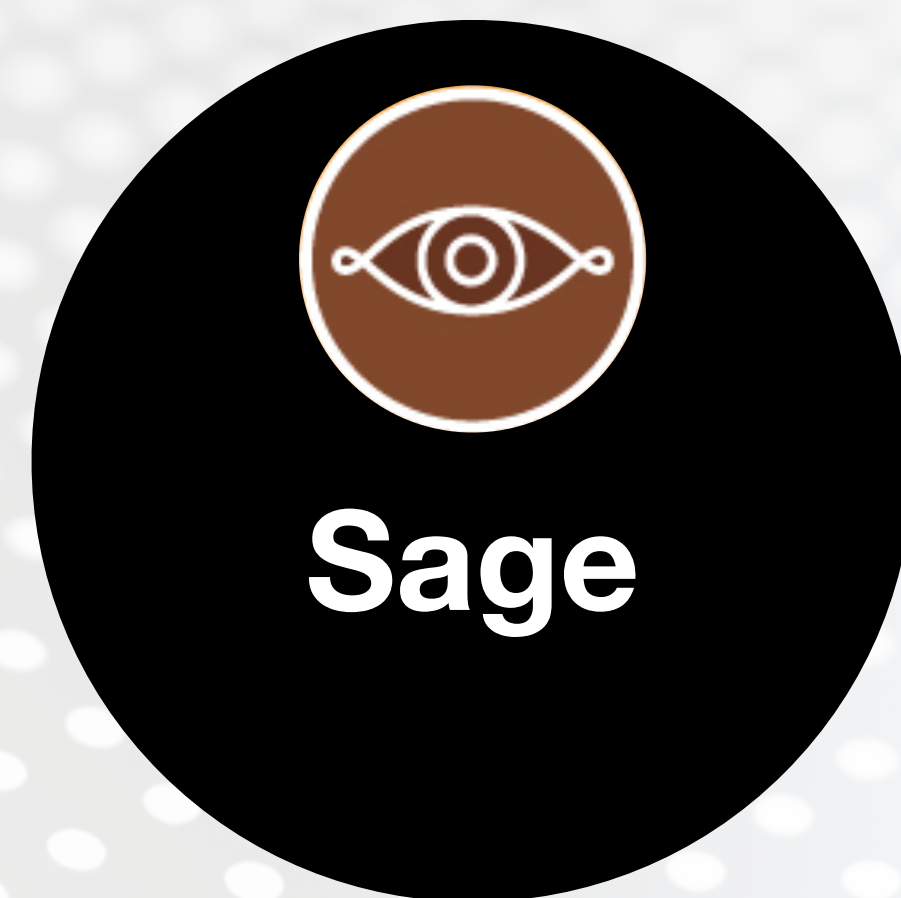
Core Values

Insatiable curiosity

Non-conventional thinking

An ability to start, spot, and support
breakthrough work

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Key Behaviors

Building credibility and thought-leadership with clients and partners

Unearthing thought-provoking insights through advanced intelligence

Partnering to turn insights into action

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what we do

Craft things of enduring value

associations

**Self-expression | Innovation |
Vision | Nonconformity**

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Primary Purpose

To take all the data, strategy and opportunities and artfully turn them into an experience that makes people smile, laugh, cry and/or think.

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Core Values

Humanity

Curiosity

Passion

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Key Behaviors

Always checking to make sure we're talking to real people, not ourselves.

Fighting the familiar.

Making people feel something:

“Just move me, dude.”

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what we do

Transform and Amaze

associations

**Imagination | Cleverness |
Change | Delight**

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Primary Purpose

To create brand experiences with impact, by combining new things in surprising ways

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Core Values

Seeing around the corner

Translating what could be done to
what should be done

Design through the prism of the
human experience

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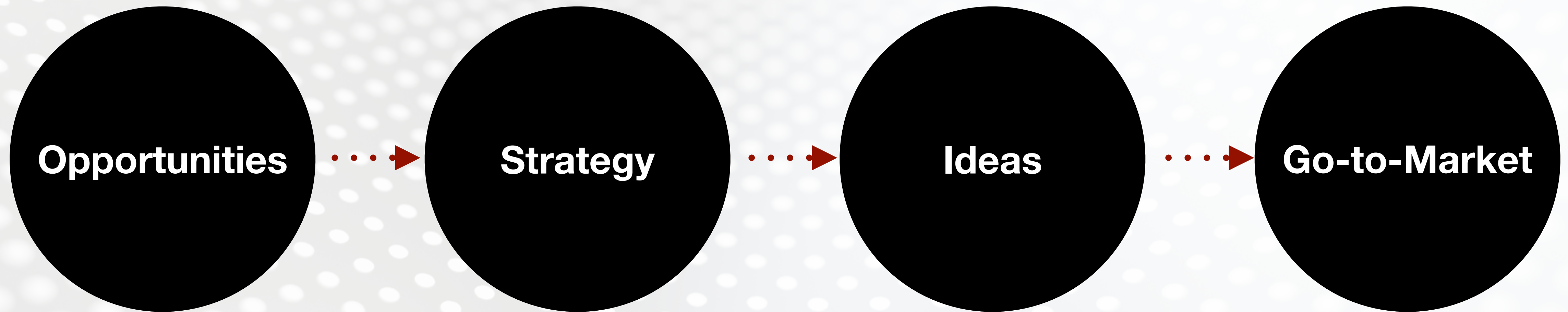
Key Behaviors

Dreaming of what is possible

Playing with the intersection of
human experience and technology

Solving the insolvable

Instead of taking an assembly line approach to developing and launching ideas...



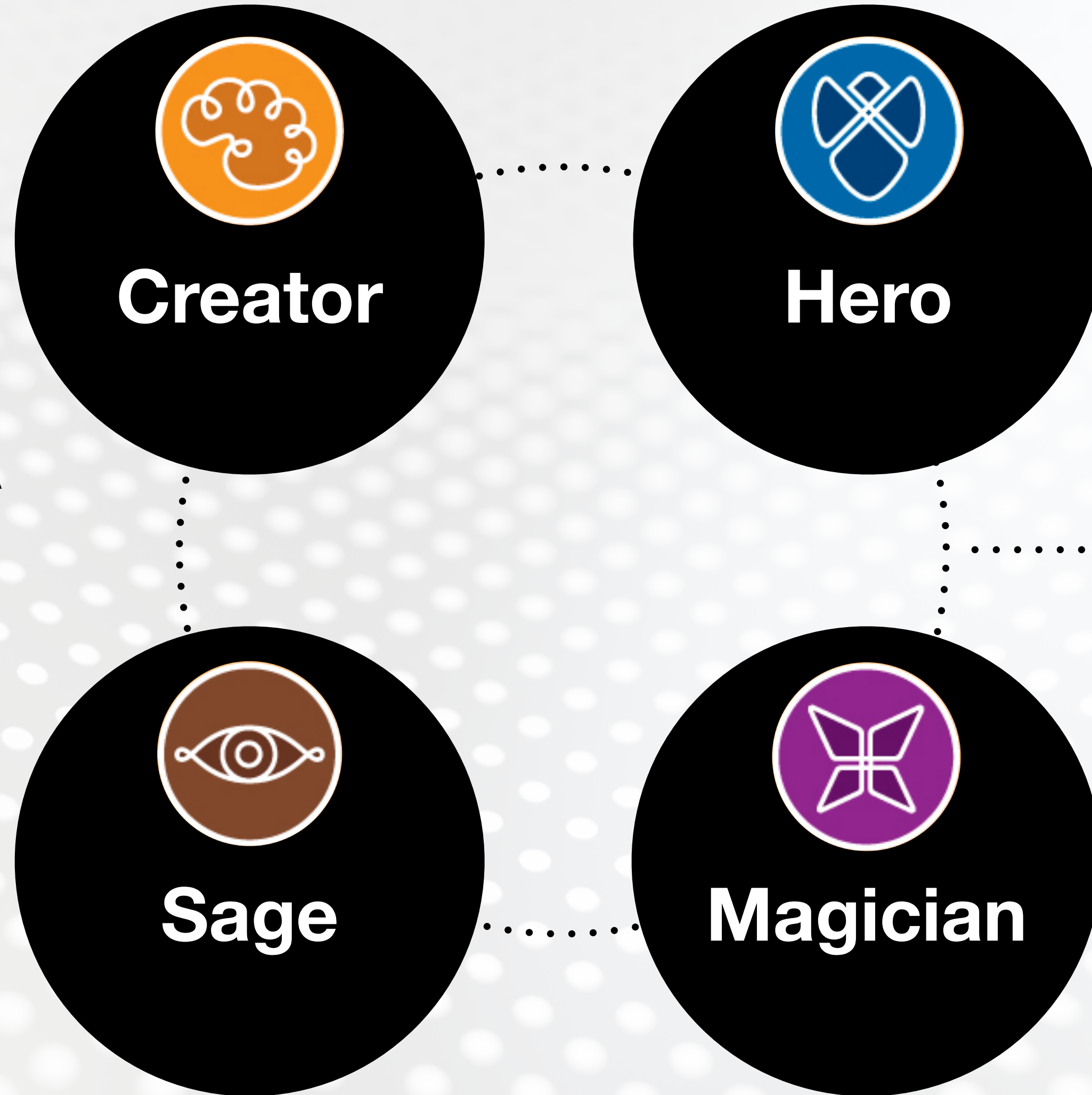
**Opportunities
Strategy
Ideas
Go-to-Market**

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squad^A

alpha sQuad



Taking on bigger issues facing the brand

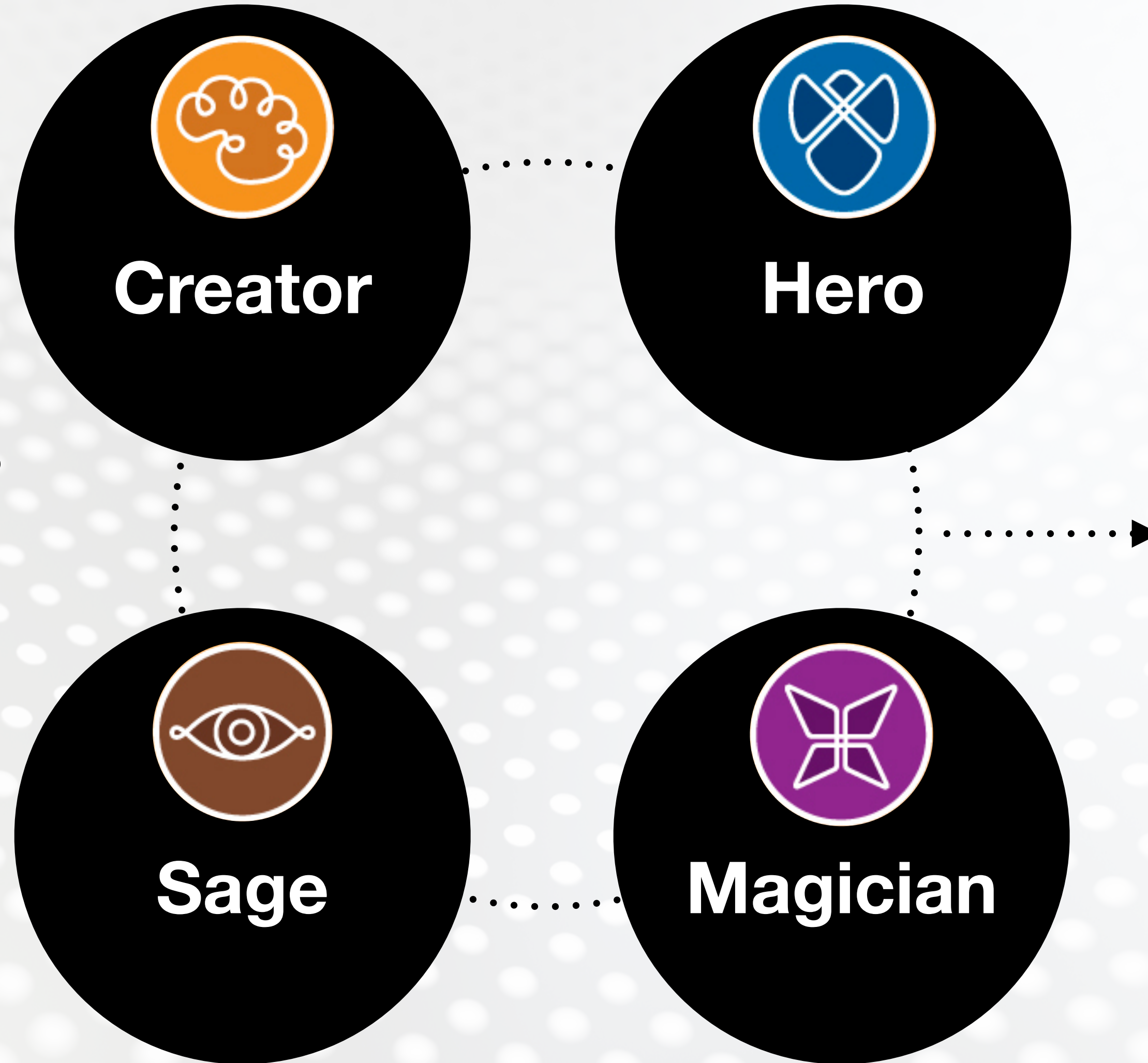
Product / team oversight

How will their output be evaluated?

What does success look like when they deliver?

squad^B

beta sQuad



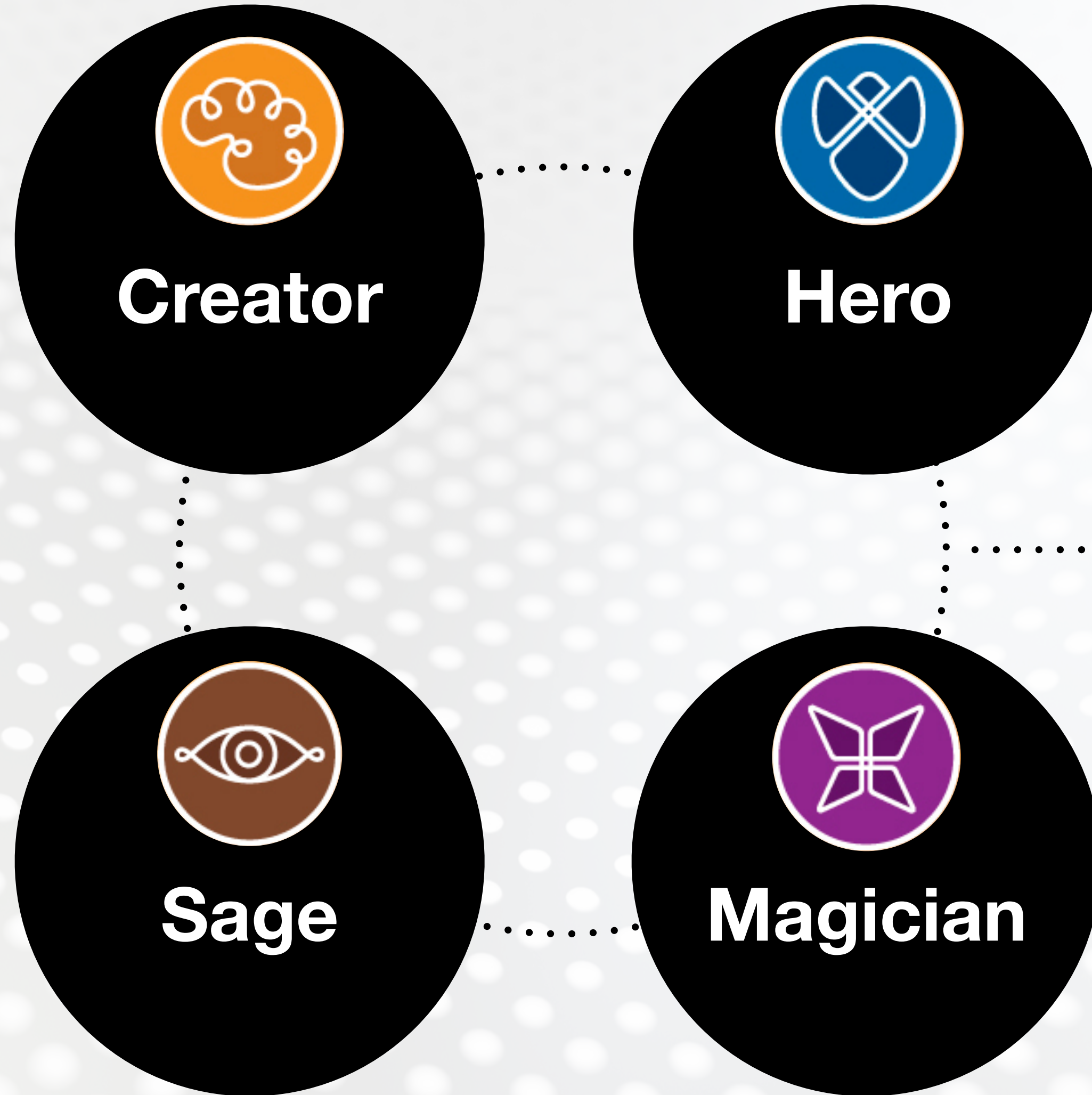
Taking on the big campaigns on the calendar

High level partnerships with strategic content partners

How will their output be evaluated?

What does success look like when they deliver?

squad^Δ
delta sQuad



Realtime idea generation

What's their secondary purpose?

How will their output be evaluated?

What does success look like when they deliver?

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Each sQuad will tap into an orbit of resources and partners at appropriate times



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How the team works and how it's different

We work as a multidiscipline team that's evaluated together vs. a group of departments

Our output is a team product not a department product

Makes the process nonlinear thus an idea can be led by an insight from any discipline

Not precious about where an idea comes from, just how it goes to market to create influence

**Can the use of sQuad
consistently produce
breakthrough work
product against the
demands of the
business?**

- **Activating the brand by leveraging a cultural phenomenon**
- **Introducing innovative food news**
- **Launching the brand's biggest technology initiative**
- **Inventing an energizing new consumer promotion**
- **Designing a strategic direction for the brand's future**

Yes.

- **Project Bluebird**
- **All Day Breakfast**
- **Global Mobile App**
- **NFL Game Time Gold**
- ***More of What You Love***

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Lurking questions

What's the proper name for the new discipline?

Alts include:

- **Experience Innovations**
- **Experience Design**
- **Creative Technology**
- **Experience Technology**
- **Innovation Design**

Who should lead this discipline?

Who will be staffed under him/her?

How do we operationalize this new approach?