

iapi

MIGHTY
JUNGLE

PRESENTS

WTF NOW?

when CHAOS comes

HOW can we CLAP BACK?

mark.pollard@mightyjungle.co

www.mightyjungle.co

SWEATHEAD Facebook & iTunes

[@markpollard](#)

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WANT MORE?

READING

1. How to do account planning - a simple approach
2. How to explain an idea: a mega post
3. A strategist's guide to books on writing

PODCAST Sweathead

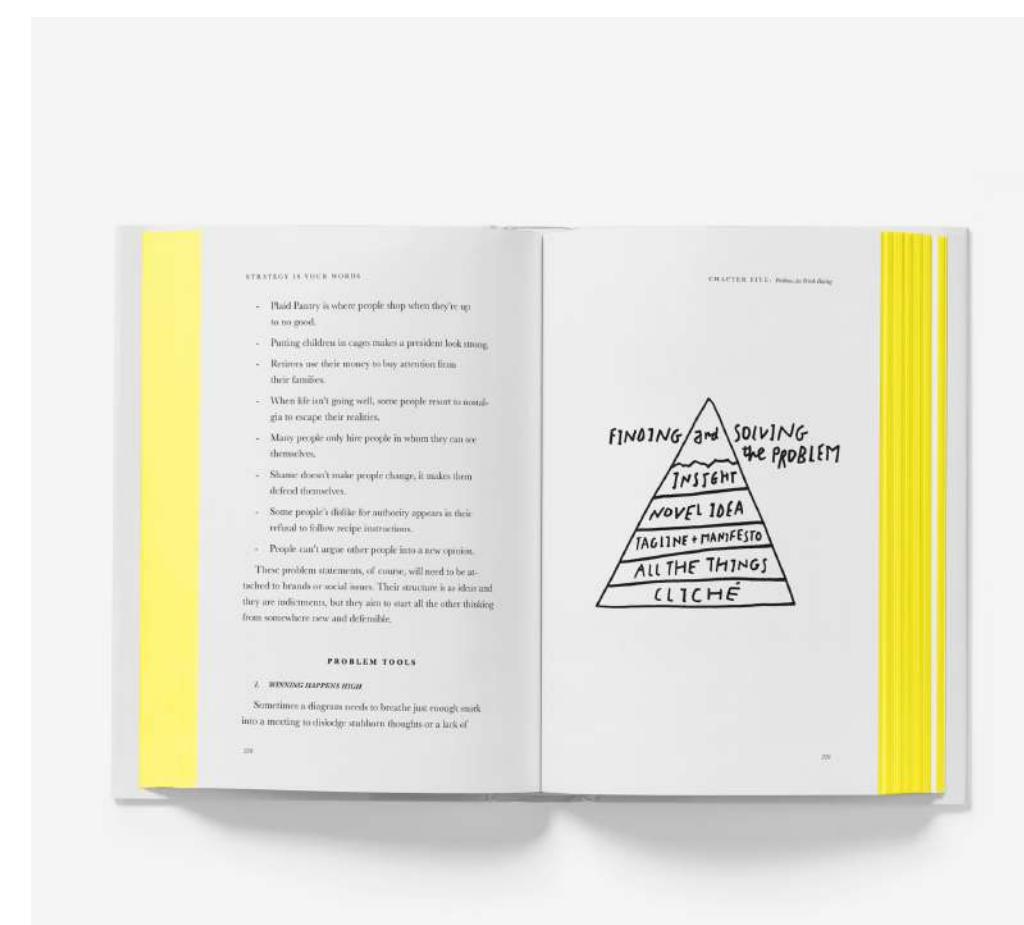
INSTAGRAM @markpollard

TWITTER @markpollard

SKILLSHARE STRATEGY CLASS <http://skl.sh/markpollard>

MIGHTY JUNGLE <http://www.mightyjungle.co>

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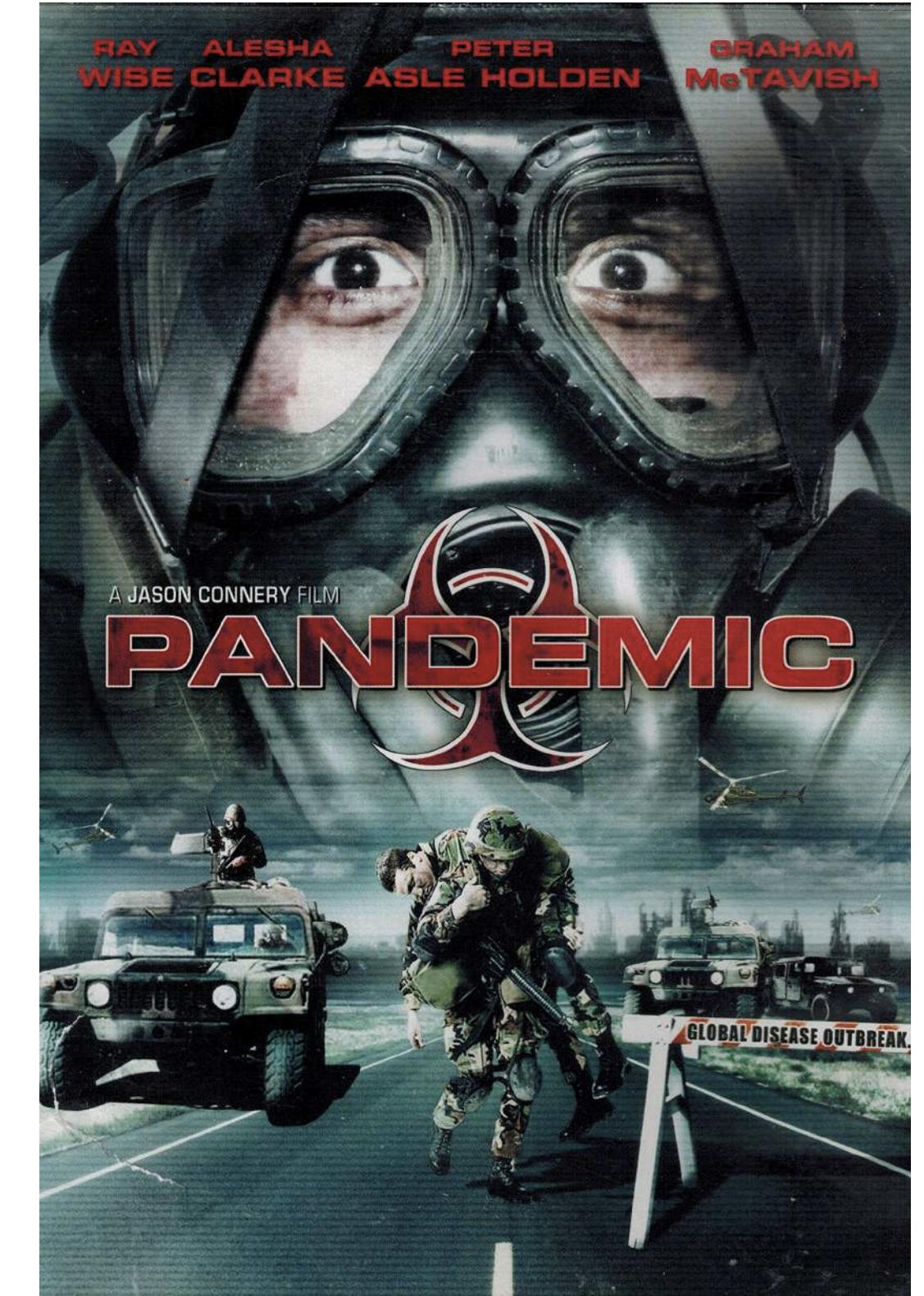
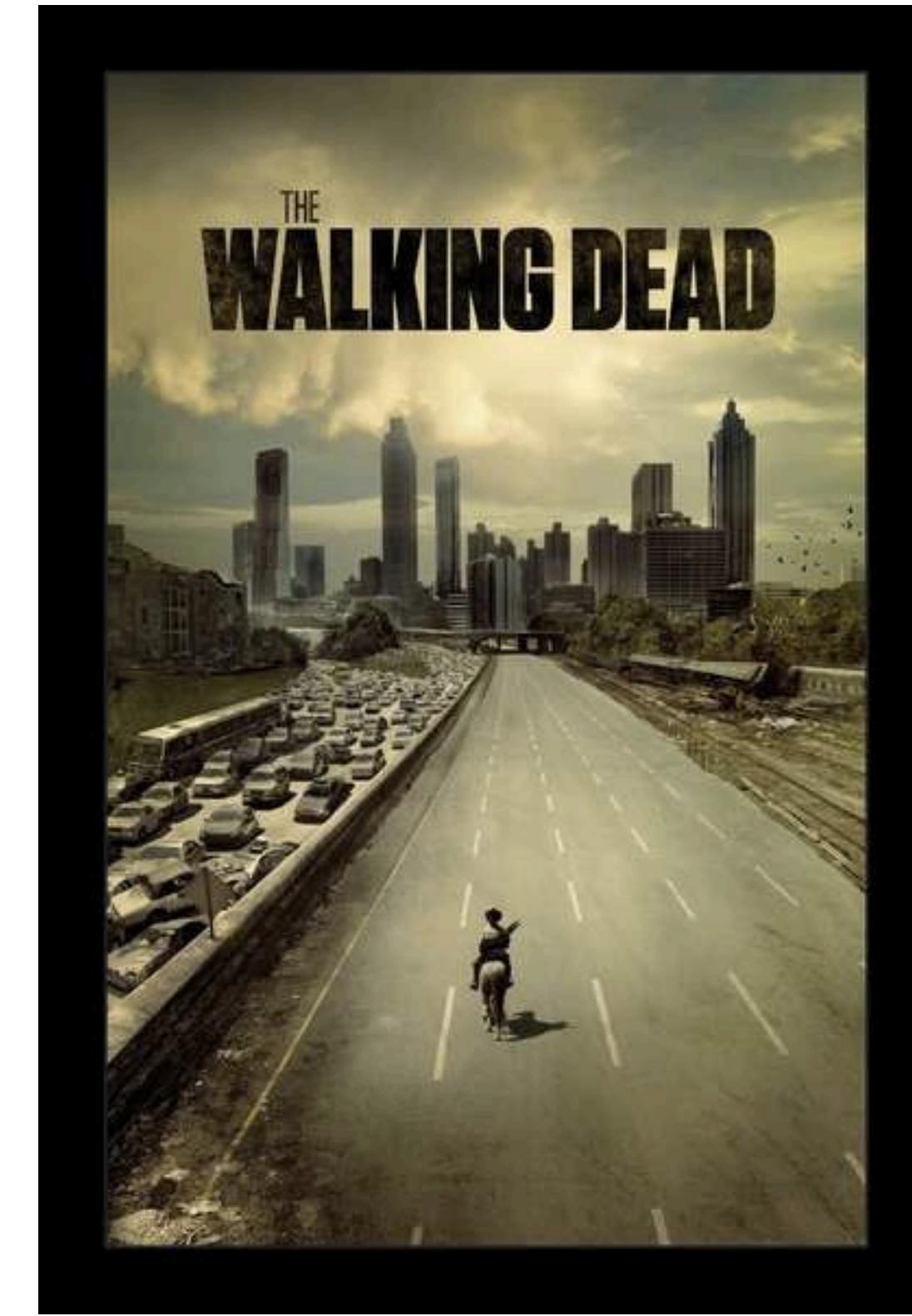
Strategy Is Your Words
Hopefully available in July 2020

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WTF?

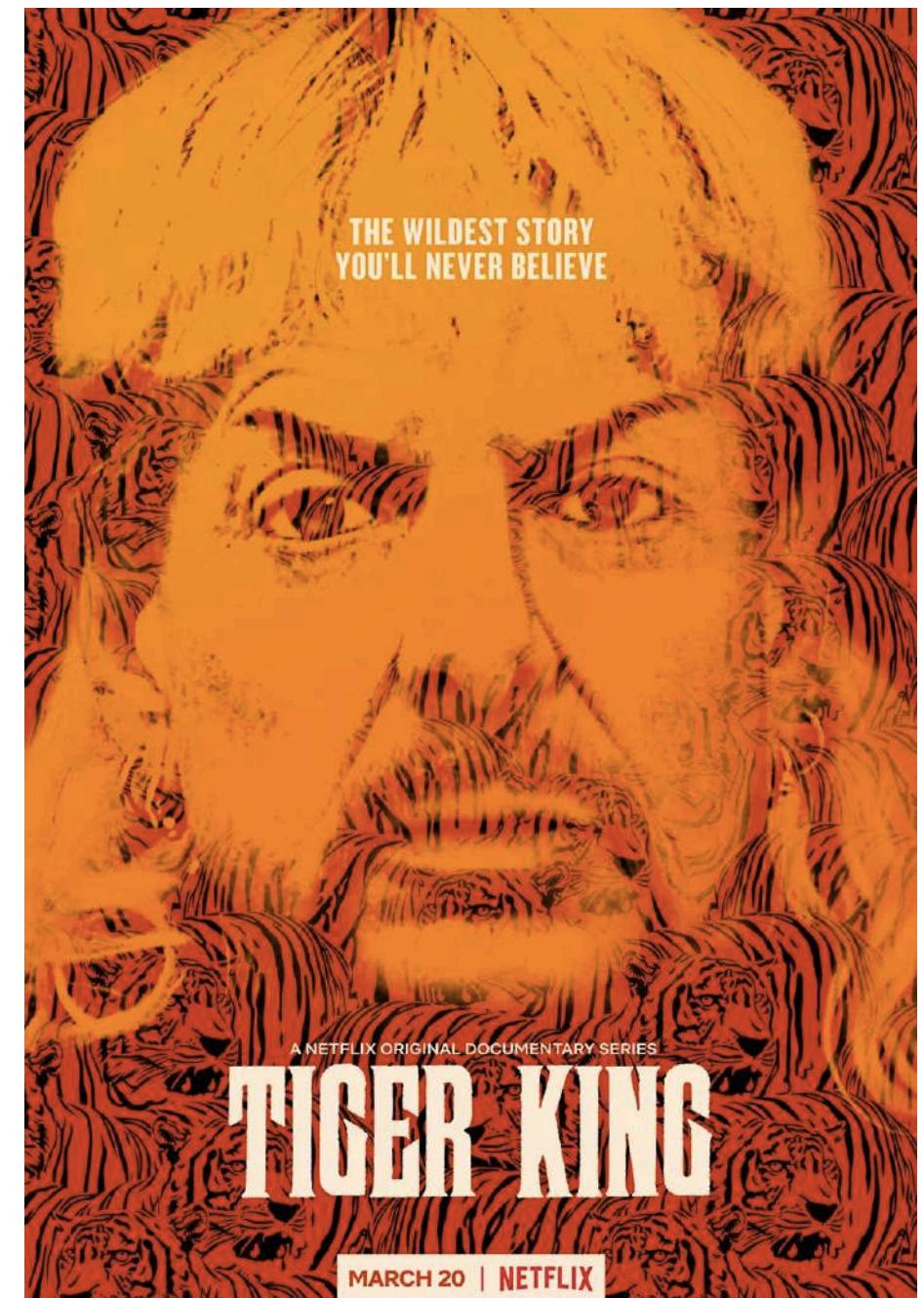
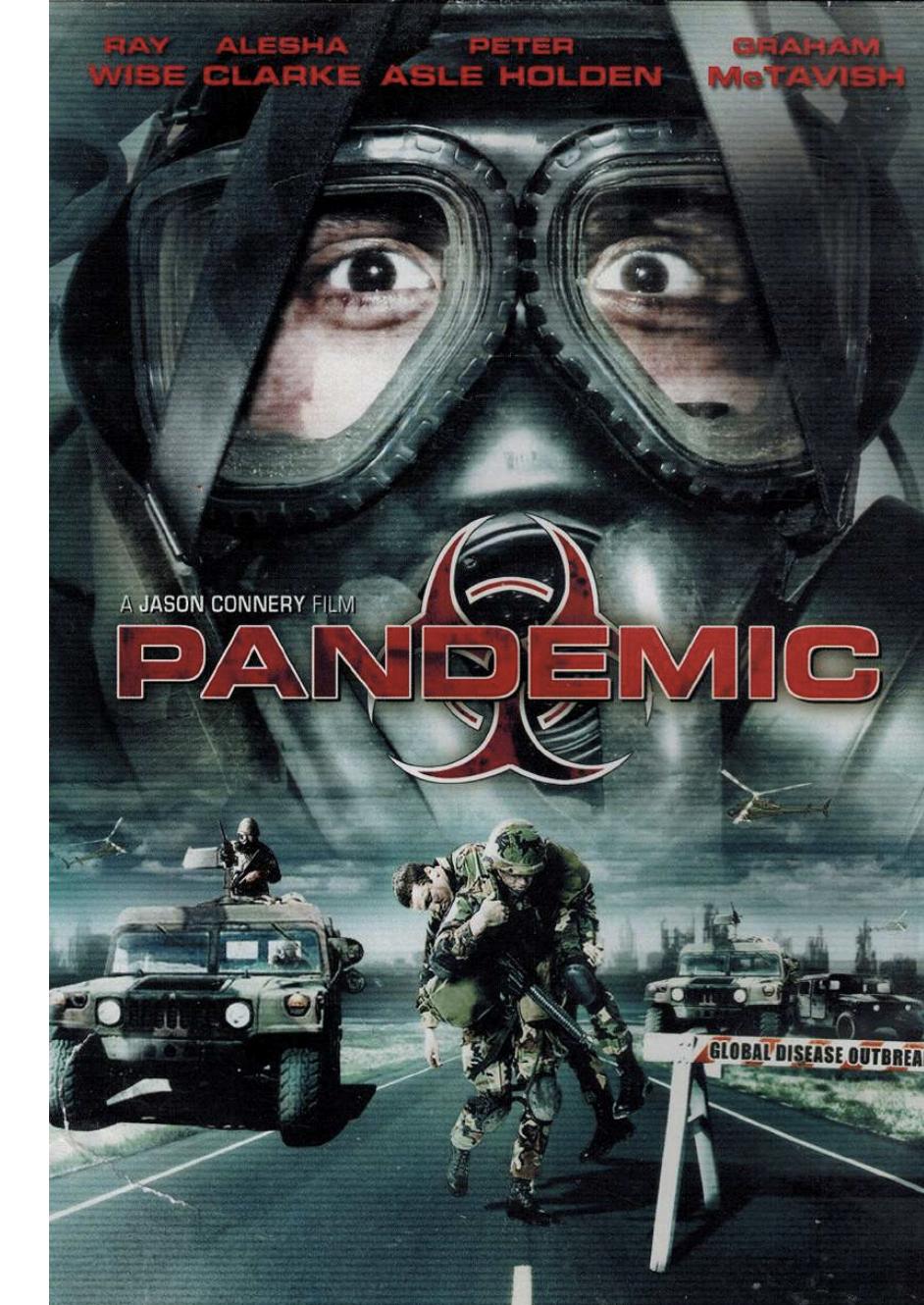
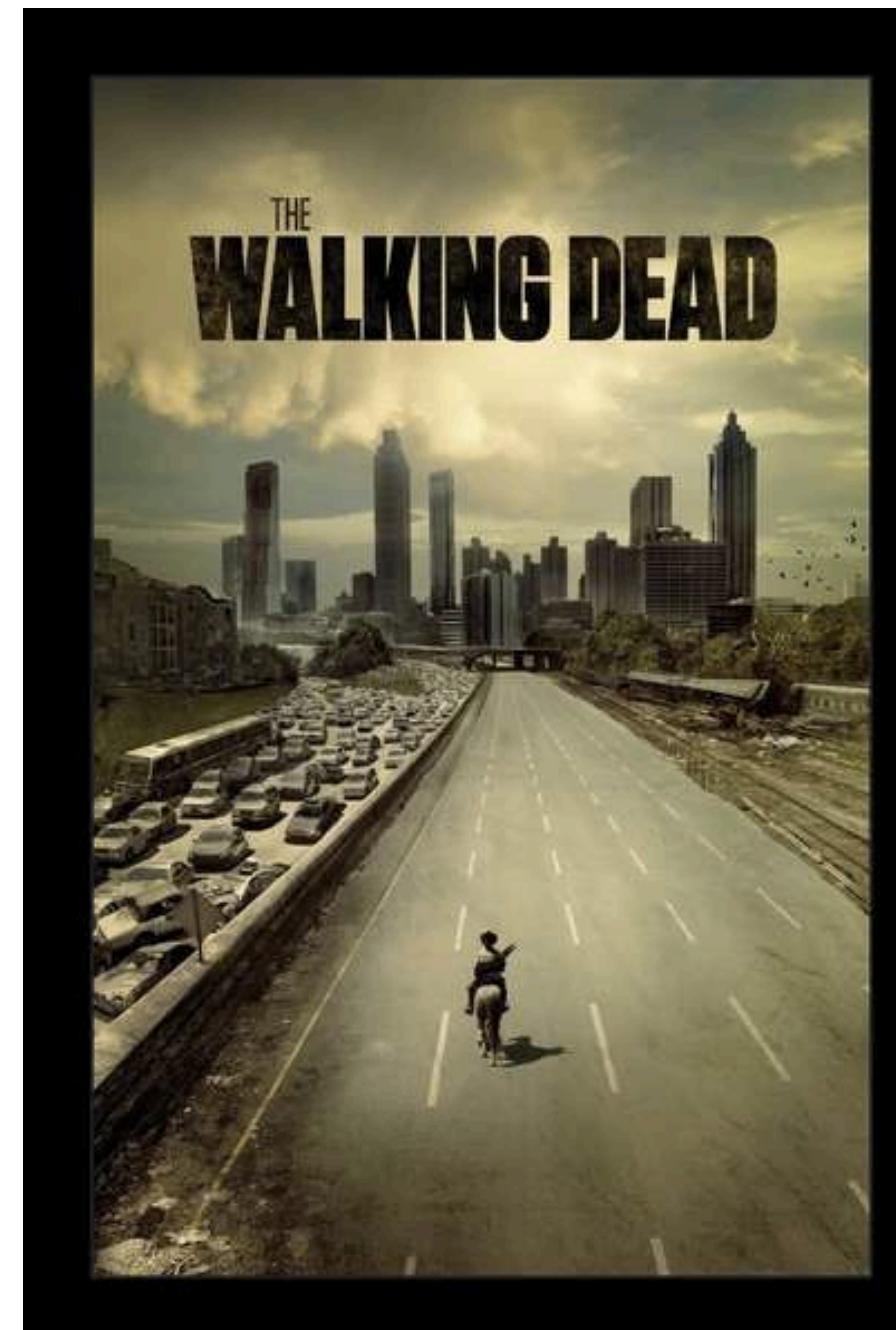
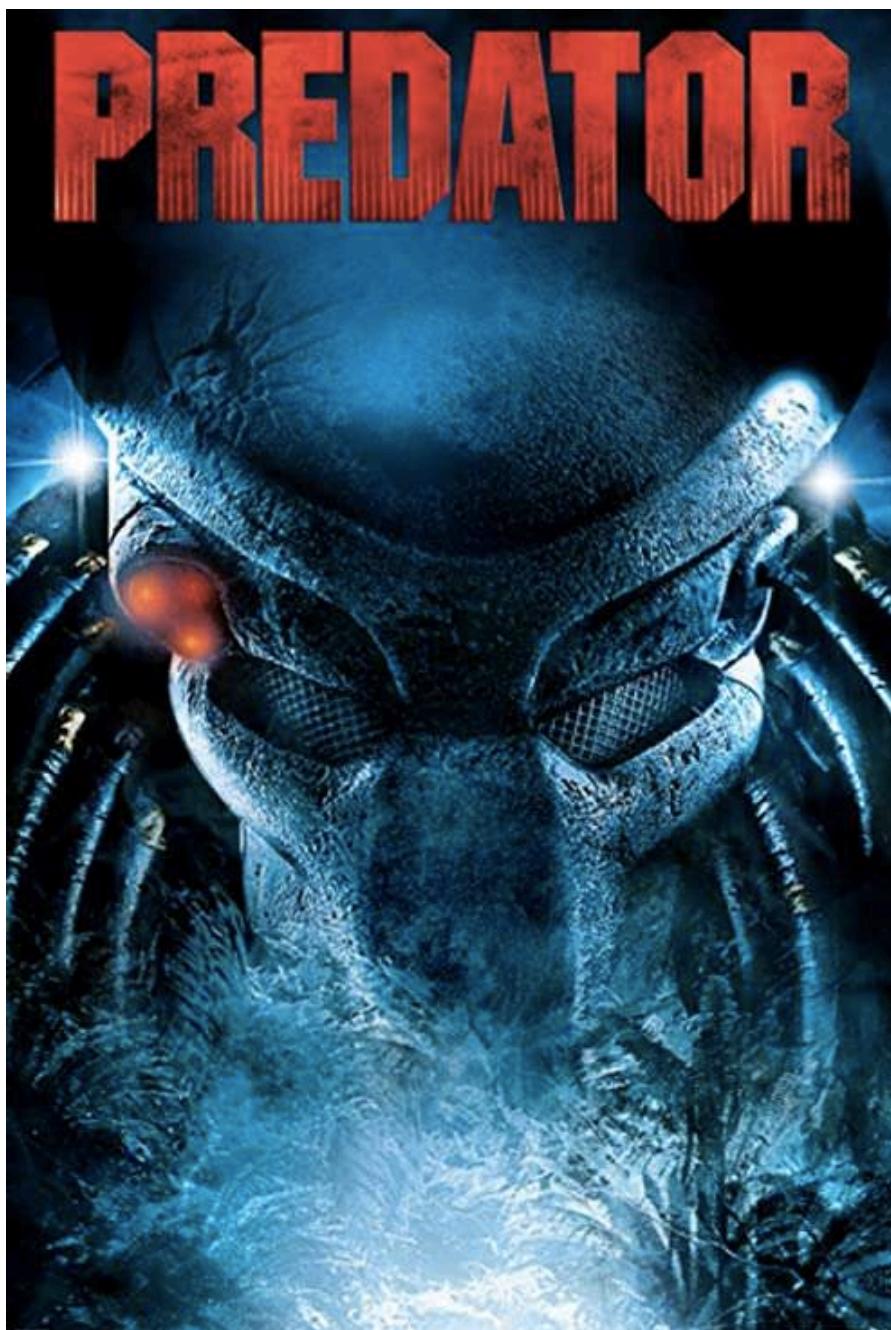
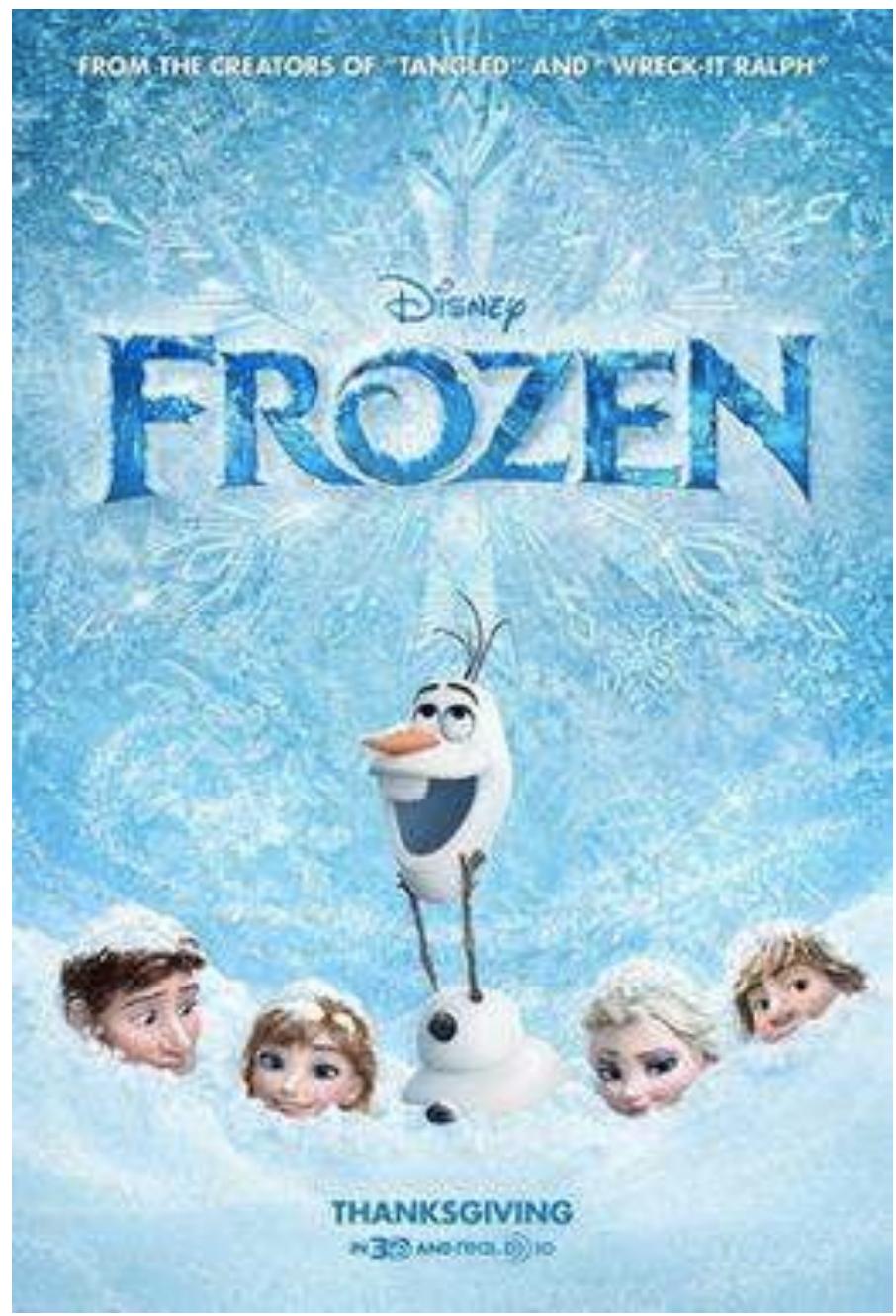
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YOUR STORY CHOICES RIGHT NOW



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YOUR STORY CHOICES RIGHT NOW



Freeze

Opportunism

Zombie

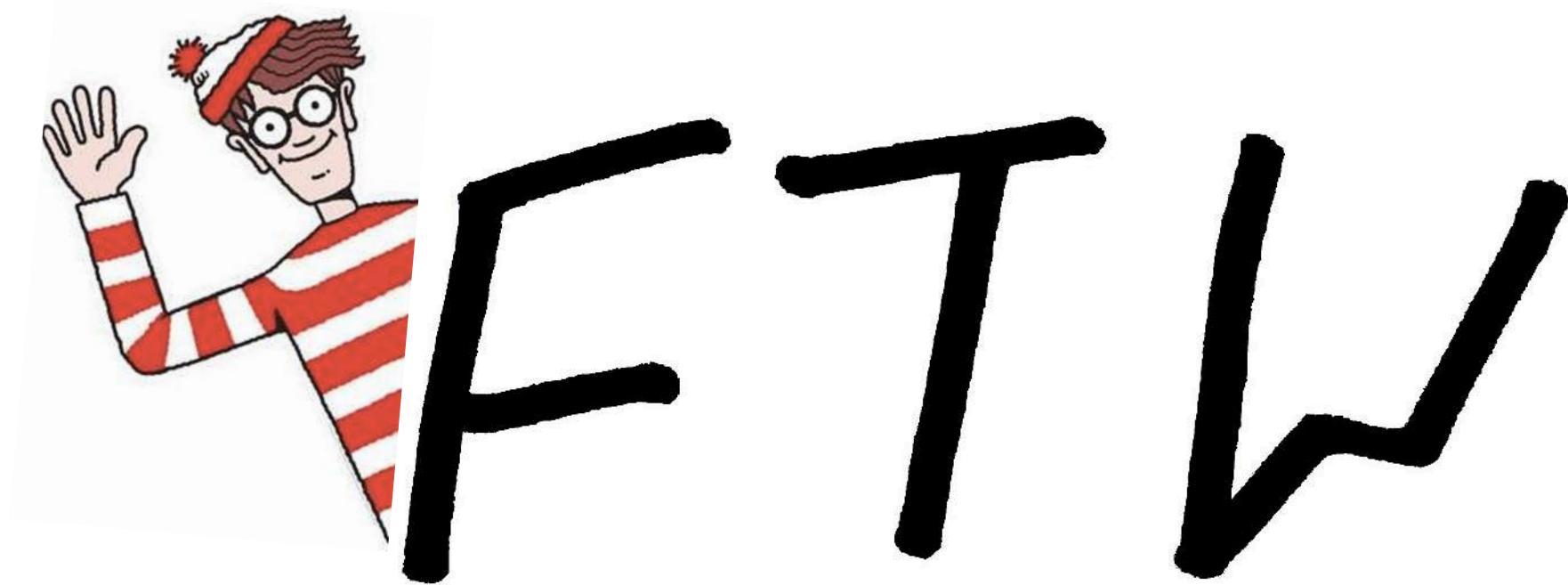
Warfare

Imagination

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Problem

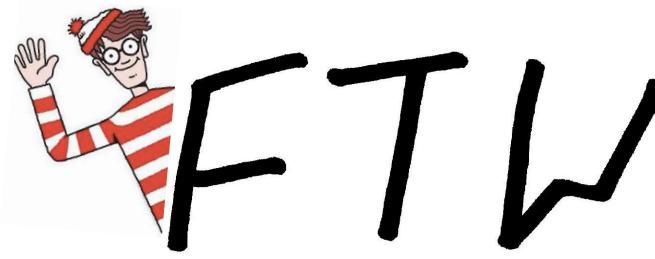
We're freaking out and don't know what to do

Insight

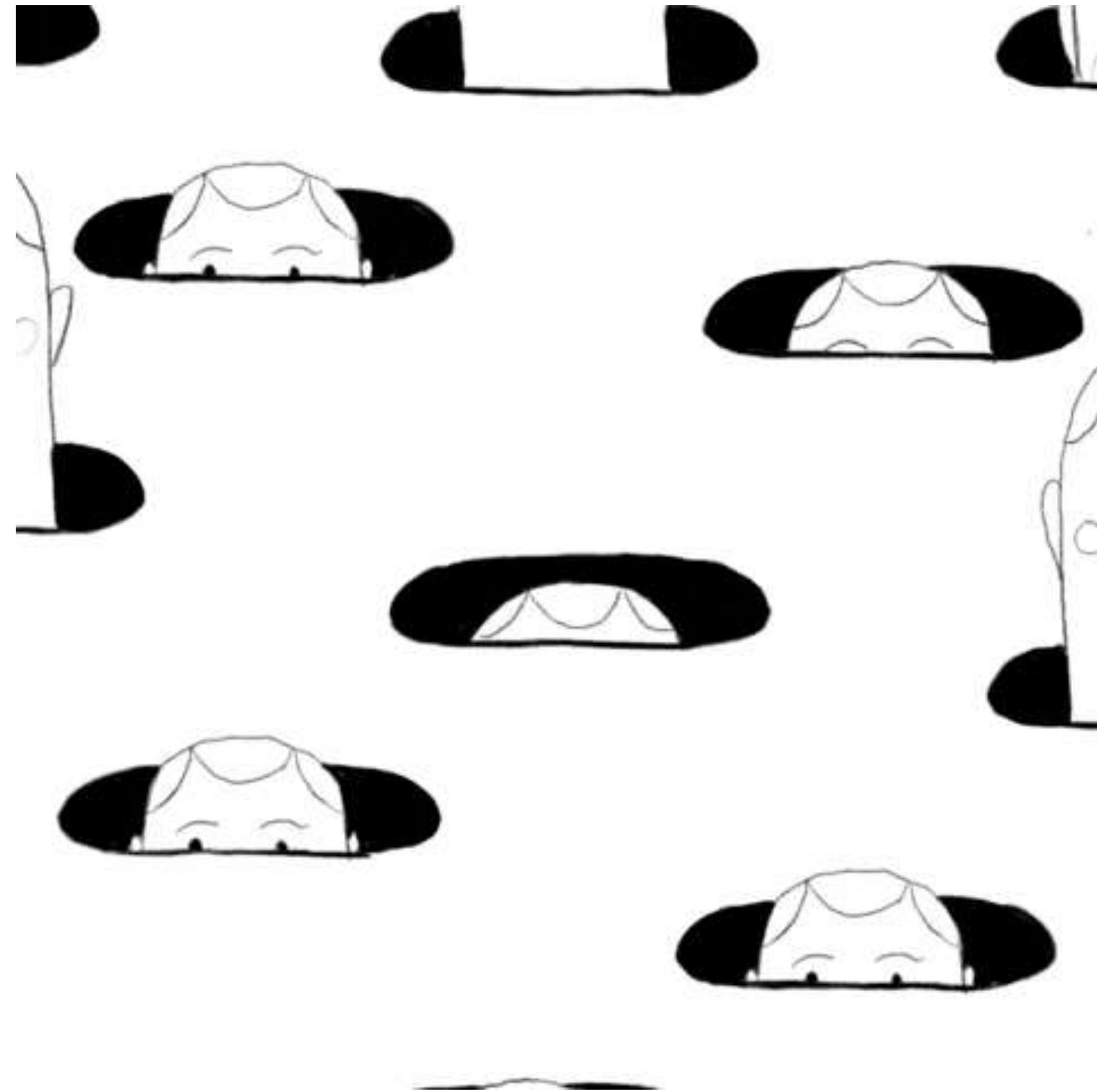
We've always made up what to do - the point is to do

Strategy

Take gentle actions to stay sane



1. Find your verbs



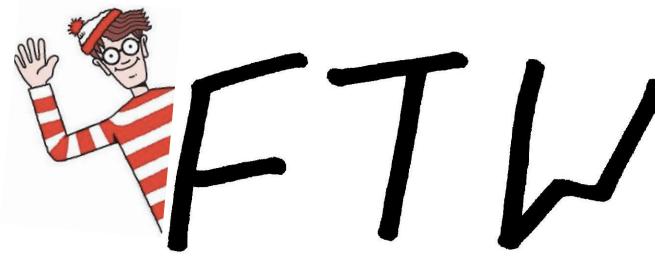
When you are alive,
what are you doing?

FTW 2. Walk to a beat



What cadence do you need
to keep?

What cadence can you
keep?

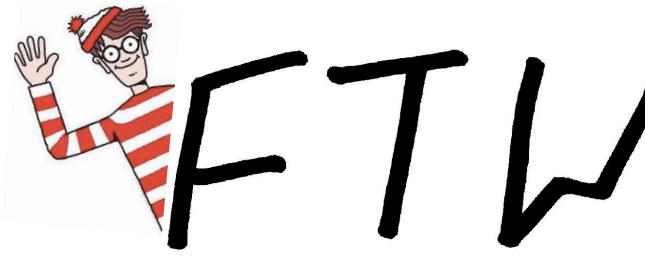


3. Work out what you're doing here



Can you sharpen your
mission?

Are you an employee,
artist, or entrepreneur?

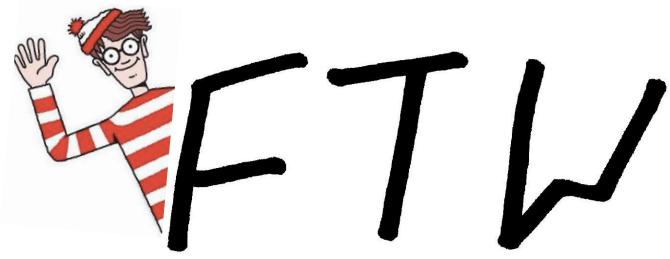


4. Avoid crowds



What's the best way to get
your work done?

30 people in a Zoom
workshop - really?

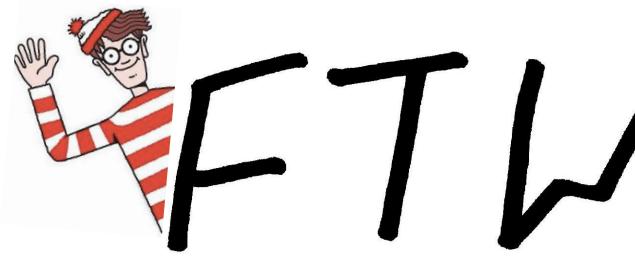


5. Find pockets of money



There's never been more
money in the world - can
you find it?

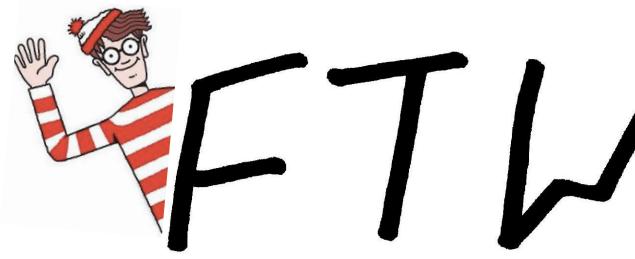
* I don't mean to be crass and hyper-capitalistic
(because I'm only one of these things)



FTW 6. Ask your employees for ideas



How about asking them for
ideas rather than needing
to feel all boss-like?



7. Help people along the way

Review a portfolio

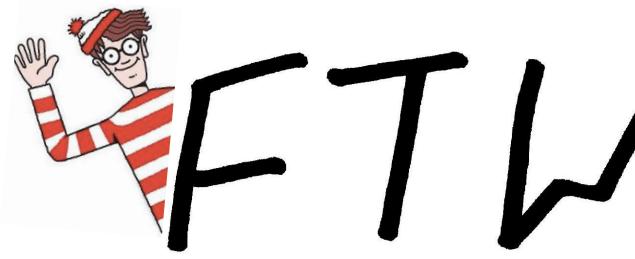
The screenshot shows a Google Sheets document with the following details:

- Title:** Junior Creative Book Review
- Content:** A survey for portfolio reviews. It includes:
 - A header row with columns A, B, C, and D.
 - A title cell in B2: "Welcome to our Quarantine Junior Book Review!!!".
 - A note in C5: "While you're stuck at home, consider taking some time to review the book of a junior creative to help them navigate this weird industry.
- Started by the Fellow App".
 - A note in C8: "*please do not move people down*".
 - A legend in C9: "Reviewers, mark the correlating box:
yellow for in review, green for finished".
 - An orange row for "ROLE" with "AD" and "CW" entries.
 - A purple row for "Students/Jrs, submit by adding your URL below:" with URLs for various users.
 - A blue row for "Include your email where notes can be sent:" with emails for the same users.
 - A yellow row for "Hi from Perul :)" with a message for the first user.
 - A green row for "Thank you!" with a message for the second user.
 - A yellow row for "LINK DEAD" with a message for the third user.
 - A green row for "mackenziethomas.com" with a message for the fourth user.
- Sharing:** The document has 31 collaborators and a "Share" button.

Aisha Hakim has collected over 300 portfolios
hoping for email feedback here:

<https://bit.ly/reviewmyportfolio>

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7. Help people along the way

Hire Portland talent

Advertising Etc. Folks for Hire  

File Edit View Insert Format Data Tools Add-ons Help

100% View only

Mike Hughes

Advertising Etc. Folks for Hire

ADD YOUR INFO VIA FORM: <https://forms.gle/ByL7jucUxdfEg3Rw9>

SHARE <http://tiny.cc/meyarz>

To update or remove info: Email arevoir@gmail.com

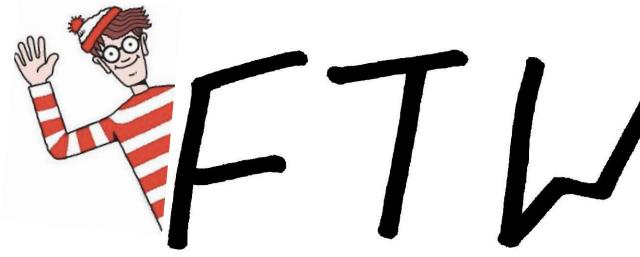
Thanks to Moira Losch & Michael Houck for inspiring this resource!

Name	Discipline	Role	LinkedIn	Portfolio
Jana Schneider	Account Management	Account / Project Management (7 years ex.)	https://www.linkedin.com/in/schneiderjana/	N/A
Mike Peditto	Account Management	Account Director / Group Director	https://www.linkedin.com/in/peditto	https://www.linkedin.com/in/peditto
Katie Pilot	Account Management	Account Director + Producer	https://www.linkedin.com/in/katie-pilot-69012128/	https://www.linkedin.com/in/katie-pilot-69012128/
Shannon Clune	Account Management	Account Director, Sales & BizDev, Project Manager	https://www.linkedin.com/in/shannonclune/	shannonpclune.com
Erin Chaiken	Account Management	Account Manager	https://www.linkedin.com/in/erin-chaiken/	N/A
Korey Banks	Account Management	Account Manager	https://www.linkedin.com/in/korey-banks-5b587750	n/a
Mackenzie (Walen) Devine	Account Management	Account Manager / Account Director	https://www.linkedin.com/in/mackenzie-devine-bb757941/	https://www.linkedin.com/in/mackenzie-devine-bb757941/
Samantha Hanlin	Account Management	Account Manager + Project Manager	https://www.linkedin.com/in/samanthahanlin/	samanthahanlin.com
Andy Smith	Account Management	Client Service/ Engagement / Delivery	linkedin.com/in/andy-smith-aa1a233	Not applicable
Joan Palmer	Account Management	Client Services, Account Management	https://www.linkedin.com/in/beachjoan	https://www.linkedin.com/in/beachjoan
Alex Deck	Account Management	Director of Marketing Programs & Partnerships	https://www.linkedin.com/in/alexandracalukovic/	https://docs.google.com/document/d/1-CdHjmveQmHMjEt
Jamie Hennessy	Account Management	Marketing	https://www.linkedin.com/mwlite/in/jamielynhennessy	In the process of creating, resume on hand
Chris Lambert	Account Management	Marketing Communications/Brand Management	http://linkedin.com/in/lambertchristie1	N/A

Amber Revoir has collected over 250 people
in advertising who need work here:

<https://bit.ly/pdxadvertising>

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7. Help people along the way

Teach others about COVID-19

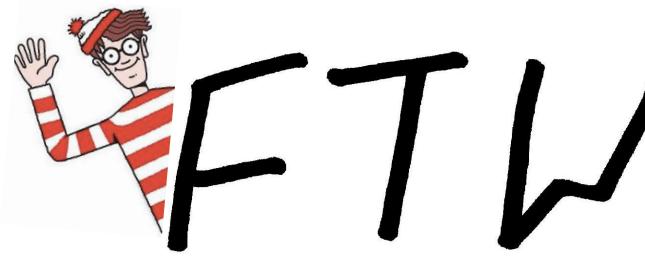
Shared with me > 2020 CoVID-19 Reports

Name	Owner	Last modified
Business Reports	Ci En Lee	Mar 2, 2020 Ci En Lee
Consumer Research Reports	Ci En Lee	Mar 2, 2020 Ci En Lee
Marketing Reports	Ci En Lee	Mar 8, 2020 Ci En Lee
FAQ	Ci En Lee	10:12 AM Ci En Lee
LIVE - Websites and Resources to Visit	Ci En Lee	10:19 AM

Lee Ci En and Gonzalo Gregori have collected tens of papers
about marketing through times of turmoil here:

<https://bit.ly/covidreports>

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7. Help people along the way

Have a coffee with an upstart

WE ARE NEXT

HOME SOS WEEKLY EMAIL PODCAST JOBS INDEX ABOUT GET INVOLVED

Twitter icon, Instagram icon, Facebook icon

We Are Next is launching several resources to help young talent navigate their careers amidst Covid-19.

Find them below or in the SOS section of the site.

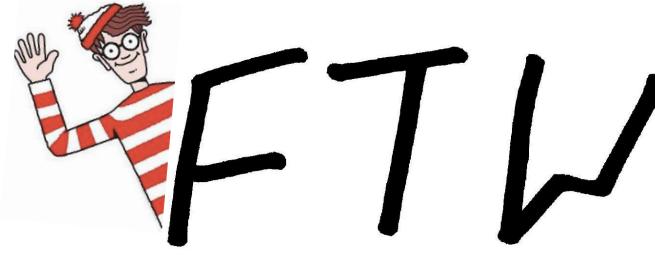


Insight, info & advice on hiring situations from recruiters and other insiders.

Natalie Kim's We Are Next is collecting many ways to help people trying to launch into advertising here :

<https://we-are-next.com/>

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7. Help people along the way

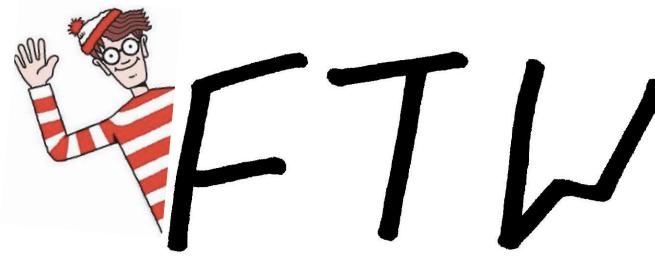
Help a client



BBH has dropped 79 slides of wisdom
about marketing through these times here:

<https://bit.ly/covidreports>

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8. Put more legwork into your ideas

Possible ways to generate cashflow:

1. Premium packages (\$100, \$250, \$500, \$1000, \$2500, \$5000)
2. Merchandise - more of it, more topical, some more premium - Care Packages including others
3. IP - create online lessons, books, etc that can lead to new revenue streams (eg Designing Beer Cans for Skillshare)
4. Donations - straight-up, include some larger numbers
5. Collabs - Monday Night Crewing - drop a weekly collab with a local company
6. Personalization
 - a. Topical - eg what would people use on a Zoom call, Zoom happy hour
 - b. Thinking of you - witty product names, like cards
 - c. Causes - name products in the name of local causes
 - d. Personalized - in your name or someone else's name
 - e. Employee name - allow employees to name beers, use their name
 - f. Sponsor a beer
7. Brewery industry collaboration - anthem video, 3-5 content themes (eg creative challenges with 12 cans, promote your fav beers in a sentence)
8. Hanging out - give people things to do from home
9. Membership - eg \$50 per month to get special access to venues
10. Subscription - weekly or monthly beer subs (include variety of price points including expensive)
11. Gift cards

Suggest - decentralize the above and get people executing, come up for air every week or so (not too often) to compare results and allocate resources



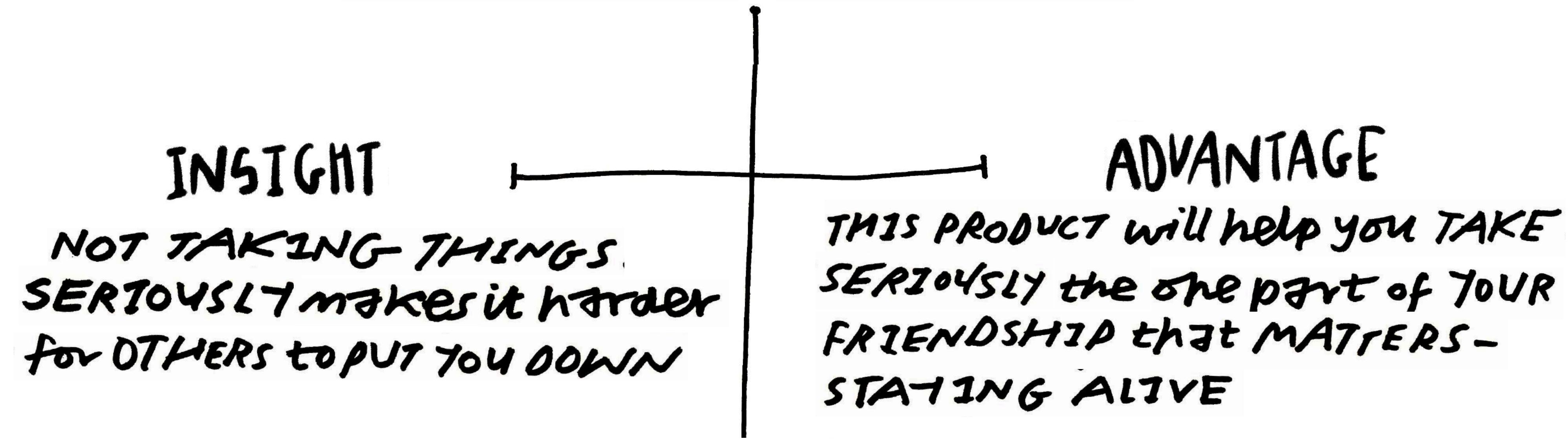
FTW 9. Say things worth hearing

The FOUR POINTS

PROBLEM

COVID-19

AUSTRALIAN FRIENDSHIPS play CHICKEN
with WHAT TO TAKE SERIOUSLY



STRATEGY!

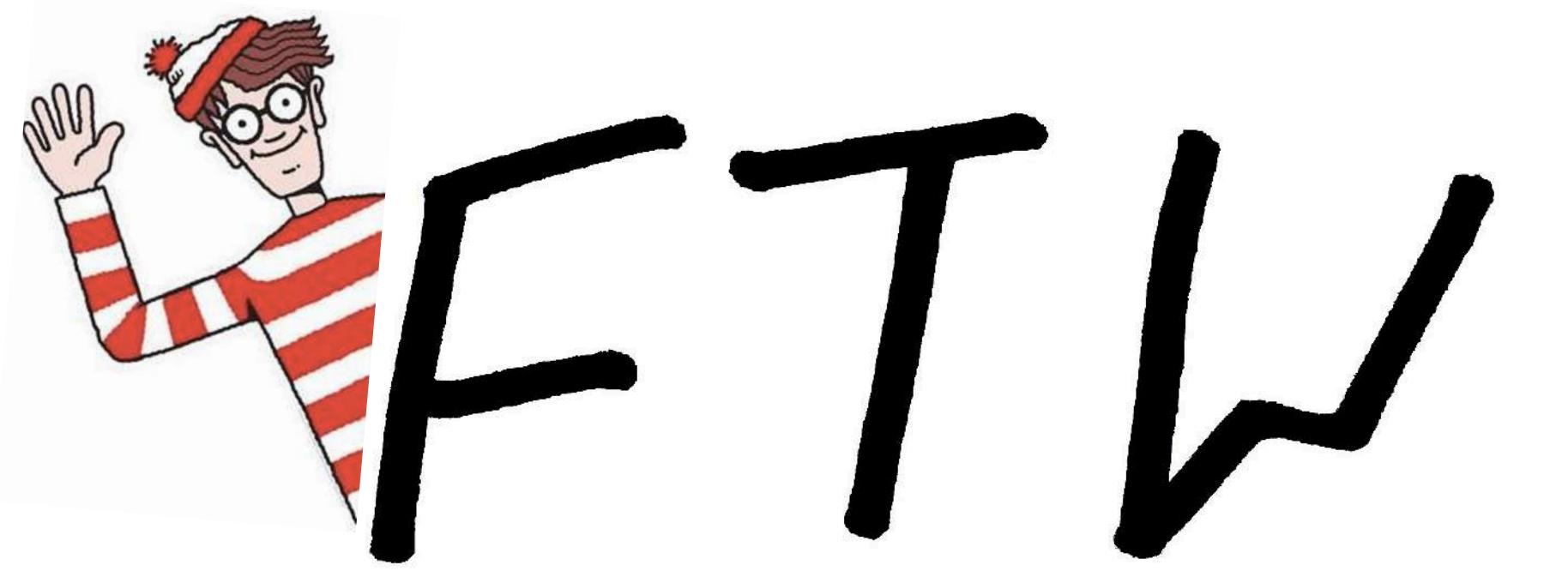
show that TAKING THIS SERIOUSLY will KEEP your MATE'S AROUND so you can TAKE THE PISS OUT OF THEM for LONGER

 FTW

10. Don't waste each other's time



From MESS comes
WHAT is NEXT



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when CHAOS comes

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