

car2go

car2go | Inspiring Creative Content

THE CHALLENGE

While [car2go](#) is known for its convenient urban car rentals, the North American communications team was facing the same challenge as many internal teams: how to recharge their creativity. Writing about the same topics in the same ways each day doesn't always bode well for out-of-the-box thinking.

OBJECTIVE

car2go engaged Pierpont's content practice to facilitate a creative writing workshop for the North America team's annual retreat.

SOLUTION

This included helping the car2go team more deeply understand how to weave creative writing techniques through day-to-day brand storytelling through press releases, blogs, and social platforms. The workshop featured many hands-on activities and discussions related to understanding audiences; being creative on the clock; viewing people as characters; using rich quotes, and writing to capture mind share and heart share.

RESULTS

At the end of the session, car2go's communications director conveyed that the half-day workshop was "hugely helpful for all of us."