

# *“Creative Bonds”*

Developing sustainable solutions through the chemistry of collaboration

# Program Introduction

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The most powerful forces in the universe are unleashed through connective bonds. Combining sulfuric and nitric acid produces nitroglycerin, for example, and plants thrive by marrying carbon dioxide with water. In the same way, bonds between people can release potent creative forces—yielding ideas and solutions that are more innovative than a single individual could conceive alone.

To increase brand awareness and trust of BASF in the United States, WP BrandStudio will show how the company nurtures both chemical and creative bonds that deliver intelligent and sustainable answers to today's environmental challenges—and put us on the road to a better future.

## The Idea

At the heart of this first-of-its-kind custom content program is a **documented real-life experiment in developing sustainable solutions through creative bonds.**

- We'll create two teams of expert creators from very different disciplines and assign them a problem to solve through collaboration
- Their process and resulting solution will be shared with *The Washington Post's* influential readers through **rich, immersive multimedia experiences** (2), a **virtual roundtable-style panel** (1) and a video or podcast series (at additional spend level)

Note: Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off call.

# Creative Pairings

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When you pair a chef and a chemist and challenge them to reduce energy waste and environmental damage from the simple act of preparing and consuming meals, the unexpected result could be a collection of recipes for cooking food in your dishwasher while using a phosphate-free detergent. When a coffee grower is paired with a materials engineer, the result could be compostable coffee capsules that help reduce the world's growing trash problem.

In a similar vein, WP BrandStudio will work with BASF to come up with new challenges that stretch across key BASF markets such as chemicals, plastics, performance products, crop protection and oil and gas.

We'll assign each challenge to a pair of experts from very different disciplines. Each team will be given a set period of time to collaborate and will document their efforts through written and recorded journals.

## Sample challenges and pairings:

- A paint chemist and interior designer collaborate on paints that could be used to heat/cool rooms and exteriors while making our residences more inviting
- A wind turbine engineer and ornithologist collaborate on coatings that contribute to wind farm designs that do not injure birds
- An agriculturalist and a biochemist collaborate on creating edible packaging for delivery of fresh groceries
- An architect and a construction engineer team up on a resource that makes buildings more efficient and longer lasting, reducing construction's impact on the world's energy consumption

# Content Components

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Each team's process and solution will be turned into an **immersive multimedia experience**. Within each experience:

- A rich-media article provides context and acts as the narrative thread
- An original photo essay provides visual documentation
- Interwoven journal entries from the creators appear as copy and/ or audio and video clips
- Full-bleed images and animated custom graphics and renderings enhance the experience

In addition, we'll create a **virtual roundtable-style panel** (inspired by "Walk This Way," a groundbreaking *Washington Post* editorial execution—link [here](#)) that sheds light on the creative, sustainable solutions that become possible when people and ideas bond together.

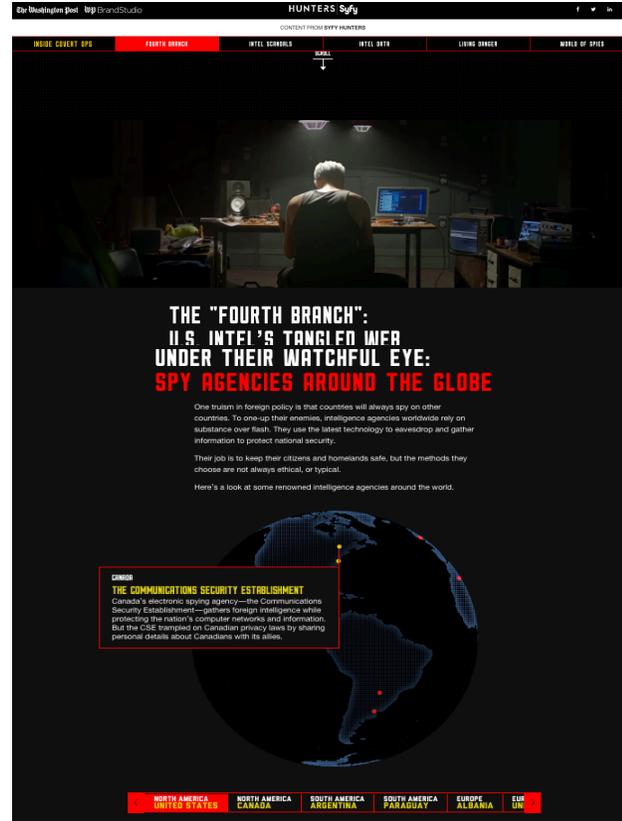
- Panelists could include our creators as well as interesting BASF-related individuals\* such the engineer of the e-floater®, artist Doug Wheeler who uses sound-absorbing BASF material in his works, the innovator of BASF's nitrification inhibitor
- An expert moderator will engage the panelists in topics focused on environmental protection and social responsibility
- The conversation will be edited and enhanced with components such as photos, graphics and audio clips

\* Individuals have not been approached or cleared for program inclusion

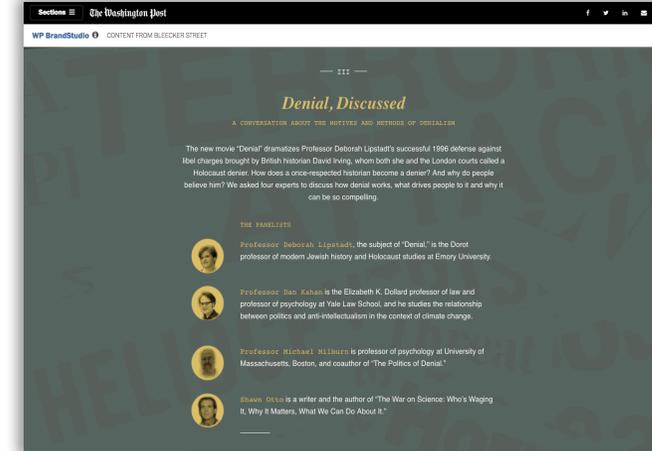
# Sample Content Components



[Link](#) to program created for Syfy "Hunters"



[Link](#) to program created for Canon



[Link](#) to program created for Bleecker St. "Denial"

WP BrandStudio immersive multimedia experiences

WP BrandStudio virtual roundtable-style panel

# Video or Podcast Series\*

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At a higher spend level, we could create a companion podcast or video to accompany each immersive experience.

## Two-part video series:

- Live-action video will document the creative collaborations, going behind the scenes to portray the teams as they work together to create a solution.
- Each video would be integrated into immersive experience, allowing readers to easily explore these complementary storytelling executions

## Two-part podcast series:

- The story of each team's creative collaboration would unfold in a highly engaging audio format; custom music and creative sound editing would lend dynamic realism and set the episodes apart from typical "talking head" pieces
- Episodes are promoted via native advertising tagged to relevant editorial and podcast content
- Series would be published on iTunes by BrandStudio and amplified based on a custom social strategy
- Related editorial podcast pre-roll will be used to encourage readers to find and download the series

\* At additional spend level