Concept Book
‘Nice Play’ - an initiative by It’s Nice
That encouraging play to achieve creative freedom of mind.
Nice Preface
A friendly face, a friendly introduction to the Nice Play concept book - a strategy for ‘It’s Nice That’ to extend their online content to an offline pop-up space, tailored and targeted to the brand’s celebrated audience. Treat it nicely, just how we would treat all of you and get immersed into what our Nice Play initiative has to offer, and why it’s vital to exist.
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IT’S NICE THAT

It’s Nice That is the online go-to platform for all things driving creativity, dealing as a supportive vehicle for artistic newcomers. They stand for ideas, originality and creativity in any context and through giving exposure to emerging talent online as well as through their wide reach, they provide a steppingstone for ultimate success.
“It’s about good ideas, the people who have them and how ideas come to be in the world.”

– Co-founder Will Hudson
Curated

Playful, yet refined

We believe in the power of what creativity can do and support emerging talent through exposing their work online, whilst striving to give inspiration wherever we can.

We believe that creativity is for everyone and through covering a whole variety of disciplines we seek to make it accessible to the widest possible audience.

Playful yet refined in style, we aim to portray an uplifting spirit, while keeping an eye for detail in design.
Brand Analysis
We exist to enable creativity to thrive.
Target Group

Culture-savvy

Self-ironic

Did you know that Dalil designed the Chupa Chups logo?

Moderately sociable

Self-starters
CREATIVE DRIFTERS

Our Creative Drifters are in their mid 20s to early 30s and have just jumpstarted their careers as a creative freelancer. Having just finished their education, they’re looking to gain experiences and thus frequently change jobs, not looking to settle down yet but to make the most of their first gained independence instead. They’re dedicated workaholics which lets them lead not the 9 to 5, but more like the 24/7 kind of lifestyle - blurring the lines of work and play.

They celebrate brands and people that take a stand for something as they feel a disconnect to the overload of picture perfect eye candy a lot of brands and blogs are featuring online. Consequently, they seek more relatable content they can connect to on a more personal level to feel acknowledged in their own personal process and struggles.

As it’s the first time they’re on their own, they desire meaningful connections and prioritise experiences over stuff, looking to share insights and to keep on learning. With a focus on their craft, they curate their everyday environments, whereas they appreciate self-irony and use it to bond with others, whilst sharing puns for recognition and social currency.
INSIGHTS

With phenomenons, such as Instagram that used to show snaps with filters attached to them, now being flooded with professional photography, and Dribbble that used to be a platform for creatives to showcase their work-in-progress, now featuring solely over-polished design eye candy, the bar for creatives has been raised. What follows is a bunch of emerging creatives that feel pressured by an industry that is going towards perfection, leaving them feel paralysed by certain standards they feel like they have to live up to. Thinking from the start that they have to produce something of share worthy quality, thus leaves them feel blocked and unable to produce anything at all. So that they forget to just play with their creativity, where in fact it’s been proven that without a play-like attitude, creative insights hide from us behind fear and uncertainty. Next, there is a growing force of freelancers that work from home and only have their own perspectives to draw upon, leaving them feel isolated whereas the DIY trend is moving forward towards ‘doing it with others’ (DIWO), as collaboration counts as the new driving force for creativity.
Could have been
PART TWO

Concept
THE AIM

To establish the counterpart of It’s Nice That - ‘Nice Play’, creating a platform that allows for play and exploration, shifting the focus from outcome to process.
Concept

PLAY
CONCEPT

Filling the gap of what part of the creative process they’re currently not showing and dealing as a more active part in enabling creativity to thrive, Nice Play encourages its target group to start playing away from perfectionist standards to let their creativity flow. It seeks to take the pressure off of creatives’ anxious minds and creates an open atmosphere that promotes play, all whilst making use of collective support along the way.
it's a draft
it's a draft
its a draft
A kid’s ability to explore, experiment, and make mistakes is an essential part of the creative process. And as we tend to forget to just play when we get older, as we start to self-edit our own thoughts right when they pop into our heads, it’s time to highlight again what we were able to do so greatly as kids - since play doesn’t only help free the mind but further allows us to regain creative spark while at it.
OUR DEFINITION OF

PLAY

VISION

Play fosters creative freedom of mind.

MISSION

To encourage free exploration of the unknown.
Concept

VALUES

Child-like Curiosity
Start playing with the free-spirited mind of a child, curious to discover the new.

Free Experimentation
No expectations, nor boundaries - we believe in giving room for trial and error.

Playful Interactivity
We provide material triggers for you to interact with and encourage to play collectively.
How the play looks
Flexible panels & guiding signage

Blank canvases inviting for play

Lo-fi materials reflecting low expectations

Open access to materials triggering interaction
Whereas we keep the playful spirit of our online platform, we now shift our visual focus from polished end results towards a more lo-fi, non pressure environment that shows the potential that lies in the process and the possibly more messy sides that come with it. Simple and loose materials allow for an adaptable environment and a re-introduction of playful graphics allows for some guidance when feeling lost.
Playing with graphics, the brand builds the groundwork for creative exploration, whereas their identity becomes clear through their usage of colour, typography and overall uplifting design. Icons link back to what the brand stands for, yet to make a distinction between the parent brand and its new venture, visual differences will be made through adding more roughness within the style of presented imagery, linking back to the process rather than the outcome, staying away from polishing it up.
Liberty may be taken when applying font sizes to keep a playful spirit, yet the type itself should show consistency.

**Neuzeit Grotesk Black**
*Header / 30 pt / 32 pt leading*

**Neuzeit Grotesk Bold**
*Subheader / 30 pt / 32 pt leading*

**FreightText Book Regular**
*Body / 11 pt / 17 pt leading / -10 tracking*

**FreightText Book Italic**
*Caption / 11 pt / 17 pt leading / -10 tracking*

**COLOURS**

Feeding on the parent brand’s original uplifting spirit, we’ll stay true to its corporate identity through the use of fonts and bright colours.

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<th>ACCENTS</th>
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<td>C16/M 22/Y47/K0</td>
<td>C83/M 41/Y 81/K 38</td>
</tr>
</tbody>
</table>
PART THREE

How we play
PLAY SESSIONS

To kick-off our Nice Play initiative, we’ll be launching monthly after hours play sessions in the open space of our studio. A series where drifting creatives can meet to support each other and to flaunt their struggles proudly and collectively. It builds an alternative creative environment that allows for a new perspective on what creativity means, aiming to change our attitude towards perfection and embracing process and play instead.

Taking inspiration from a kid’s after school care centre, our Nice Play Sessions offer three different stations, a drop-off station, a free play space as well as a pick-up station, while our creatives will experience loose guidance in how to approach each session by monthly altering hosts that mix up the ways to play.
THE DROP-OFF

Drop off whatever you’re stuck with at the moment, and let others take it on to help you and your idea flourish again.
THE PLAY

Following the drop-off, the play sessions attempt to let you play with drawn ideas - building the base material to play with and explore. Invited game changers will provide new insights into differing creative disciplines, allowing our creatives to change up perspectives and to feel free to fool around once again.
The Game Changers
ASK FOR HELP
With the pick-up as our latest stop, drifters will be encouraged to share what they’ve been struggling with - both in and out - as we truly believe that exchange helps to ease the mind and to encourage play again.
PART THREE

Place & Promotion
It’s Nice That
@21 Downham Road

WHERE IT’LL HAPPEN

At our office at Downham Road 21 we’ve held intimate sessions and gatherings already in the past. With an encouraging mindset and playful attitude at our heart, we thought what better way to open up our own doors once again to invite the ones we care about most. Looking to establish even closer bonds with the drifters we’re dedicated to, we’ll thus host the Play at our’s. Having an open space at the heart of our office, it’ll turn into a creative pop-up for play, limited to a number of 30 people yet the more intimate because of it.
HOW WE SPEAK

We definitely don’t want to make fun of our drifting creatives, yet a little humour has never hurt to loosen up a little. That’s why we encourage play through adding visual puns, to freshen up the creative process, all whilst being open and sincere to build up on our reliable base.
HOW TO GET THE WORD OUT

To introduce our Nice Play pop-up to our dedicated drifters, we’ll stay in line with It’s Nice That’s already established ways to launch new offsprings. Thus, **we’ll stick to the brand’s own varied channels** and use them to our benefit **to create an intimate and safe environment for our creatives to flourish in.** As follows, the Nice Play addition will first be announced on the brand’s website as well as added as a constant to its menu, under which new sessions will be announced in the future and the possibility given to sign-up for certain happenings.
WEBSITE

Where it all started and all comes together. Our website is our ultimate destination for all the things we have to offer. Whereas its main purpose is to feature emerging talent and their work, it further deals as the origin to all creative ventures we’re diving into. Thus, our Nice Play initiative will first be introduced to our audience here, giving peaks into what it’s all about as well as introducing all the elements it entails. By firstly introducing our new purpose and then giving insights into how one can be a part of it, we’ll make sure to entice our people bit by bit, not wanting to overwhelm but to support them instead.
Introduction

It’s Nice That is launching Nice Play - an initiative that exists to comfort emerging creatives in the process of idea creation, offering the grounds for experimentation and exchange all whilst giving collaborative support along the way. Aiming to shift the focus from outcome to process, Nice Play looks to take the pressure off of emerging talent and to allow them to explore underdeveloped thoughts and ideas, giving them the space to exchange processes with which they struggle as well as help each other out collectively. Nice Play will do this by introducing the Nice Playground, a space that invites for collaborative play and exchange, as well as by launching the Nice Play line, which will give our creatives direct access to other drifting minds that may be in need of a new perspective or play companion as well. To best demonstrate what our Nice Play initiative has to offer look ahead to see an overview of how the Playground, hosted Play Sessions as well as our Play Line will unfold and aid our creatives on a day to day basis. We've tried to make Play as accessible as possible and to stay close to drifting creatives that might need some extra encouragement from time to time. Stay tuned for future updates and join the play!

It’s Nice That: Nice Play

Nice Play: Play on Tour

Our Play Line is our extension of our Nice Play initiative that deals as a hotline for creatives they can fall back on when in need of some outside input and encouragement. Building a network that will assemble numbers of drifting creatives alike, one can call if in need of a fresh perspective or buddy to play with. Following the principle of play and serendipity, you never know who you’ll be connected to or what you'll find some encouragement and to create new bonds - click here to sign up!

Nice Play: Game Changers

As we know that most people’s low points of the week are occurring on Wednesdays, we’ll make sure that on those nights special guests will be present, hosting sessions of play that will challenge perceptions of what might be considered a ‘correct’ process or outcome. smashing play at our core we’ll provide materials to fool around with, but who you will encounter is left to surprise, just make sure to bring with you whatever you’re currently struggling with.

Nice Play: Play Sessions

Check out what we’ve currently added to our venue! After having realized that whenever we want to support all of your brilliant minds - so we didn’t put so much emphasis on helping you into trouble times of taking your thoughts to a different level. That’s why we’ve launched Nice Play - a session that will help you in your process of idea creation, swapping away from celebrating and proud and embracing the process and play instead. Stay tuned to find out more!
Play. That's Nice!

@itsnicethat

#niceplay
PRINT ADS

Next to our online publication we’ll further introduce our Nice Play Sessions within our magazine ‘Printed Pages’, with its publishing just before the start of our series. Having a more lo-fi visual appeal it will not only disrupt what our magazine is currently showing already, but also add more diversity to its venue to spark our target group’s interest. For this, peaks into what materials our game changers play with in action will hint what to expect. By further putting up posters in areas our drifters frequently find themselves in, with a focus on entry halls of art exhibitions, we’ll make sure to trigger them offline as well - encouraging them to check what our Nice Play venture has to offer online through linking it with the brand’s Instagram.
Since Instagram is the main destination our target group visits for new creative input on a daily basis, as well as one of the main reasons they feel pressured to create something flawless, we’ll put our focus of introducing our new Play initiative there. Thus, we’ll implement sessions of play that our game changers attempt in their ateliers, **showing more lo-fi depictions of creative experiments**. Letting our game changers voice their opinion on how they play bit by bit, we aim to encourage our drifters to start playing again for themselves and **to break up the pattern of solely showcasing refined end products within our feed**. Further going against the static and precise imagery of what we’ve been featuring so far, our focus will now be on moving images and real-time Instagram stories, making sure to stand out from the current stream as well as represent the dynamic that our Play initiative stands for.
itsnicethat

16.792 views

itsnicethat #NicePlay: Check out how our game changers Das Leben am Haverkamp play within their process and pop over to the link in our bio to see what we've currently added to our venue. Be sure, it'll be worth it! #itsnicethat #play #thatsnice
PART FOUR

Play Extensions
atelier bingo

Protein

BLESS
To extend Nice Play to other European cities outside of the UK with a focus on creative capitals, such as Paris, Amsterdam and Berlin, studio brand patrons who we’ve partnered with before will advocate our cause - hosting sessions at their studios. Sharing similar values of experimentation, play and encouragement, our dedicated friends will make sure to spread the cause - studio by studio, city by city - starting with atelier bingo promoting in Paris, Protein studios in Amsterdam and Bless in Berlin.
THE PLAY LINE

To extend our Play for those who might need some pep talk outside our Play Sessions, we created a play line, which is a hotline for creatives they can fall back on when in need of some outside input and encouragement. Building up a new network of creatives, it will assemble submitted phone numbers into a pool of creatives. When hitting the dial button, a creative looking for support will be allocated to another member serendipitously, whereas the dialer can decide what he’s looking for and in what area he’d like to connect. Thus, new bonds will be created, whilst making sure to give new perspectives on current issues as well as a possible buddy to play with for future creative endeavours.
To kick-off the ‘Nice Play’ pop-up campaign, we will publish a first announcement on our parent website, followed by poster teasers across the city as well as in our magazine; and lastly Instagram hints will get our creatives curious about our latest initiative as well as encourage them to start playing around in their own environments.

**TEASERS**
*September 2018*

**WEBSITE**
Banner, short introductory article about the new Nice Play initiative and step by step introduction of all that it entails

**PRINT ADS**
Supporting the Play mantra as well as stating dates and location of the Play sessions

**INSTAGRAM**
Weekly teasers showcasing different ways of playing - leading towards the kick-off of the Play Sessions and featuring our game changers
Phase 2
Involve them to play

Phase 3
Extend the network

NICE PLAY SESSION KICK-OFF
17th October

Our Nice Play will kick off with our first after hours play session, followed by a total of 6 whereas invited hosts will loosely guide the play, making sure there’s always someone to turn to, whilst ensuring a variety of perspectives. Play sessions are held after hours on Wednesdays in the middle of the month, running for half a year. Dealing as an open and free safe play environment it represents a playground creatives can escape to for freeing of mind and change of perspective.

PLAY LINE OPENING
January 2019

After the first 3 months of the Nice Play series, our play line will open up and further invite others to join the play pool of connections so that mutual support will extend the event itself and further grow a wider reach for those who aren’t able to attend or are simply located elsewhere.

PLAY ON TOUR
January 2020

So far our Nice Play campaign will only run for 6 months, yet future Play Sessions will be considered especially when thinking about going abroad, whereas their aim is to involve brand patrons that would take on being the host of future play in their own studios. After evaluating the first term of the Nice Play campaign it is then also to be considered to turn Play into a steady asset for the brand.