

A tool to help marketers and creatives unlock the endless ways brands can play inside entertainment worlds. Use it when you're stuck, when you need fresh angles, or when you're looking to turn a show, character, or cultural IP into your brand's next creative playground.

Brand x Entertainment - Ideation Cheatsheet:

21 Ideation Jumpstarters

WHY THIS EXISTS

Every IP is a living universe - made up of stories, characters, sounds, symbols, and fan rituals. The smartest brands don't just advertise around these worlds - they enter them, play inside them, and make the experience richer for fans.

Inspire faster, deeper idea generation for Brand x Entertainment integration. Use this during brainstorming, ideation sprints, or client concepting sessions.

3 big moves. 21 quick triggers. Endless remix potential.

HOW TO USE THIS

1. Pick a section. Or just randomly pick a number from 1-21. There's no wrong entry point.
2. Read each "How might we..." question out loud. Let it open possibilities.
3. Follow it with the Action line - that's your provocation to act.
4. Jot, circle, or connect - this is meant to live on your wall, not in a folder.

The three doorways to create IP-powered brand experiences

AMPLIFY THE BUZZ

CHALLENGE
How might your brand fuel conversations that make the IP (and your role in it) impossible to ignore?

A

01

How might we...
ride fan energy at the right moments?

ACTION
Hijack the moment. Turn trending plotlines or cliffhangers into shareable brand reactions.

02

How might we...
give fans something worth talking about before, during, or after the show?

ACTION
Create the aftershock. Drop branded memes, highlight edits, or countdown rituals that extend the buzz.

03

How might we...
transform reactions into creative participation?

ACTION
Invite fan expression. Spark fan-cam challenges, parody stitches, or reaction videos.

04

How might we...
make our brand the spark for fandom hype?

ACTION
Own the anticipation. Release teaser edits, branded reminders, or pre-show social build-ups.

05

How might we...
blend brand storytelling into fan chatter naturally?

ACTION
Speak in fan language. Remix iconic quotes, formats, and reactions through the brand's lens.

06

How might we...
add fuel to what's already catching fire?

ACTION
Ride the ripple. Amplify fan-made content through brand pages, ads, or on-ground pop-ups.

07

How might we...
create new touchpoints for discovery?

ACTION
Stretch the story. Adapt it into your brand's channels, packaging or spaces.

08

How might we...
give the IP more life beyond its core fans?

ACTION
Extend the reach. Facilitate interest mash-up and/or IP crossovers that deepen immersion.

AUGMENT THE EXPERIENCE

CHALLENGE
How might your brand deepen what fans see, hear, and feel - both on and off the screen?

B

09

How might we...
extend the story world through branded elements?

ACTION
Weave into the narrative. Place your brand meaningfully within storylines, settings, or character use.

10

How might we...
create experiences that feel like "bonus content" for fans?

ACTION
Unlock the unseen. Produce blooper cuts, behind-the-scenes drops, or making-of moments presented by the brand.

11

How might we...
turn the IP's signature sounds into shareable cultural moments?

ACTION
Soundtrack the story. Co-create theme songs, remixes, or music videos linked to the IP world.

12

How might we...
give fans new sensory entry points into the IP?

ACTION
Design for all 5 senses. Turn key moments, emotions and symbols from the IP into tactile, audible, flavorful or scented experiences fans can physically sense.

13

How might we...
celebrate fan rituals beyond the screen?

ACTION
Bring it to life. Host watch parties, pop-ups, themed food collabs, or merch drops inspired by the IP's symbols or phrases.

14

How might we...
turn the brand into a storytelling collaborator?

ACTION
Co-create stories. Build digital spin-offs, companion micro-content, or fan-voted endings powered by your brand.

15

How might we...
let fans see "how it's made"?

ACTION
Reveal the craft. Turn production details, design processes, or actor rehearsals into brand storytelling.

ACTIVATE PARTICIPATION

CHALLENGE
How might your brand turn passive viewers into active players in the IP's world?

C

16

How might we...
transform the IP into a participatory experience?

ACTION
Turn fandom into a game. Create branded fan quests, digital scavenger hunts, or interactive watch missions.

17

How might we...
let fans influence outcomes or contribute creatively?

ACTION
Make them co-creators. Let them vote/predict/influence or write/draw/design for the show. Launch fan remix tools, filters, or digital props tied to the show universe.

18

How might we...
turn engagement into tangible action?

ACTION
Bridge content to commerce. Link moments to shoppable drops, promo codes, or limited-edition buys.

19

How might we...
connect on-ground and on-screen participation?

ACTION
Merge the worlds. Host live votes, fan auditions, or physical experiences that sync with airing episodes.

20

How might we...
reward loyal fans for showing up every week?

ACTION
Build fan rituals. Reward consistency with surprises, inside-access privileges or digital collectibles they'll be proud to show.

21

How might we...
make fans feel seen by the brand?

ACTION
Spotlight the superfans. Feature their communities, content, stories, or creations as part of brand storytelling. Let fans audition, perform, or host.



REMEMBER

IPs are cultural universes.

Brands that enter with creativity and respect don't just earn attention - they become part of what fans love.