



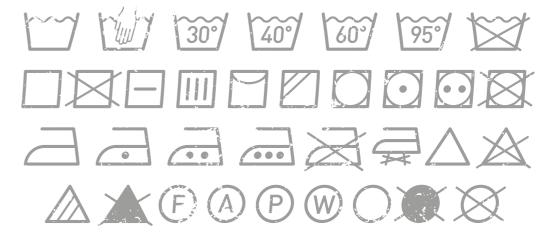




This book is a thought provoking collection of creative ideas gleaned over many years from here, there and everywhere. Please flick through the pages and let your imagination wander.

Dip in and out whenever you feel the need for a shot of creative inspiration.





Washing powder advertising has been around for over a hundred years. In truth, most products are made by the same corporations.

All that people really want is cleaner, brighter clothes; choosing the brand they believe will work. This is why the advertising must be convincing.

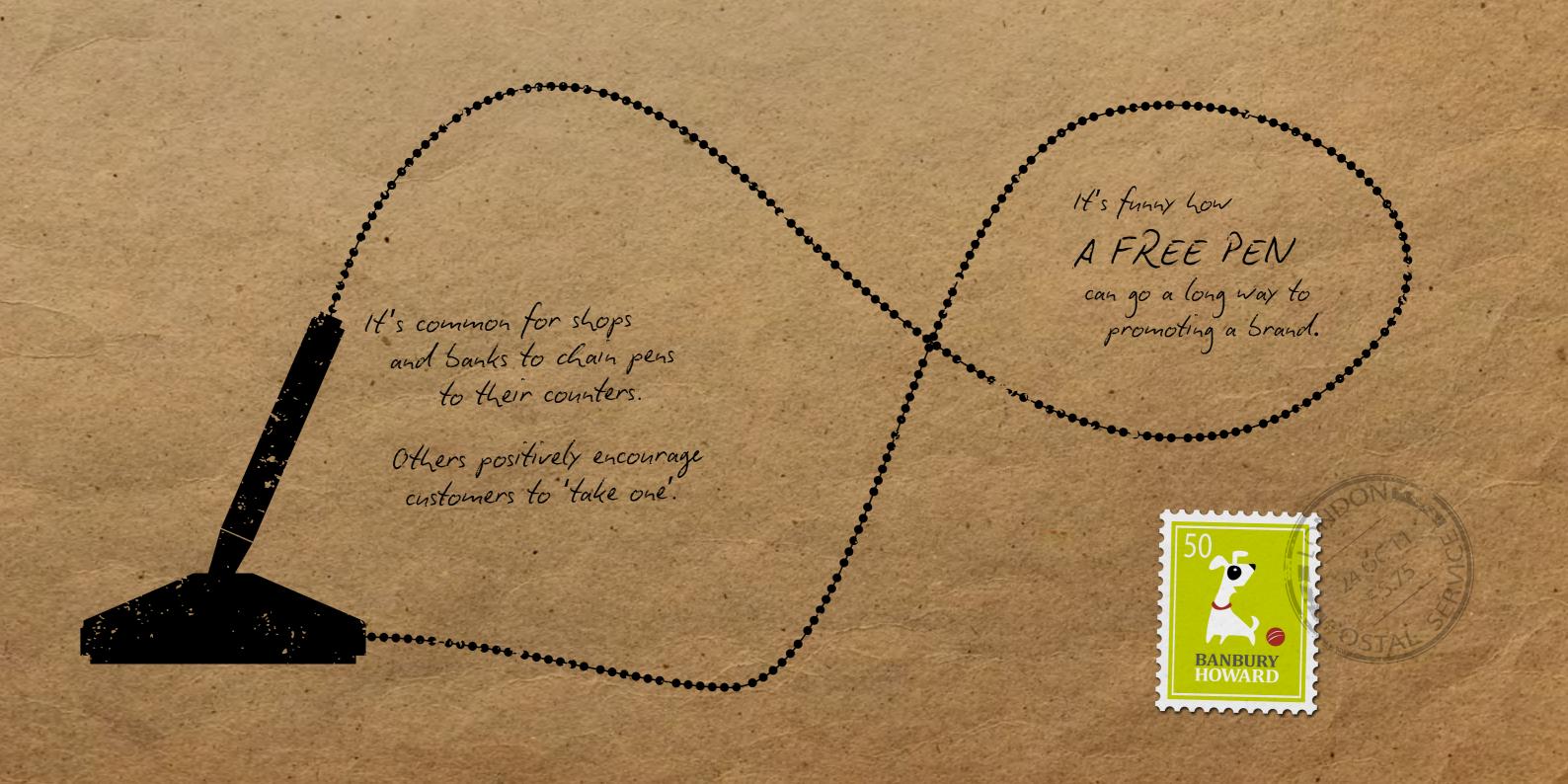


Write drunk. Edit sober.

We don't mean literally. Writing drunk is intended to mean you feel inspired and ununhibited. Writing down a random and, perhaps, not so cohesive collection of thoughts in a fury of creativity.

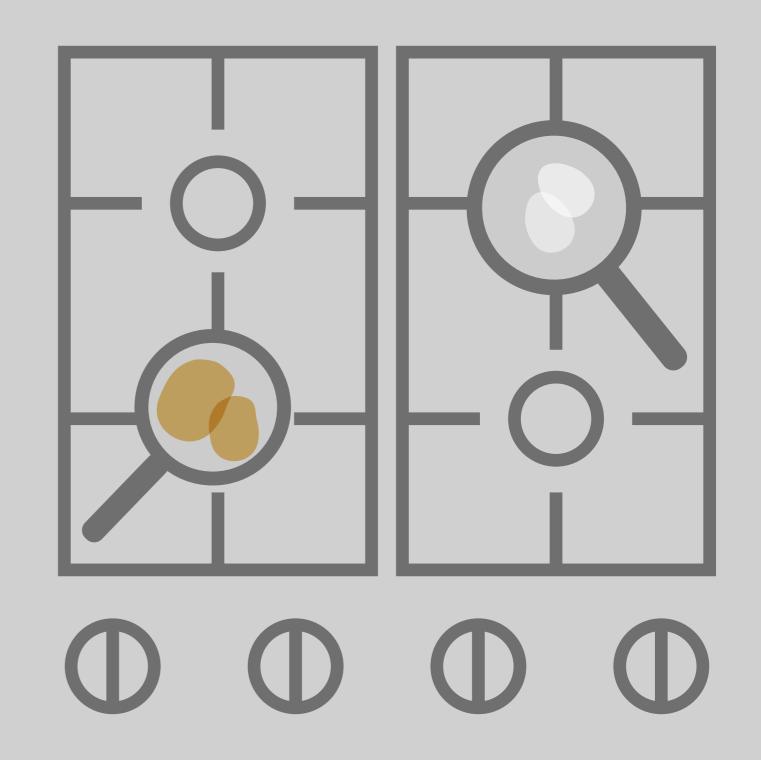
Editing sober implies that you reflect upon your writing with a clear head and say, "what the hell was I thinking?"

In reality, perhaps a glass or two of wine may help to get your creative juices flowing when appropriate, being sure not to lose sight of the all-important objectives of what you are creating.



THE SAME

Knowing your target audience is the true recipe for success.







T H E T R U T H

You can easily shout about how your product or service is bigger, better, faster.

And people will notice your brand.

You can draw attention to the rational benefits – why your brand makes sense.

And people will consider your brand.

You can make a powerful emotional connection – a truth to make your own.

And people will love your brand.

All the best brands have a single authentic truth at their very core.



When you dream you can do what you like." "If at first the idea is not absurd, there is no hope for it."

"Trendy is the last stage before tacky."





"Having a plan is great until you get punched in the face."

J.K. Rowling

When using media in a creative way, anything is possible. You're free to conjure up concepts and creative ideas based as far from reality as your imagination will allow.

Albert Einstein

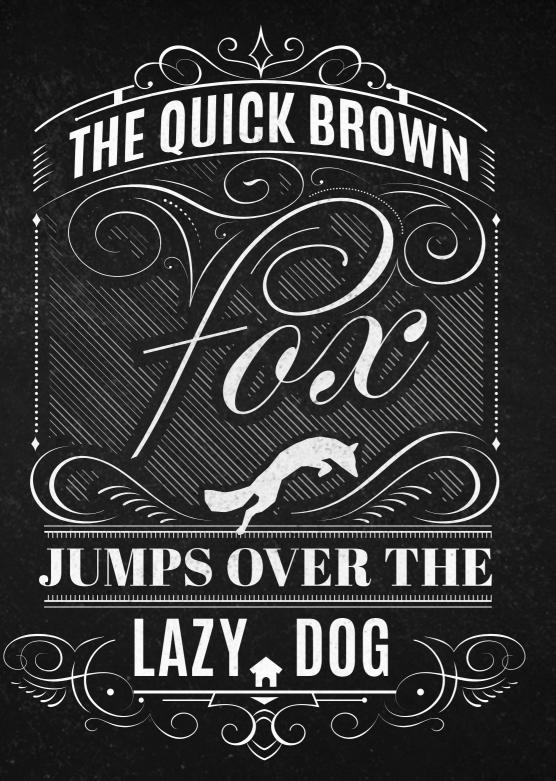
It's good to step out of your comfort zone - if you know what you are doing. Take calculated risks and challenge what is thought to be true for an improved outcome.

Karl Lagerfeld

In design, it may not be the best course of action to simply jump on the latest bandwagon. Sometimes it pays to be original and stay one step ahead of the competition.

Mike Tyson

In business, something will always pop up and change even the best-laid plans. You have to test and learn as you go. Adapt and prosper. You should always plan, to change.



This curious phrase uses all the letters in the English alphabet and was originally used to test typewriters.

Today, this sentence is well known amongst graphic designers and copywriters as it is often used in visual arts to help choose fonts.

Brainstorming can be good for generating business ideas, but when it comes to creativity, there really is no substitute for a great deal of hard work. Allowing time for free, inspired thinking, however, can lead to uninhibited sparks of creativity to form, resulting in some amazing solutions. An idea needs room to breath before being refined, carefully crafted and launched into the world.

7°C

AFTER A

BRAINSTORM

28°C COMES A BRAINBOW

BRAINBOW:

Noun

A nonsensicle notion formed from a melting pot of random thoughts made up of opinions thrown together resulting in a jumbled idea that has no substance and a pot of gold that does not exist at the end.

[breyn - boh]

brain | bow





Ten ways to enhance your creative thinking

Allow yourself to lose focus

It sounds a little counterproductive, but if you allow your mind to wander a little while you're thinking of solutions, you're likely to be more creative with them. It's for this reason that many creative types suggest they have their best ideas when they're tired or sleepy.

2. Get messy

Research has proven that a messy desk leads to more creative thinking, encouraging people to be drawn to new things. Conversely, a more organised environment leads people to be more generous, and more analytical work may be better completed at a tidy desk.

3. Constrain yourself

Sounds a little odd but, actually, restricting yourself and creating boundaries can help you to remove the sensation of having too many choices, allowing you to become more focused. Think Dr Seuss and his 50 word book, 'Green Eggs and Ham'.

4. Colour me creative

Studies have found that green and blue are the best colours for the creative environment – both colours enhance creative performance. Perhaps that's another reason why that clichéd phrase 'blue sky thinking' actually works!

5. Dim the lights

Apparently, 'darkness elicits a feeling of being free from constraints and triggers a risky, explorative processing style.' This may be due to the fact that brighter lighting makes us more alert, while in dimmer situations we lose a little focus and allow ourselves to relax more.

6. Silence isn't golden (but neither is loud noise!)

For the best creative thinking, you need to have a little ambient noise around you. This doesn't mean turning the radio up – just a murmur of noise is sufficient, helping us to broaden our horizons and come up with those all important new ideas.

7. Get active - do exercise

We're told we need to exercise more to make sure we're on top form physically, now we need to do it to get creative too. Recent research showed that a group who did exercise prior to being given a creative task were much more divergent in their thinking than the group who watched a DVD first.

Drink - lots!

It's not what you think. While alcohol can cause you to lose focus a little, possibly helping creative thinking, and coffee can help to stimulate your brain, what we're talking about is nice cold water. Staying hydrated is proven to give your brain energy – helping you to think better.

9. Rethink the problem

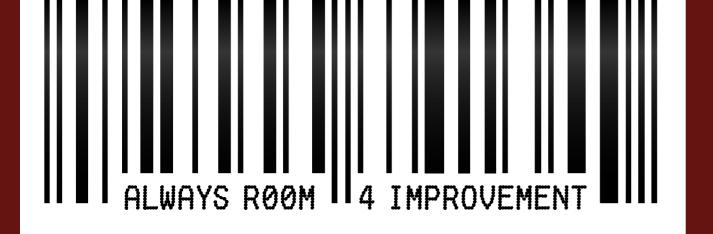
Try to take yourself away from the situation and rethink what the problem actually is. Rather than knowing what the outcome will be, think about the benefit for your audience and what they'll actually respond to – put yourself in their shoes to deliver something truly original.

10. Change your mood

There's research to show that it's not just being happy that can enhance your creative flow. In fact, it increases with both positive and negative emotional highs – so whether you're overjoyed, in love, excited or just plain old cross, try to harness that mood, sit down and create right then.

RIGHT BRAIN

It's true, the brain is split into left and right sections. However, it is now considered a myth that people fall into one category or another. When we engage our full mental capabilities, the possibilities can be mind blowing.



You fancy a snack, so you pop into your local supermarket to pick up a few tasty treats. Once they're in your basket you head for the checkouts. Thankfully, there's one of those '10 items or less' express queues, so you're home and munching away in no time.

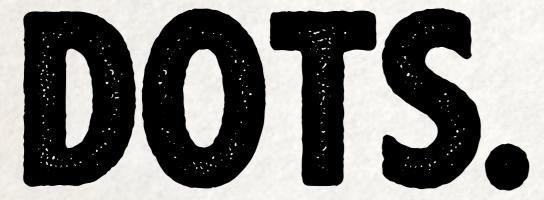
The next week you're throwing a dinner party. You pop into the same local supermarket to buy everything you need, including some of their finest seafood, a block of delicious smoked cheese and more than a few bottles of champagne. Once they're safely in your trolley, you head towards the checkout. You've spent well over £200, but you've also got more than 10 items. No express queue for you.

Even when you're a massively powerful household name there's still some room for improvement. Your customers are always asking questions.

Are
you
creative
enough to
find the
answers?



CREATIVITY IS MORE THAN JUST JOINING UP THE



IT'S ALL ABOUT COMING UP WITH THE UNEXPECTED



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Shortcuts? No thanks.

Good ideas can come at any time.

The big idea could come in the first few seconds or at the 11th hour.



PICTURE MOP

It's been thought about. It has an ultra absorbent head, plus a handle with a water squeezing lever. (And it's a very hygienic colour, white.) Then someone decides white is a little dull for the market. They would like the handle to be red. However, red handles only come as standard. (Without the lever.)

But it's thought to be more important that the colour is right. Someone else then decides that the handle and the mop head will look odd as they don't match.

It's OK... the company already has a warehouse full of red mop heads with the same screw attachment. A matching set is a must and a switch is made to a red mop head.

Absurd we know, but it happens all the time in marketing. After much consideration, the ad, direct mail pack or e-shot is approved.

Then, first the headline is changed, swiftly followed by the suggestion of a new image. Eventually, little is left of the original concept.

Keep faith with the big idea, however, and you will CLEAN UP.



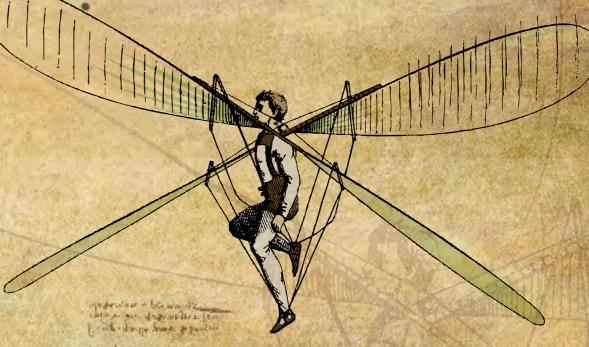




Market forces will always conspire to drag a business down. A creative marketing approach and continual brand building is the only surefire way to rise above the competition.

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Manufactured bearing



Traffic professions and spanners as the contract of the money colors of the many spanses (along the professions)







HE **ELEMENT** OF SURPRISE

Ba Ho Howard

secret formula of impactful advertising. Safe is boring and no onwill take a blind bit of notice. The unexpected demands attention. Be brave and keep springing surprises.



It's only too easy to over cook an idea. You have an original thought.

It's brilliantly simple. You wonder why you haven't hit upon it before. Embrace those precious moments of enlightenment. Keep it simple and trust your instincts.



















The original phrase by American novelist, Jack London, quoted, "Don't loaf and invite inspiration; light out after it with a club, and if you don't get it you will nonetheless get something that looks remarkably like it."

As primitive and, perhaps, obvious as this sounds, it's true – great ideas rarely come along uninvited. You have to hunt them down with undying determination.

Do you want average?

Imagine there are twenty-five people in a room. You're about to open a great new shoe shop and you want to know what size shoe most people want to buy.

You pass around a piece of paper and everyone writes what shoe size they would like to be stocked. If you take everyone's opinion into account and do a bit of maths, you'll get an average shoe size.

Similarly, you can take an ad for your shoe shop into that room of twenty-five people. You pass it around, let everyone have their input, and make changes based upon that input. The result is exactly the same; you get an average ad.









CUT HERE IN EMERGENCY

We only fear the Market of the

We fear things we haven't experienced but, when we do, they are rarely as scary as we think. It's a good thing if you are scared of a new ad, logo or website. If it's scary, then it's different. If it's different, then it's original. And if it's original, it might well be worth doing.

