

PONTUS

DIRECTION

Everyone on the team has to come up with a creative idea for engaging a new target group. The idea has to be supported by an execution plan and the best plan will be implemented.

MEETING

Every pair has to pick their own time for a meeting during the week.

DURATION OF THE ACTIVITY

14 days

DURATION OF THE MEETING

Every pair can have as many meetings as they need - video or online chat.

DISCUSSION TOPIC

The competition.

DEADLINE

Example: 14.07.2019

FEEDBACK

Submit your feedback about other ideas and give your vote for the one you like most (Excluding your own) *Example: 29.07.2019 - [Fill in your feedback here.](#)*

ADDITIONAL NOTES

The group has to think outside of the box and come up with a crazy idea that hasn't been used before in the company and write a detailed plan of why and how this idea will work.