

# out•egration

## DEFINE BOUNDARIES

The first step is outlining the rules for the partnership. The must-haves and must-have-nots. More specificity and restrictions lead to a more targeted creative idea. Let's be open and honest in this stage to avoid challenges down the road.

## REMOVE BOUNDARIES

Now that we've established the ground rules, are there certain rules we can break? It's our job as storytellers to remove boundaries we have, whether literal or figurative. Don't let a "no" get in the way; find a way around the challenge. Usually the solution will improve the creative.

## FIND COMMUNITY

What is the connective thread between the two properties? Look beyond the obvious and find a core value or message that connects your brand to ours. It's more than a demographic matchup...it's about tone and feel and emotion.

## GET A REACTION

Most importantly, we need to make entertaining content. Be passionate in this pursuit and don't settle for something average. We need to engage our viewers and the best way is to grab their attention and get a meaningful reaction.

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