

Ideas While You Sleep in action

Challenge: How to keep sales staff motivated?

“Never has going to sleep been so creative. Ideas While You Sleep is a wonderful new tool for any business wanting to make the most of the talent that surrounds them. It was great to know that while I slept the Ideas Culture team was hard at work proposing solutions for my issues. While the solutions ranged from the absolutely practical to the left of field, they delivered the breakthrough in my thinking that I was looking for.”

Anna Candler, Managing Director, The Six Hats Investor Relations



Challenge: How to attract the right franchisees?

“WOW what a great service! The ideas were wide ranging and useable. We are taking 20 of them further. As they say, the power of an idea is in its implementation, so implementing we go!”

Susie Christie, Funky Foto Booths



Challenge: How to dramatically increase visitors to realestate.com.au in 1 month?

“It's important to have 'fresh' minds to provide different perspective and insights on things and this is what Ideas While You Sleep provides. We are always looking at new ways to drive more people to our website and this is the challenge we gave Ideas Culture one afternoon.

The next morning we had over 40 ideas ranging from innovative promotions to simple and free social media ideas.”

Jenny Dickson, Marketing Manager, realestate.com.au



Challenge: Confidential :: Social media related

“Impressive, especially for the turn-around time. Breadth of content is good, and most ideas succinctly and clearly conveyed. Great product.”

Antony Ugoni, Team Leader, Customer Analytics, NAB



Challenge: Various – related to PR campaigns

“Ideas While You Sleep has added creative firepower to many our new business proposals and translated into successful tactical campaign ideas. Ideas With You has also made our brainstorm sessions much more effective – taking less time and generating more creative ideas. We've never looked back!”

Rebecca Stalker, Account Manager, Keep Left Public Relations



Challenge: How to attract more single males to community project events

“It was incredibly refreshing to hand over an issue one day and wake up to dozens of thought-provoking ideas before the start of the next working day. There is nothing better than knowing work is going on in your business – even while you sleep.

Sometimes you can look at a problem over and over again without finding a clear solution. Ideas While You Sleep gives you fresh eyes from around the world with quick, independent and objective opinions. This is a great tool for any business!

Melina Schamroth, Founder & CEO,
m.a.d.woman - making a difference



Other challenges completed recently

Client names remain confidential:

- *How to position a large city precinct as a Food and Beverage destination of choice?*
- *How to increase awareness about a new wireless broadband service in rural Australia?*
- *How to increase attendance at a school for working farm dogs?*
- *Ways to get surf wear label into 10 retail stores in 1 month.*
- *How to be more environmentally friendly around the office?*
- *How to make a smallgoods brand stand out against competitors when consumers are accustomed to buying on price alone?*
- *Business name ideas for a new digital strategy agency reflecting the value proposition.*
- *How to stay ahead of hand-held technology in order to deliver our content well.*