

# 10 Methods for generating ideas

A handy handout of the  
online masterclass from 10-08-2022

**TARTAN** X **QCOMMUNITY**  
→ Brand Strategy  
& Copywriting

# Overview

1. Break your routine
2. Deviate from the norm
3. Change perspectives
4. The Walt Disney method
5. Pressure cooker
6. Accordion method
7. Kick-start ideas guide
8. Fill the buckets by Dan Nelken
9. Bullshit method
10. Looking for insights / relatable truths

# 1. Break your routing

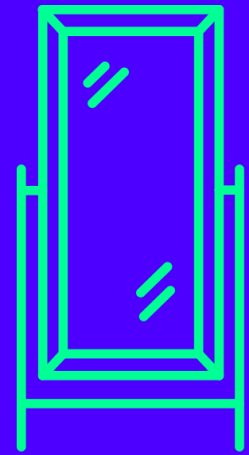
Observe yourself.

Tea → Coffee

Working in the morning → Try working in the evening

Favourite coffee place to work → Try another one

Writing digitally → Grab a pen and paper



## 2. Deviate from the norm

When the world zigs, zag.

Schnell dem Winter davonfahren.  
**Einfach 30% sparen.**

A woman with blonde hair, wearing a dark blue top, is smiling and holding a black and yellow Hertz card that says "30% TIEFTAX-KARTE". To her left is a silver Hertz car. The background is a plain, light grey studio setting.

Schnell. Einfach. Hertz. Mit der Tiefertax-Karte von Hertz sparen Sie bei jeder Automiete clevere 30 Prozent. Ganz egal, wofür Sie den Wagen brauchen.

Weitere Informationen auf [www.30prozent.ch](http://www.30prozent.ch)

**Hertz.**

## 2. Deviate from the norm

When the world zigs, zag.



**Lust auf eine neue Frisur?**

**Mieten Sie sich ein Cabrio.**

(Mercedes SLK für DM 158,-/Tag inkl. 500 km nur unter e-sixt.de)

### 3. Change perspectives

Look through the eyes of someone/something else

The strategist / the account manager

An idol

The product

The competition

The monkey in the zoo



### 3. Change perspectives



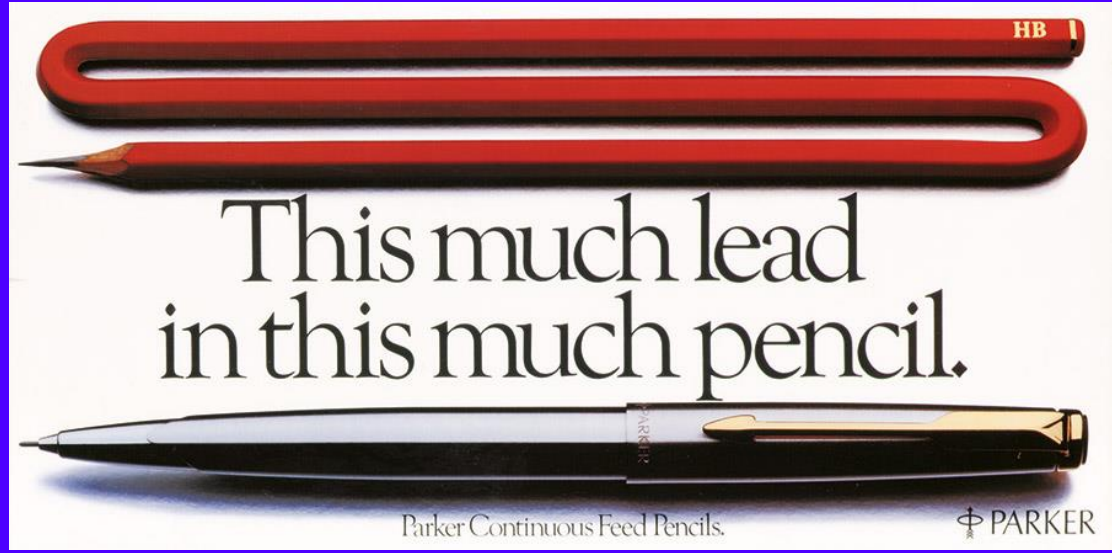
**SMELLS LIKE  
YOU'RE BEING  
AN IDIOT.**

What do you hope to smell there, sir? Gooseberry? You don't even know what gooseberries smell like. Perhaps next time instead of playing pretend, you should ask for an Export Dry. Crisp and refreshing but still full of flavour, Export Dry is a sophisticated lager that tastes incredible and smells like beer. So what are you waiting for? Oh, ok, well how long do you think that will take?



LET NOTHING COME BETWEEN  
A MAN AND A GREAT BEER

Standard Drinks



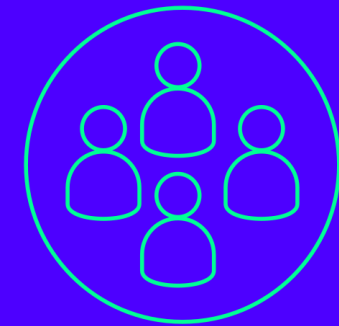
**Annoy the neighbours.  
Turn it down.**

**jfm 102.2**

## 4. The Walt Disney Method

### Role play with others

1. The dreamer → delivers visions, ideas, thoughts
2. The realist → how to implement/feasible?
3. The critic → looks for problems/errors
4. (The neutral) → consults/mediates





## 5. The Pressure Cooker

Create an imaginary deadline

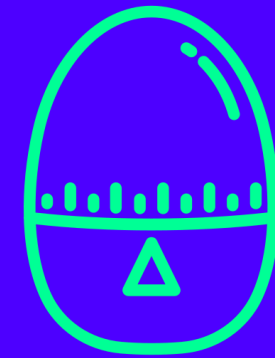
For a group, not more than 3-5 people

1 hour of full steam brainstorming

Atmosphere should be positive

Come up with as much ideas as possible

Discuss and evaluate



## 6. Accordion Method

Work hard. Play hard. Repeat.

Rotation between full focus & relaxation

For example: 1 hour of highly concentrated work, followed by 15 min. break.

Confirmed by study from Baylor University (Texas)  
(Emily Hunter, Cindy Wu)

Walking fuels creativity more than sitting  
(Study by Stanford University)



# 7. Kick-Start Ideas Guide

by Mario Prickens

Use visuals only

Abstract

Before and after

Use words only

Compare

Simulate

Omit

Metaphor

Use the medium

Understate

Passage of time

Change perspective

Contemporize

With product

Repetition

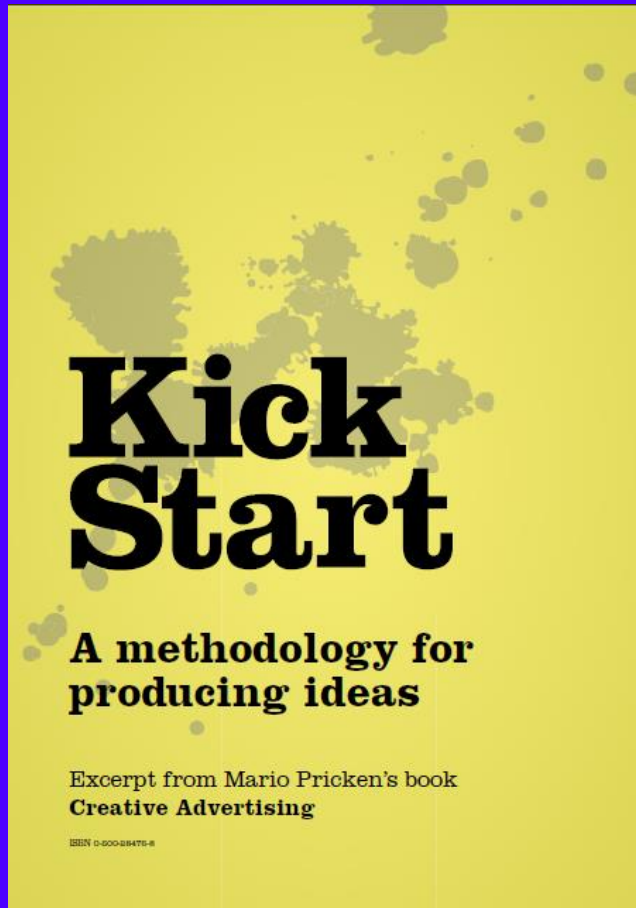
Symbolize

Without product

Exaggerate

# 7. Kick-Start Ideas Guide

by Mario Prickens



## 1) Without words

How could the USP be depicted without words?  
Are there scenes or situations in which the product benefit could be conveyed without words?  
How can the benefit be portrayed in one picture?  
How might the USP be communicated in a silent film?  
How can the benefit be summed up without words in a simple picture?  
How could a story be told in simple sign language?

## 2) Mixing and matching

How can the product be combined with something else in order to make the USP clearer?  
Mix the two together?  
Collage?  
Selection?  
Rearrangement?  
Combine several objects to make one?  
How can the problem and solution be combined to make the product message unambiguously clear in a single picture?

## 3) Comparative juxtaposition

What before and after comparison could underline the product benefit?  
What can the product be compared with, to make the benefit obvious at a glance?  
What kind of juxtaposition could represent both the problem and the solution in surprising, provocative or humorous terms?  
How can the benefit be communicated by comparing the product with something from a completely unrelated context?

## 4) Repetition and accumulation

How can the product benefit be emphasised by repetition?  
How can repetition attract attention, and represent the problem situation in a witty, provocative or exaggerated way?  
How can the benefit be reinforced by an accumulation of problem situations?

## 5) Exaggeration

What **exaggeration** could represent the benefit more forcefully?  
What can be added?  
Make it bigger? Longer? Heavier? Thicker?  
Give it added value?  
Increase the number of components?  
Multiply by two? By twenty?  
The sky's the limit?  
What **reduction**, no matter how extreme, could represent the USP more forcefully?  
What can it do without?  
Make it more compact?  
Smaller? Shorter? Flatter?  
More aerodynamic? Lighter?  
Can the parts be shown separately?

## 6) Turn it right around

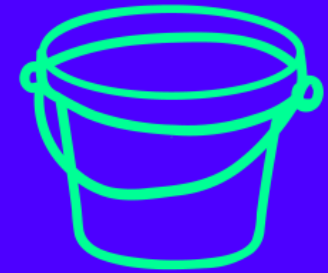
How can the benefit be depicted by inventing something familiar into its opposite?  
Convert the benefit into a disadvantage?  
Show the negative instead of the positive?  
Achieve the opposite of the USP?  
Turn it upside down? Reverse roles?  
Change the perspective of the people involved?  
Switch cause and effect?

## 8. Fill the buckets by Dan Nelken

### Your brains on Idea-rrhea

2 Steps:







1. Create buckets
  - Try to go for at least 10-20
  - can (should) be obvious, simple things about product/service
  - Look for benefits, attributes, insights, truths
2. Fill the buckets – with whatever you come up with (don't pressure yourself)



**“Quality comes from quantity”**

## 8. Fill the buckets

Example: Udemy (E-Learning, online courses)

-  1. You can learn from home.
-  2. You can learn from the comfort of your home
-  3. You don't have to go to school.
-  4. You don't have to commute.
-  5. You can learn from anywhere (The world is your classroom).
-  6. Classes start whenever you want them to.

**Create  
the  
buckets**



## 8. Fill the buckets

Example: Udemy (E-Learning, online courses)

- 1. You can learn from home.
  - You don't have to shower before school.
  - You don't have to wear pants.
  - Your desk could be the couch, the bed, the toilet.
  - You are technically being homeschooled.
  - When you fall asleep in class, it's in an actual bed.

**Fill  
the  
buckets**

## 9. The Bullshit Method

Are you serious right now?

Especially when you're stuck and there is a knot in your creativity pipe

Write down the problem in one sentence

Come up with really bad ideas

Don't hold yourself back

Might help to loosen up again and stimulate better qualitative ideas to come



# 10. Looking for insights/relatable truths

## Creating a smile in the mind

“Microwave: Take your hot bowl of cold food.”

“Every woman’s nightmare: someone wears the same dress at the party.”

“Making the whole class laugh is a top ten feeling.”

“Checking the fridge multiple times a day, although there’s nothing new.”

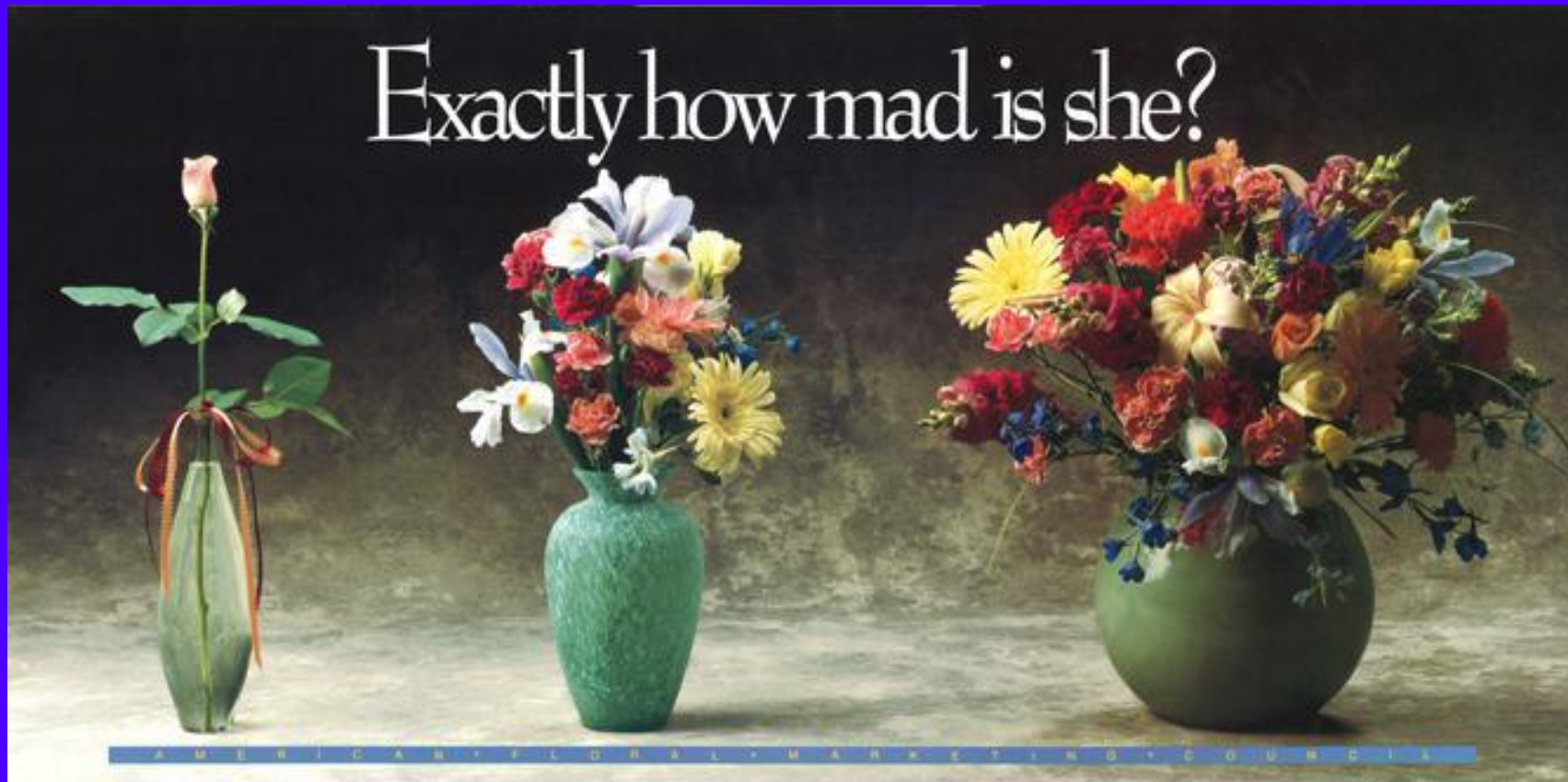
→ In pop culture: memes

→ They speak directly to our experiences, references, emotions, etc.

→ They create a “Aha, they know me”-effect

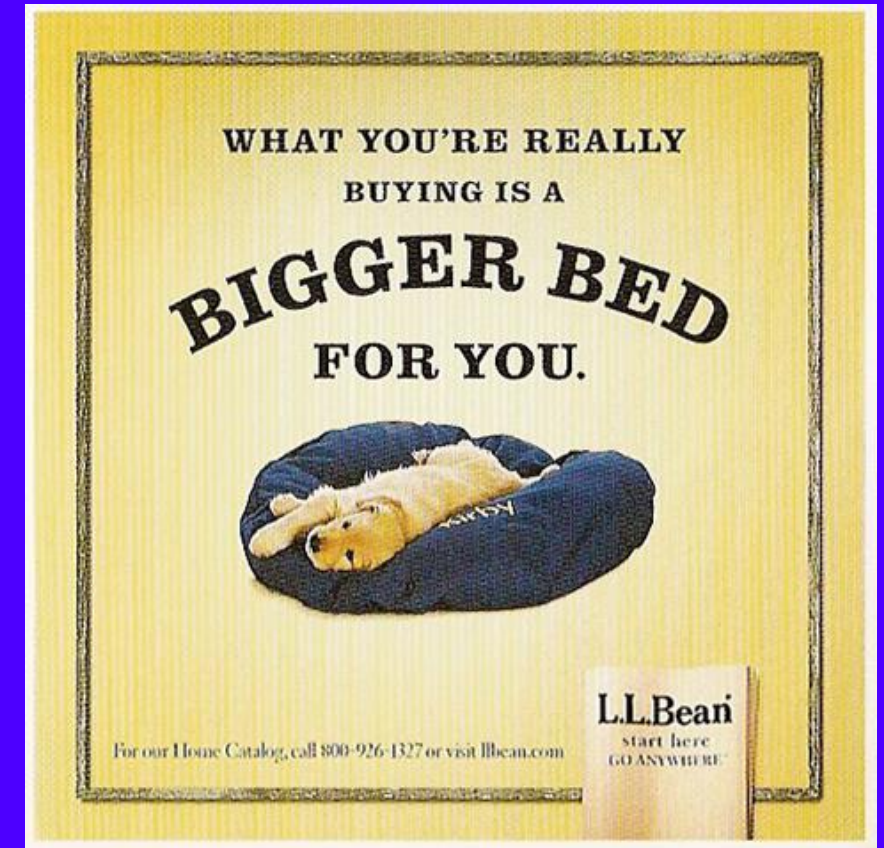
## 10. Looking for insights/relatable truths

Creating a smile in the mind



# 10. Looking for insights/relatable truths

Creating a smile in the mind



# When do we know it's a **good idea**?

## Art Directors Club Germany Criteria

1. **Originality**: Is the idea original? Breaking the norm?
2. **Clarity**: Is the idea clear?
3. **Convincing power**: Does the idea carry credible arguments of the product/service?
4. **Workmanship**: Is the quality/implementation of the idea convincing? Do the details add up to the whole idea?
5. **Joy**: Do people enjoy to read, watch, hear, touch the idea?



# When do we know it's a **good idea**?

“Would I share it?”-Test

“I have to show this to somebody”-Test

“The owner”-Test

“Ask someone who doesn't have a clue”-Test

“Swarm intelligence”-Test

# More examples



## Which of these three kids is wearing Fisher Price anti-slip roller skates?

When we set ourselves the task of producing a brand new roller skate, we took a long, hard look at conventional skate designs.

And then threw them all away. Then we started again. From scratch.

We asked literally hundreds of children, and their parents, exactly what they wanted in a roller skate.

Between us, we came up with some things unlike any other skate on the market.

Instead of having an angular metal construction, it's made of rounded, virtually indestructible plastic.

We replaced laces and buckles with simple velcro straps. We gave them flexible toe grips so they fit either foot.

We designed a built-in catch which adjusts their size, doing away with the need for spacers or keys.

But most importantly we developed a unique way of adding to their stability and safety.

Simply a switch which prevents the front wheels from spinning backwards. And yet for all their simplicity, it's ideas like these that are the reason why Fisher Price have already sold nearly a million pairs of skates in America.

So it seems that while our customers tend to stay upright once they're in our skates, they're virtually falling over themselves to buy a pair.

**Fisher-Price**

Omit  
Without the product

# More examples



Use the medium



# More examples

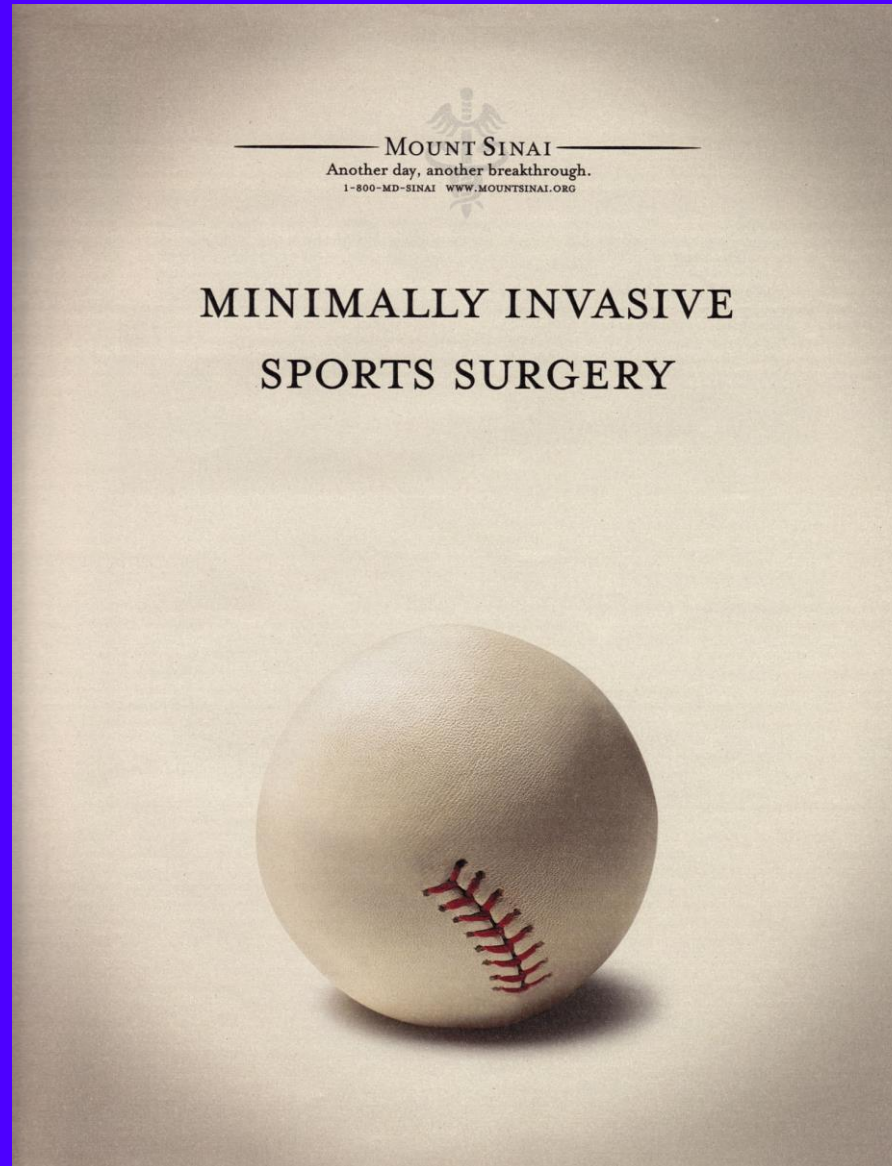


The quietest cabin in its class. New Golf.



Metaphor

# More examples



Symbolize

# More examples



0-100 in 5.0 seconds.  
New Golf R.

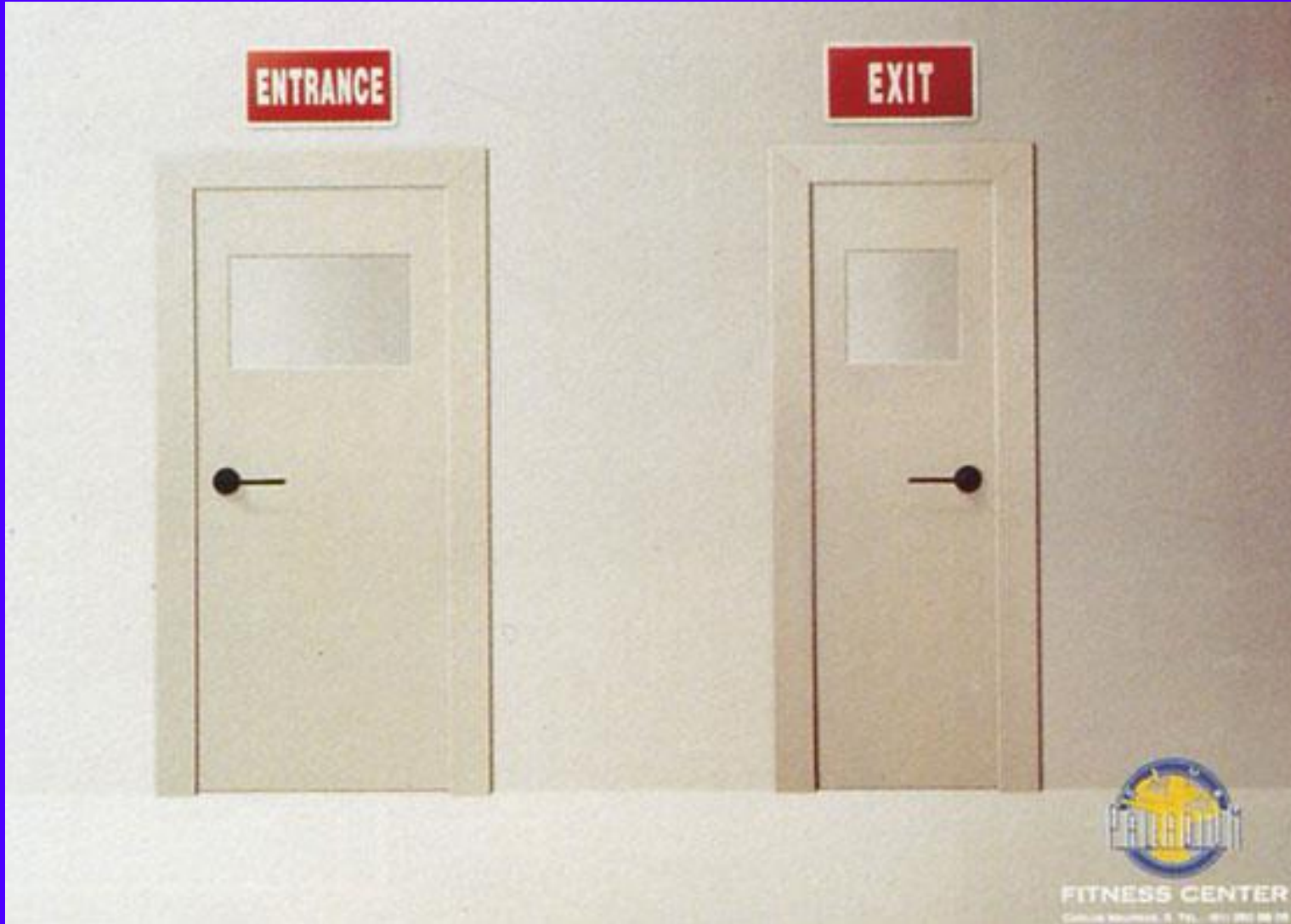


Das Auto.

Abstract  
Distort  
Metaphor (free fall)?



# More examples



Before and after  
Without the product  
Exaggeration  
Passage of time

# More examples



Change perspectives  
Exaggerate

# More examples



Change perspectives  
Exaggerate



# More examples



**Berlitz German Coastguard**

1.520.046 Aufrufe 29.10.2013 Bates United Postproduction - Offline and Online. Dir. Nic&Sune

👍 9243    🗨️ Mag ich nicht    ➦ Teilen    ⬇️ Herunterladen    ≡+ Speichern    ...





Clichés  
Relatable truths

**Get to work! Good luck.**



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→ Brand Strategy  
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 Erhan Tartan · Sie  
Man of my word | Freelance Copywriter & Brand Strategist | German Native  
11 Monate · 

Recently read "On Writing" by Stephen King, and the genius of the man comes right off the pages. Some of his advice:

... mehr anzeigen

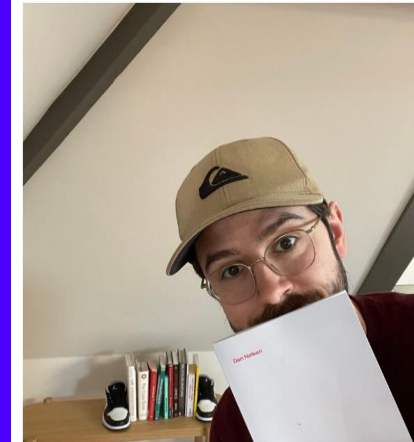


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Man of my word | Freelance Copywriter & Brand Strategist | German Native  
2 Monate · 

I stole from [Dan Nelken](#).

Because he's good.

... mehr anzeigen



 TARTAN | Brand Strategy & Copywriting  
89 Follower:innen  
3 Monate · 

What was "cool" in the 80s is not the same today.

So when your Brand Positioning is all about being "cool" for € ... mehr anzeigen

Übersetzung anzeigen

## Brand Revitalization

≠ Repositioning

