

“The Power of Outside Thinking”

How a fresh look can solve the toughest challenges

Overview

The story...

Sometimes the solution to a problem is intuitive—but only if you're not so focused on the trees that you can't see the forest. That's why outsiders can occasionally step in and solve problems that elude even the most experienced and dedicated internal teams.

To raise awareness of Draper Labs' out-of-the-box capabilities, WP BrandStudio will create compelling custom content that leverages *The Washington Post's* award-winning journalistic lens and dynamic storytelling tools. We'll show how Draper's multidisciplinary problem solvers bring a fresh eye to the most vexing industrial and business challenges—acting as an invaluable resource to customers across industries ranging from health care to defense.

...and how we'll tell it

Inspired by highly successful *Washington Post* editorial and custom executions, we'll create a series of multimedia experiences that bring to life how Draper puts the power of outside thinking to work.

Each experience includes a blend of elements*—such as journalistic narrative, sourced and original photography, video and audio clips, illustrations and lightly animated graphics—to tell the story of a “wicked” industry problem to which Draper found an elegant solution.

Story ideas are detailed on the following slide.

* 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.

Story Ideas

Story #1: *“Saving Days, Saving Lives”*

When it takes up to seven days to identify the particular strain of bacteria affecting an infected patient, how can physicians ensure they prescribe the right antibiotic for critically ill patients who don't have a week to wait? We'll tell the amazing story of how Draper found a solution to a challenge that had bedeviled the medical industry—developing a test that saves days off the identification process.

Story #2: *“Purposeful Maintenance”*

At a large industrial facility, a single point of failure can cost more than \$1 million each day. But what if the expense of preventative maintenance starts to outweigh any potential damage? In this story, we'll look at how Draper figured out that workers at one plant were spending 80% of their time hand-gathering data on machinery that was perfectly healthy. We'll see how they fixed the problem with technology based on software developed for the International Space Station.

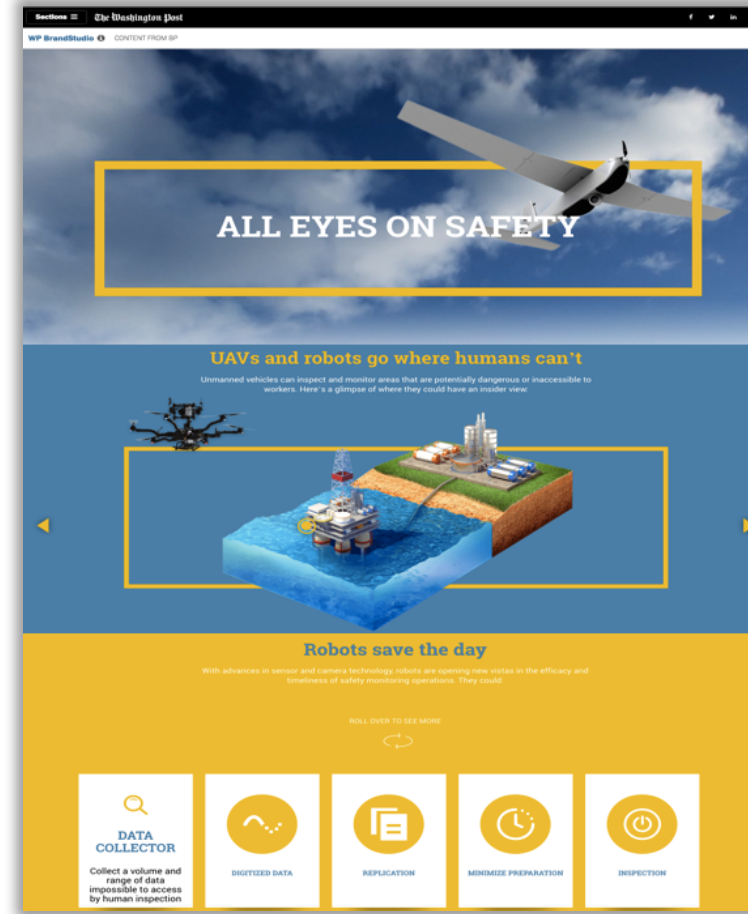
Story #3: *“Safer Skies”*

Typical airport security methods are no longer enough. No-fly lists include only the previously identified. Sensors are reactive: as people come up with new techniques for causing harm, new sensors must be made to find them. In this story, we'll show how Draper's outside thinking led to the development of a physiological measurement tool that lets enforcement personnel shift focus from what travelers are carrying to what their intent is.

WP BrandStudio Examples



[Link](#) to multimedia experience for AXA



[Link](#) to multimedia experience for BP