

A Supremely Simple Guide To Creating Big Ideas



Beattie
INTEGRATED COMMUNICATIONS

The Creative Ideas Process Has Five Simple Steps

Despite what some self-proclaimed experts would have us believe, the process for creating great ideas is not complicated. It involves five simple steps:

- 1 Research & Insight
- 2 Thinking Hard
- 3 Switching-Off
- 4 Letting The Magic Flow
- 5 Fine Tuning

Research & Insight

- We talk about the importance of having an intimate knowledge of brands, products and consumers, yet so many of us have a limited understanding because we're not prepared to work at it
- It takes time, thought and effort to develop an insightful understanding of a brand. Most of us stop too soon but game-changing perceptions are not going to come unless we do our homework thoroughly
- We have to interrogate data, examine the culture, look at the history and interview customers
- Finally, we have to organise, index and store the material in a scrap book or digital folder

The Difference Between Research & Insight



FACT: People tend to feed their dogs and cats twice a day



OBSERVATION: They usually feed them at breakfast and dinner time



INSIGHT: People feel guilty eating in front of their pets

Thinking Hard

- We now need to digest and think hard about all the material we've garnered
- We're looking for connections and that means turning facts this way and that
- It's not so much about seeing what no one else has seen but thinking what nobody else has thought, even though they may have seen it
- Partial ideas will emerge. Jot them down or put them on post-its – even if they're not mind-blowing
- It's an exhausting process but we need to keep thinking until we hit the buffers
- Now we must relax, do something else and think no more about it

Switching-Off

- When we're relaxing, our subconscious minds take over
- Ideas will pop out of nowhere when our brains are switched off, when we're doing something mundane or when we're half asleep

Letting The Magic Flow

- Ideas will begin to flow like lava from an erupting volcano
- Some will be sensational, others not so impressive but write them all down

Fine Tuning

- In the cool light of day, we may think our hottest ideas have chilled a little
- So sharing ideas with our colleagues may be somewhat daunting as they may not consider our “baby” to be as beautiful as we see it
- Identifying and proving our very best idea is essential, so listen to their comments, take away their criticisms and fine tune what we’ve got until we’re absolutely certain it’s a winner

The Emotional Journey

Our emotional journey will be a rollercoaster and may be something like this:

1. My idea is awesome
2. It may not be that great
3. It's shit
4. I'm shit
5. It might be OK
6. It's awesome and I'm a genius

Good Is The Enemy Of Great

How do we know if our idea is good enough?

1. It must be original, we must be able to explain it in one sentence and it must have the Wow! Factor
2. It must be logical but unexpected, scalable and shareable
3. It must spark action

Want To Know More?

- Read James Webb Young's book "A Technique For Producing Ideas"
- Written in the 1940s, it's the bible from which all other creative thinking books have spun
- It can be downloaded on Kindle for £1.89
- Alternatively, contact our Operations Director, Elspeth at elspeth.brown@onlybeattie.com

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