

The most fascinating innovation event in the history of products!

Semper Augustus* LAB

How to fill products and processes with values that arouse desire!

* **Semper Augustus** was the name of a rare tulip in the Netherlands in the 1630s which was so desirable that its value steadily increased, eventually causing a virtual tulip mania. In 1637, a single bulb could fetch as much as 10,000 guilders, 40 times the annual income of a craftsman or equal to the price of a house.

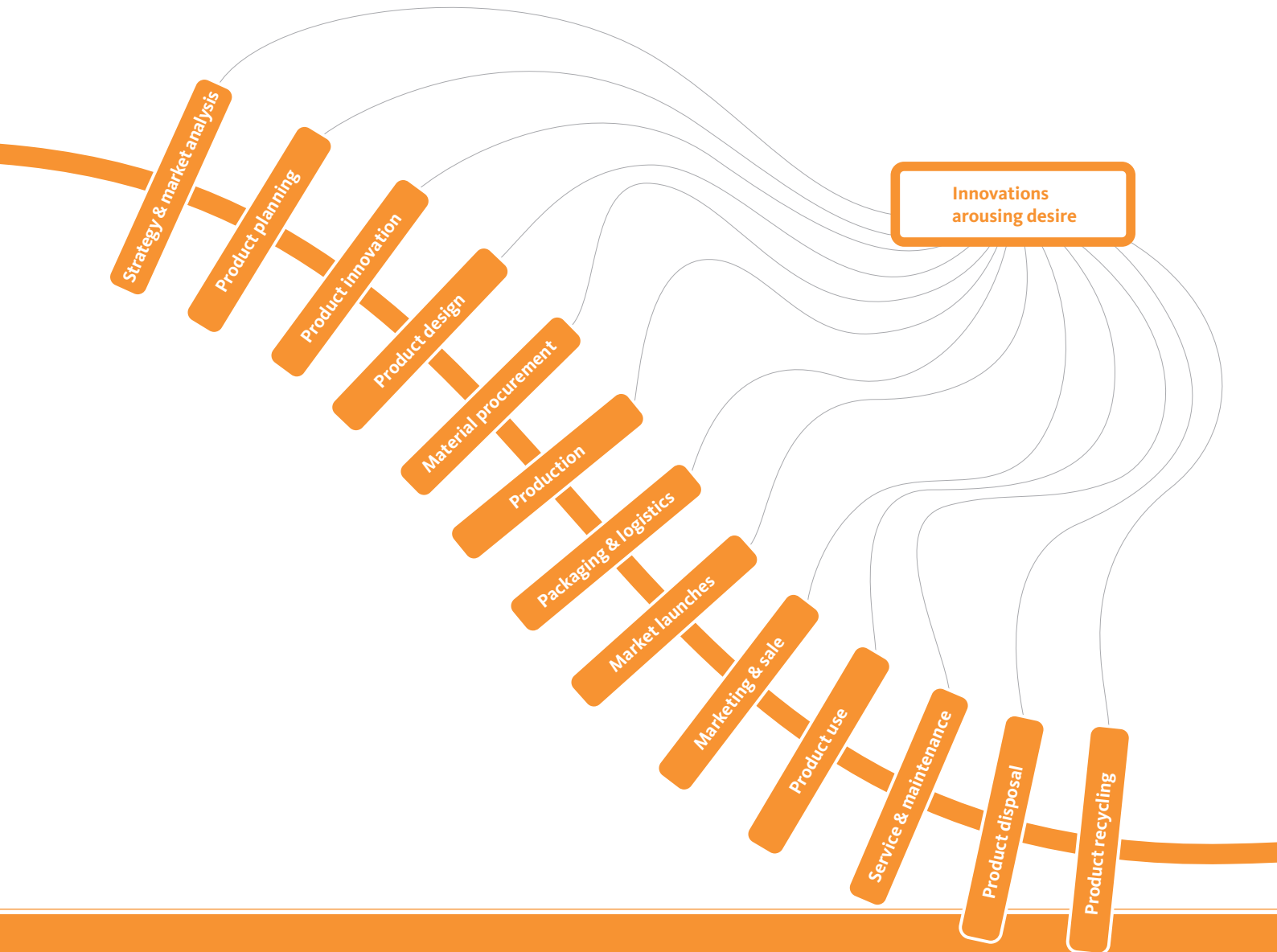
mario pricken

IDEA MANAGEMENT LAB

True innovations arouse desire!

Arousing desire in target groups these days is becoming increasingly more difficult due to engineer-driven technologies, abstract innovations conceived in a cocoon-like atmosphere and the growing number of me-too products. Adding value to a product in the future will require more than just a unique idea. It will take a variety of well-matched innovations covering the entire product life cycle!

The Semper Augustus LAB (S-A-LAB) increases the added value of products and processes by “infusing” them with value-enhancing ideas at any given stage of the product life cycle: from product development, product design, packaging, shop design and service up to marketing and disposal. The Semper Augustus LAB offers a highly specialised innovation process that generates valuable ideas of hitherto unknown quality in a hitherto unknown quantity through fascinatingly designed team processes and techniques.





Innovations are not just a matter of luck!

Many brilliant ideas and startling innovations are considered crazy, irritating, surprising, unrealistic, provocative, risky, great, visionary, half-baked or amazing at the time they are conceived. The structures of established companies rarely offer the right breeding ground for all these attributes that in day-to-day business make people merely shake their heads incredulously. The Semper Augustus LAB leads companies straight to this crucial point so that great ideas once again become possible! We allow free creative thinking, gleeful destruction of old ideas, freedom, aimless probing, thrilling experiments, curiosity and numerous new perspectives. The following five factors encourage innovations that add value to products and processes:

- 1. Strategy and goals:**
Projects with strategically clear and promising goals motivate participants to achieve top creative results.
- 2. Material pools and innovations:**
Thousands of inspiring materials, recent innovations or fresh ideas from various areas systematically encourage teams to generate new functions, applications, formats or product enhancements.
- 3. Unusual locations:**
Inspirational and emotional settings where creative processes usually do not take place: ships, cinemas, leisure parks, libraries, emergency rooms, etc.
- 4. Inspiring creative teams:**
Depending on the projects, groups comprise in-house people, experts from inside and outside the creative sector, children, artists, fringe groups or consumers.
- 5. New techniques:**
Participants rely on specifically designed creative techniques and unusual thought strategies favoured by top international creatives to achieve their goals faster.



Strategy as link between problem and solution

One of our strengths is our perspective as an outsider: business routines today leave too little room to sufficiently identify and explore problem areas. Likewise, there is hardly any time to deal with or playfully investigate solutions that inspire people to come up with ideas and innovations. Regardless of the stage in the life cycle of your product or project, we take the time to develop customised strategies to fill it with new value. Here are some of the key reasons why companies choose to work with us:

Ask the right questions - get surprising answers:

Together we keep an eye on the entire product life cycle, first uncovering the underlying problems with all their facets so that, secondly, the appropriate measures can be taken to lead to specific innovations.

Ideas generate values:

We focus on the unique idea that acts as the trigger, rather than starting off with limiting questions on feasibility and success potential. We give an idea the time it needs in a world overcrowded with me-too products so that it can develop into something really extraordinary and valuable.

We create room for bold and radical innovations:

Creative sessions use systematically radical and “crazy” approaches to open up inspiring creative room for brazen innovations. We help companies lift off and, for a certain time, shake off the confining structures of previous success!

Revolution instead of evolution:

The structures of successful companies often allow only innovations resulting from evolutionary enhancements of existing ideas rather than genuinely revolutionary innovations. Using the Semper Augustus LAB the innovation process is outsourced completely at the outset and then the ideas gained with the help of outsiders are gradually implemented and integrated in the company.



No prefabricated categories in our minds:

We are not an agency, nor are we designers, marketing or sales people and we do not apply pre-fabricated standard tools and templates when asked for a solution. “Packaging? Flagship store? Events? Never heard of them, what are they?” We remain consistently naïve and resist the temptation to use existing instruments or clichéd categories! Instead, we approach the problem in a way that will lead us to develop completely new tools, formats, processes or procedures! The results are then put into practice at the highest level by the top pick of experts in their discipline.

We turn the world into your play area:

The most fundamental creative principle is to link two things together that are not usually connected. Absolutely every idea is based on this principle. Therefore, we cross boundaries deliberately and ask unusual questions: how can novel medical technologies, innovative nano materials, new mobile devices, inventions from labs or new scientific findings be combined in a revolutionary shop design? The farther apart two subjects seem from each other, the more astounding it is to discover the brilliant ideas that connect them.





The "S-A-LAB" modules

Module 1:

Strategy and goal formulation

This workshop module fosters clarity, problem awareness, goal orientation, creates a functioning roadmap and a clear mandate by the customer! It is about developing a clear goal and a strategy to identify big ideas and possible risks.

Module 2:

Trends, analyses and studies

Depending on the particular task in hand, we do research into trends, target groups, the competitive situation, markets or future-oriented topics always in conjunction with highly specialised partners from the respective areas!

Module 3:

Knowledge scouting

This workshop module covers in-depth research, creates much new knowledge and deep insights in other outside segments, reveals state-of-the-art technologies and scientific findings, adds to the imaginative power of the teams, connects exotic areas of knowledge and produces new links that serve as a basis for the subsequent creative process (generation of material).

Module 4:

Workshop "Generation of Material"

This workshop module allows for imagination, fun, relaxation, freedom, deviation from standard, visions for the future, pipe dreams, amazement and many emotions. It brings together different people (non-experts) at remarkable locations to generate a maximum of freedom and explore all conceivable possibilities.



Module 5: **Workshop “Development of Ideas“**

In this workshop module professionals and experts gradually introduce the “pipe dreams”, i.e. the previously generated material, to reality through opportunity thinking. The module deals with real creativity, identifies weaknesses as chances, focuses on solutions, love for challenges and the unbreakable will to overcome seemingly insurmountable obstacles.

Module 6: **Idea assessment and idea selection**

This workshop module raises the awareness of feasible solutions, interesting approaches, real innovations, remarkable ideas and the associated risk of possible flops!

Module 7: **Presentation of ideas**

This workshop module delivers “Aha!” moments, surprises, convincing hits and ideas that exactly match the formulated goals. Selected ideas are processed clearly, briefly and brain-friendly.

Module 8: **Project Management Coaching**

This workshop module takes a peek into the future, provides for realistic implementation of strategies, choice of the right partners, time schedules, clear distribution of tasks and useful checklists. It is the time when we back out and hand over the project to the respective best partners (agencies, design studios, institutes, etc.) so that nothing can impede implementation.

The Team



Mario Pricken

For more than eleven years Mario Pricken has inspired the marketing departments of international companies, renowned agencies, design firms and television stations as innovation director and consultant. Only very few people know as many creative companies from the inside as he does. With his company that was founded in 1999, he and his team are among the most sought-after experts for innovation processes, effective idea management or new creativity techniques. The book “Creative Advertising” (130,000 copies sold in six languages) published in 2001 made him the acclaimed author of what today is an internationally recognised standard work. He is also the author of “Visual Creativity” and the “Creative Sessions Box” creative card set (co-author Christine Klell). In 2009 his third book “Clou – Strategic Idea Management in Marketing, Advertising, Media & Design” was published. A passionate creative industry professional with more than 18 years experience in the industry, Pricken has been teaching “Creativity and Strategy” at the University of Applied Arts Vienna since 2006.



Dieter Weidhofer

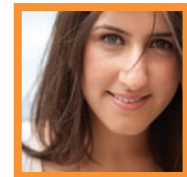
Dieter Weidhofer has been working as free creative director for some of the major agencies in Austria as well as for international companies such as IKEA, Hewlett-Packard, Audi and Bank Austria for more than 20 years. In the course of his career he has won more than 50 national and international awards in prestigious competitions like Clio, ECHO, Golden Drum or in Cannes. Trained as NLP Master Coach and certified systemic trainer, since 2006 he has dedicated his activities to training and workshops for team leadership as well as to team coaching for more effective generation of ideas in advertising and marketing. Since 2010 he has been a partner in Mario Pricken’s team. With his special capabilities and his pronounced attachment to creativity combined with Mario Pricken’s innovative techniques, he has forged new trails in the field of idea management and creativity. In addition, he has been Assistant Professor at the Advertising Academy in Vienna since 2007.

The Team



Christine Klell

Christine Klell founded her own design studio in Vienna in 2000 after working as an art director and team leader in agencies for many years and a working phase in Hong Kong. She has been a partner and the creative inspiration of Mario Pricken since 1999, she designed the successful books “Creative Advertising”, “Visual Creativity” and “Clou” and is co-author of the “Creative Sessions Box” creative card set. Since 2004 she has been workshop leader and trainer and has been guiding teams from advertising, marketing, media and design through the mysteries of effective idea management and modern creativity techniques. Since 2005 she has been a Visiting Professor teaching Integrative Campaigns at the New Design University St. Pölten. As of 2011 she will be teaching Idea Management and Creativity at the Advertising Academy in Vienna.



Mina Mahmudi

Mina Mahmudi obtained a Bachelor of Arts degree in Management & Marketing from Webster University in 2008. As project manager in the field of photograph editing she considerably supported Mario Pricken’s book “Clou”, doing research into excellent projects from the creative industries worldwide. At present, she studies Innovation Management at the Central Saint Martins College of Art and Design in London. Since 2009 she has been gaining practical know-how in the field of idea management mainly through projects like Urban Green Line (winner of the Sustain Our Nation Award of Audi Design Foundation) or working with the Olympic Committee in London, the British Library and the Global Color Research Mix magazine.

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for a no-obligation consultation.

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