



## SCHINDLER PARENT

# Idea Come Out, You're Surrounded. **WHERE AND HOW IDEAS ORIGINATE.**

Advertising with an idea is more likely to be noticed by consumers. Great. The idea can have a range of characteristics or can appear in a myriad of places. Also great. But how do you get this idea? Unfortunately, there is no magic formula. But luckily there are a few tips on where and how an idea can emerge. And what's even better: we have these tips.

### **1. DURING THE BRIEFING.**

If the briefing is well done, super crisp, and reduced to the key points, it can be a stepping stone to great ideas. It should neither be too narrow nor too broad and vague.

### **2. WHEN HANDLING THE PRODUCT.**

If you engage intensely with the product and its uses, you might discover unique features that can be used for an idea. You might find them in the shape of the product, its name, or the ways in which it can be used.

### **3. WHEN LOOKING CLOSELY AT THE TARGET GROUP.**

If you take a closer look at the target group, you might see what makes them special. This can be the target group's knowledge about the product. Or it could be a certain fanaticism, weird rituals, or critical attitudes. If you use this kind of insider information, a greater level of attention from the target group is guaranteed.

### **4. WHEN CLOSELY EXAMINING THE COMPETITION.**

Is there anything that stands out about the competition that can be used for your own advertising? For example, a special type of advertising or an unusual product design? Here however, it is crucial not to denounce the competition with your own advertising and to only rely on facts.

### **5. WHEN LOOKING AT THE AWARD WINNERS.**

In search of inspiration you should not miss checking out the industry's award winners. When looking at excellent advertising that has already proven its ability to come up with exceptional ideas, you yourself might come up with just as remarkable ideas. And even if you don't, you might be able to see new ways on how to approach a topic.

### **6. WHEN PLAYING PING PONG.**

Which does not necessarily mean table tennis. It rather means that many ideas arise precisely when you don't focus on the problem. If you are focusing too narrowly on a topic, your thoughts can easily get on the wrong track. And in this situation, the saving idea is infinitely far away. Then it can be helpful to just do something else. For example, to play table tennis. And even if the idea has not presented itself, at least you can go back to work with a clear head.

### **7. AT A QUIET PLACE.**

That is not necessarily to be taken too literally. Ideas can arise anywhere. Often suddenly. It does not matter whether you are on the subway, at your daughter's theatre performance, or just in the bathroom. That is to say, it is best to always carry something along to capture an idea when it comes. If you don't have that, the idea might be gone long before you get the chance to write a note. Today, luckily, this is hardly an issue thanks to smartphones.