

POWERFUL PROPOSITIONS

GENIUS/STEALS

THE ICEBREAKER

First, give participants 30 seconds to pick an item of furniture that they're familiar with.

Then, give participants 4-5 minutes to describe this item to someone who has never seen or experienced it before. They won't be able to share any visuals, instead they only have their words. Acknowledge that for some people this will feel like an especially long amount of time, while others may find that they could keep writing long after the buzzer goes off.

After that writing block, ask participants to sum up their chosen item in a single sentence. This could be their favorite sentence from what they've written, or it might be a culmination of the paragraph/stream of consciousness style writing.

As a large group, share what you picked and your one sentence description. You may choose to discuss what descriptions were more memorable and why, or ask participants to share why they think this was the starting activity of the day.

Now that you know propositions can go by many names, and now that you've seen some examples of how they come to life, it's time to practice. We'll use the following workspace to think through propositions.

NOW WHAT?

1. Pick a brand:
 spend no more than 2 minutes deciding; it should be one you are familiar with

- Coca Cola
- Nike
- Apple
- Google
- McDonalds
- BMW
- Facebook
- Pampers
- Nintendo
- Lego

2. Write your first draft:
 spend 5-8 minutes on this

GET -
 (target consumer and their barrier)

TO -
 (desired mindset or behavior)

BY -
 (message/action the brand can communicate)

3. Now, you're going to re-write your Get / To / By from another perspective -- at least two more times

Re-write your GET / TO / BY as if it were articulated from a celebrity. You can pick your own, or choose from our suggestions below.

- Kanye West
- Katie Perry
- Kylie Jenner
- Roger Federer
- Ellen Degeneres
- Billie Eilish
- Gordon Ramsay
- Ryan Reynolds
- A country leader (Queen of England, Prime Minister, President etc)
- A talk show host (Graham Norton, Jimmy Fallon, Steven Colbert, Oprah, etc)

3A. Write your next version:
 spend 5 minutes on this

CELEBRITY VOICE -

GET - TO- BY-

3B. Write your next version:
 spend 5 minutes on this

PICK A NEW CELEBRITY VOICE -

GET - TO- BY-

Remember:

- Direct AND Inspire
- Focus on ONE Thing
- Tension is good (but it's not the only way)
- You can also think about the product benefit, associations
- Consider the problem to be solved
- Have fun, give yourself permission to play

NOW WHAT?

Remember, when you're running this for your team, you may opt to choose other celebrity voices that are more on brand.

Consider what celebrity would represent your brand.

Who would be their celebrity best friend?

Their celebrity mom?

Who would be the talk show host you'd be most excited to see talking about your brand?

Etc

EVALUATING PROPS

“I think a good single-minded proposition is imbued with some sort of energy. It’s loaded language. It’s provocative and evocative.”
- Creative Director

Three questions to consider:

1. Is your proposition more than marketing speak?
2. Is your proposition energetic?
3. Is your proposition evocative?

Thanks!

