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IDEAS + IMPACT

WHAT IDEAS ARE & HOW TO HAVE BETTER ONES

▶ *Presented by Faris & Rosie Yakob*

SCHOOL OF



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@FARIS

CO-FOUNDER
& CHIEF THIEF
@GENIUS STEALS

PRE-2013
Chief Innovation Officer
@ MDC Partners

Chief Digital Officer
@McCann NY /
@Naked Comms

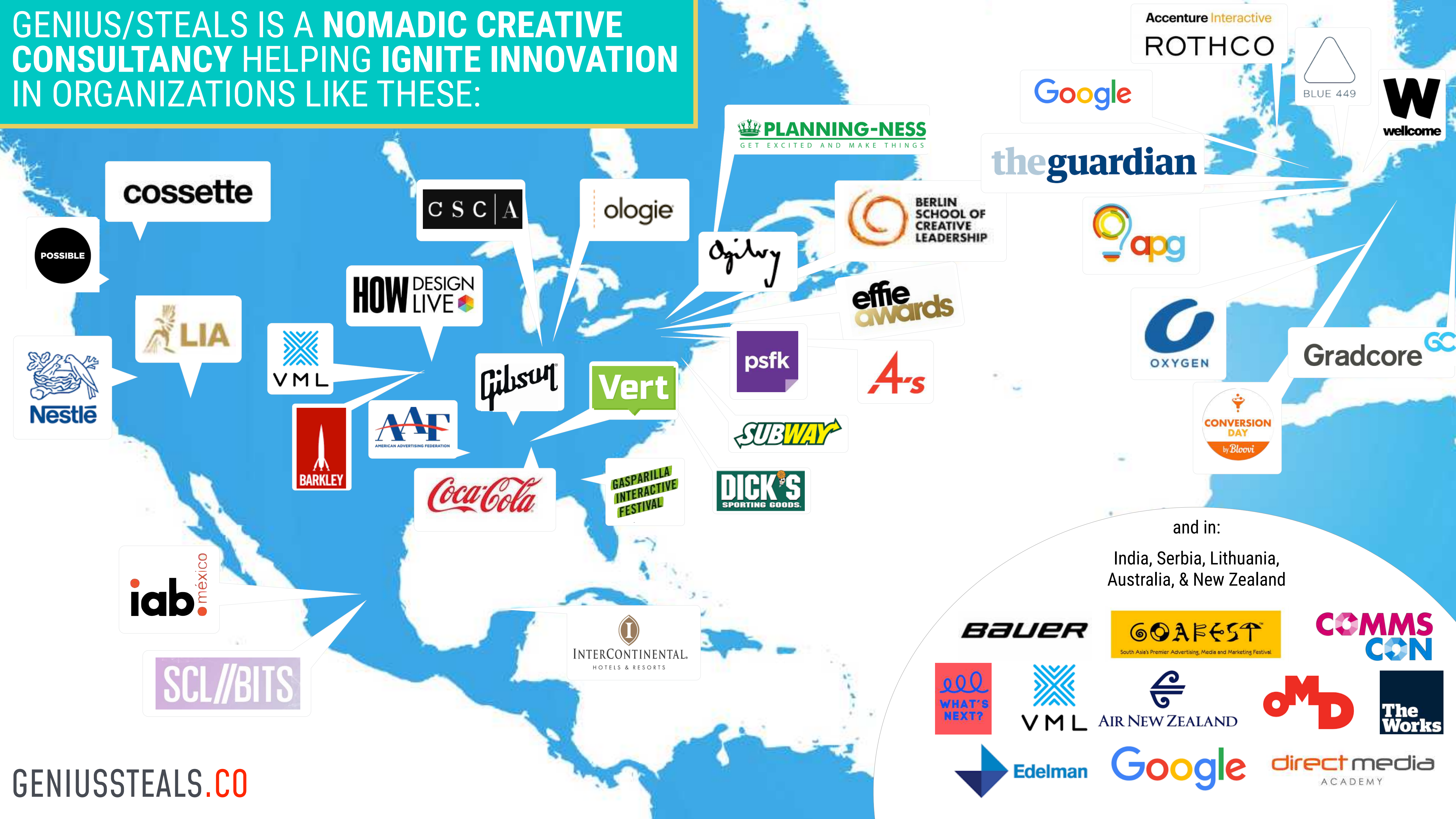
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PRE-2013
Strategy Leader
@ 360i @ Cake
@ Saatchi NY

Teacher
@ Miami Ad School

GENIUS/STEALS IS A NOMADIC CREATIVE CONSULTANCY HELPING IGNITE INNOVATION IN ORGANIZATIONS LIKE THESE:



and in:

India, Serbia, Lithuania, Australia, & New Zealand

A collection of logos for organizations in various regions:

- BAUER**
- GOAFEST** (South Asia's Premier Advertising, Media and Marketing Festival)
- COMMS CON**
- WHAT'S NEXT?**
- VML**
- AIR NEW ZEALAND**
- Edelman**
- Google**
- direct media ACADEMY**
- The Works**

Part 1

Originality is Not Helpful





ORIGINALITY IS A MYTH.

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THE INNOVATIVE i-SUITE

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1998's iGESTUREPAD



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**GUESS WHO
ACQUIRED THIS
COMPANY IN EARLY
2005....**



APPLE STEALS



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BANKSY VS. THE BRISTOL MUSEUM

“THE BAD ARTISTS
IMITATE, THE GREAT
ARTISTS STEAL.”

~~PABLO PICASSO~~
BANKSY

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Campbell's Soup Can | via Campbells



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Campbell's Soup Can | via Andy Warhol



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Cream of Tomato Soup | via TESCO

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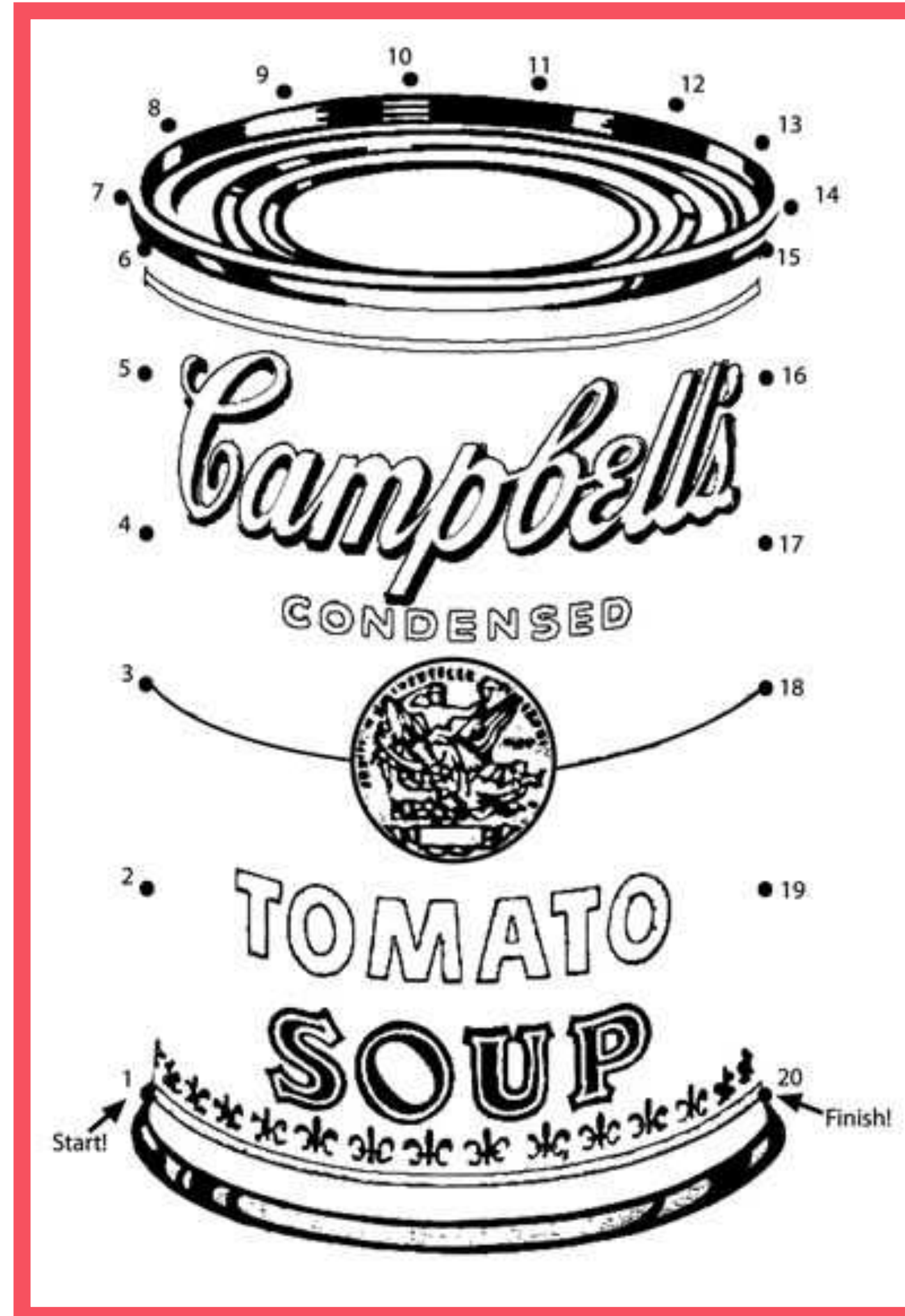
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Campbell's Soup Can | Paint by Numbers

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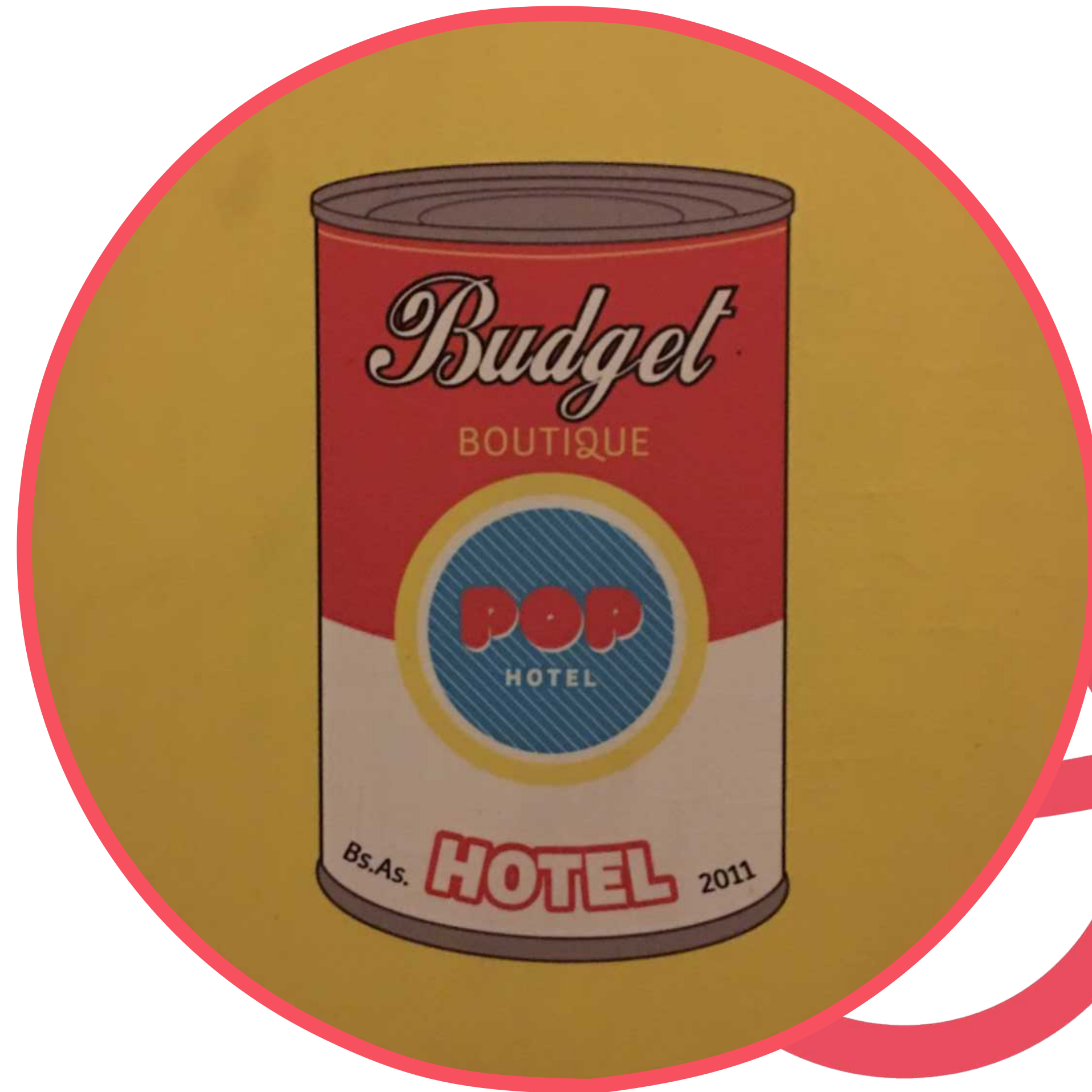
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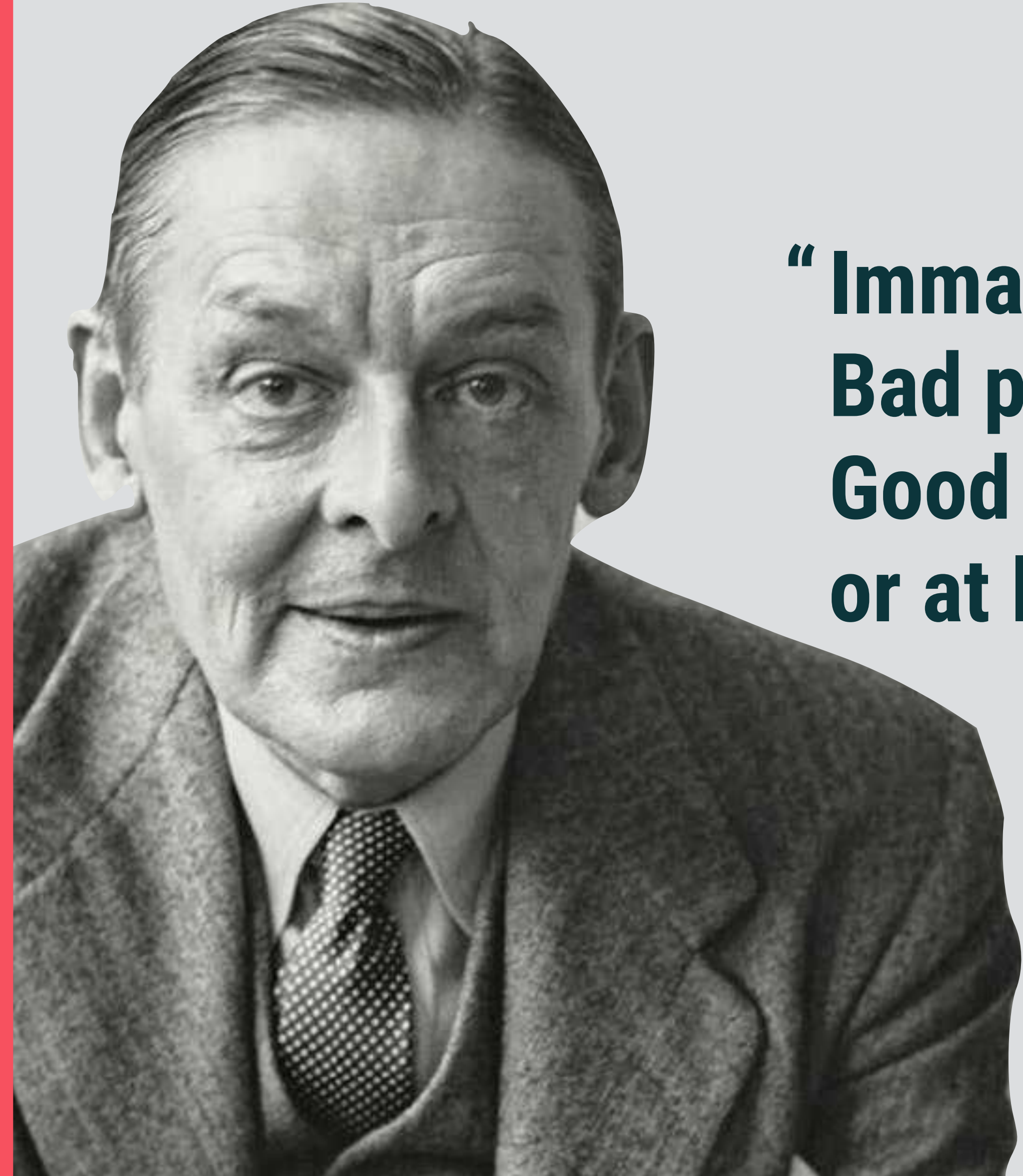


POP Hotel! | Buenos Aires

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**“Immature poets imitate; Mature poets steal.
Bad poets deface what they take.
Good poets make it into something better
or at least something different.”**

- T.S. ELIOT



Part 2

Ideas are New Combinations

Athena is born fully formed from the mind of zeus



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This remains our cultural image of creativity



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“**From the perspective of the brain, new ideas are just *several old ideas had at the same time.*”**

JONAH LEHRER

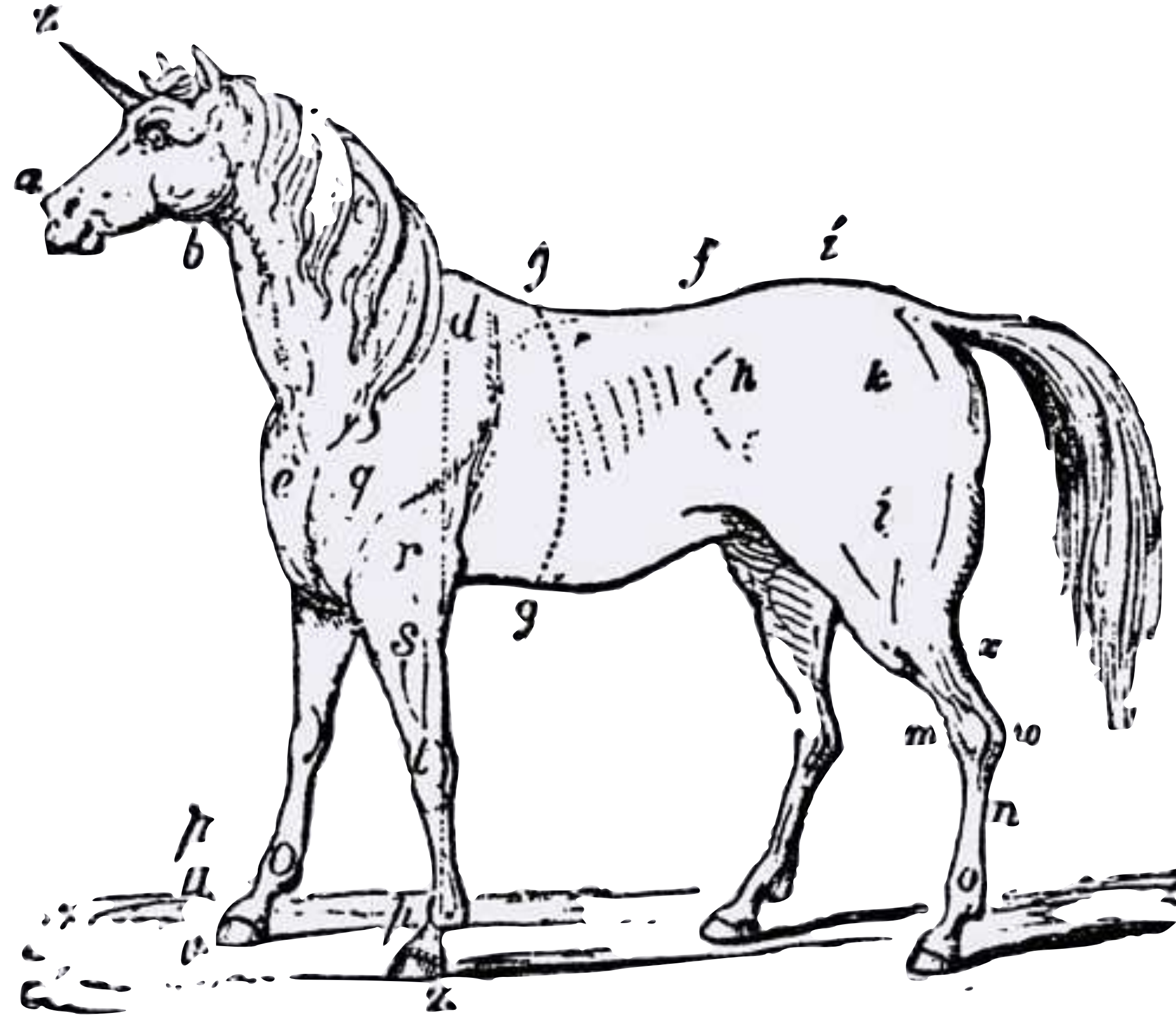
Complex ideas are compounds of simple ideas said John Locke

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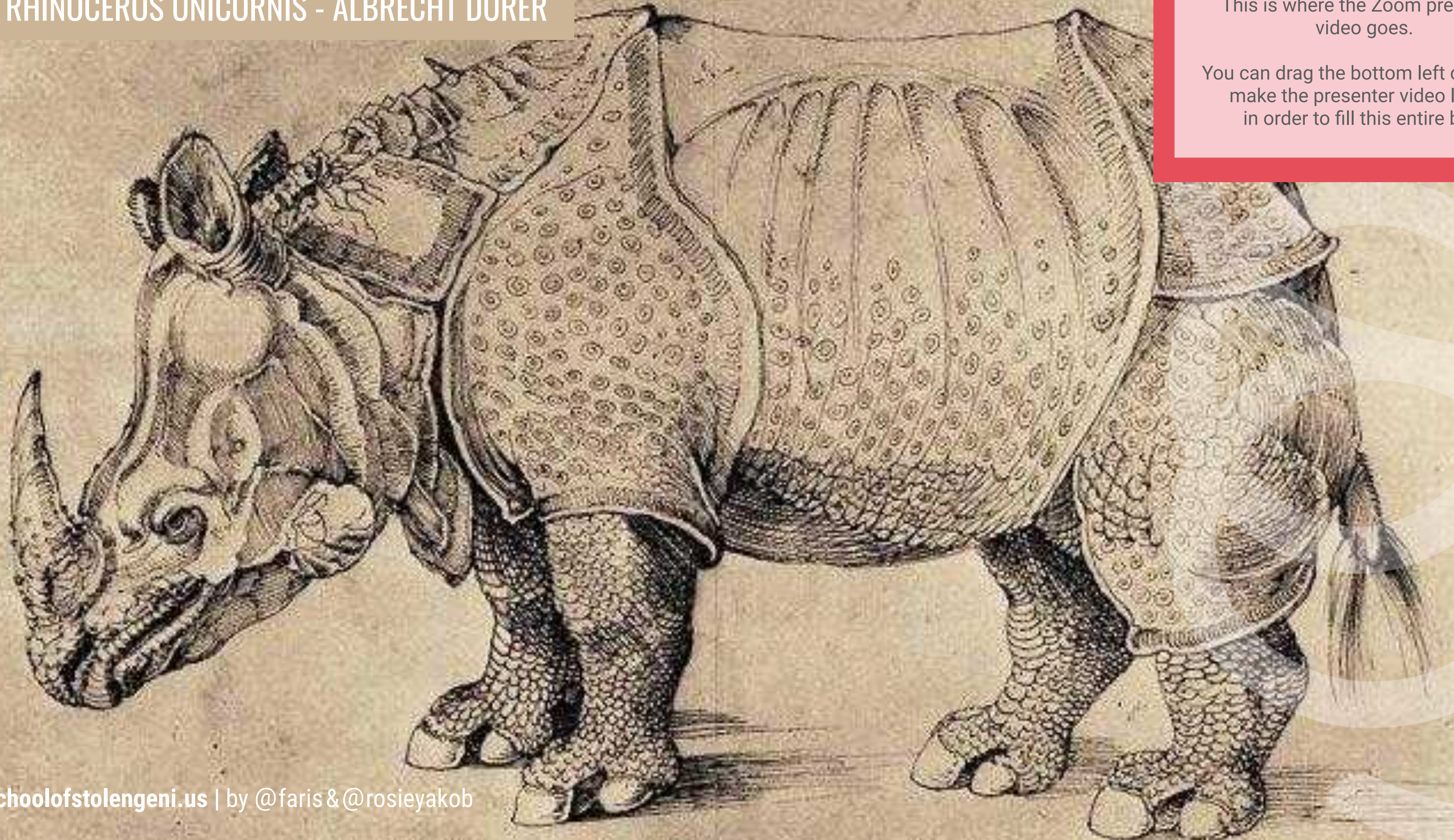
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 **Sensation**
SIMPLE IDEAS

 **Reflection**
COMPLEX IDEAS



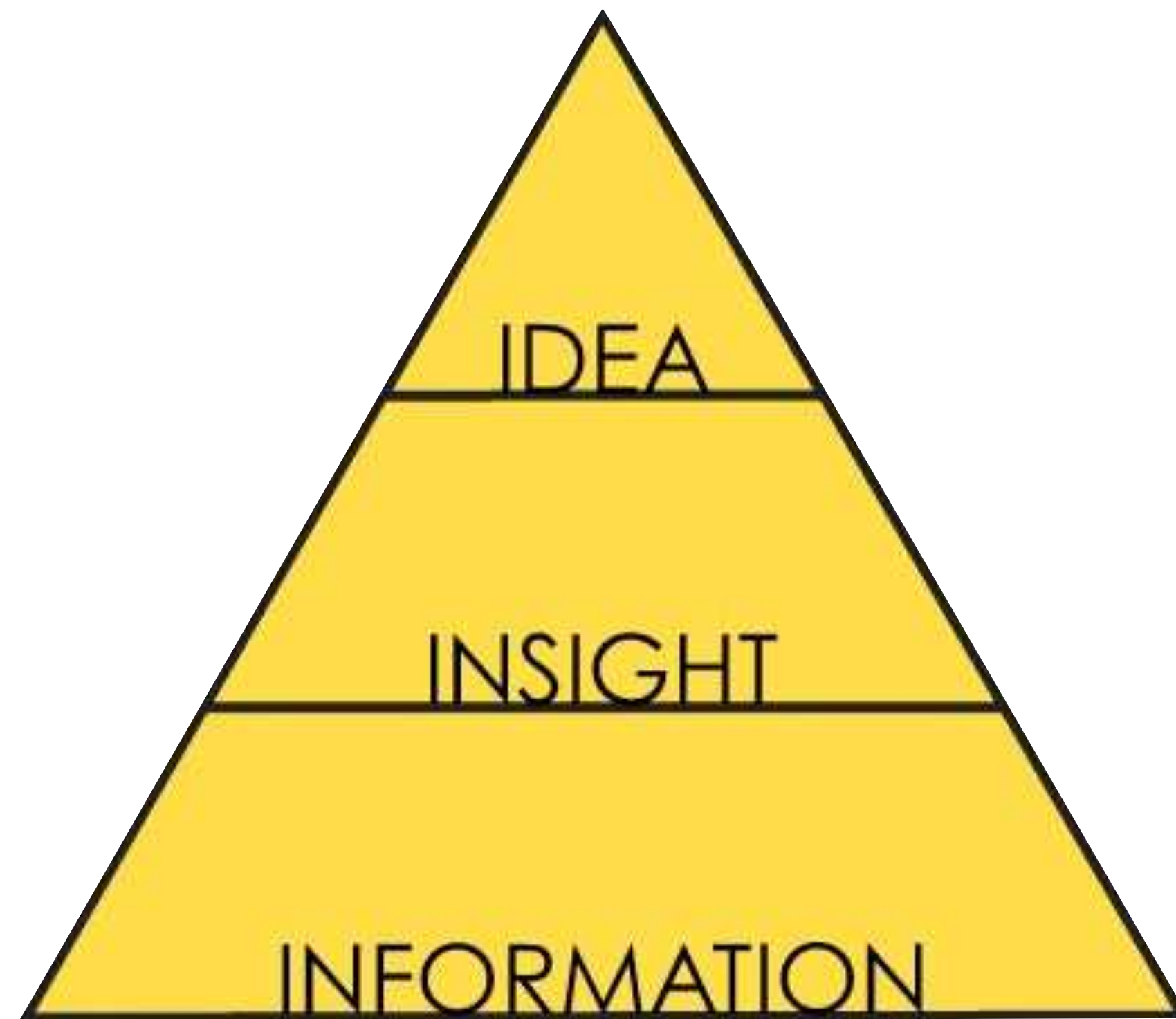
RHINOCEROS UNICORNIS - ALBRECHT DURER



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CREATIVITY IS A PROCESS



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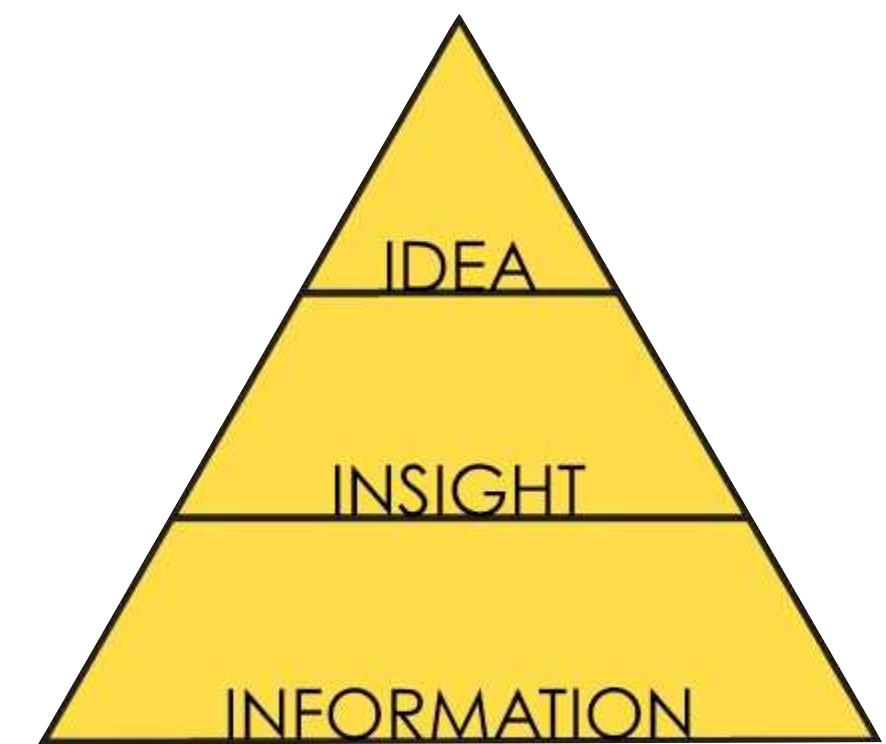
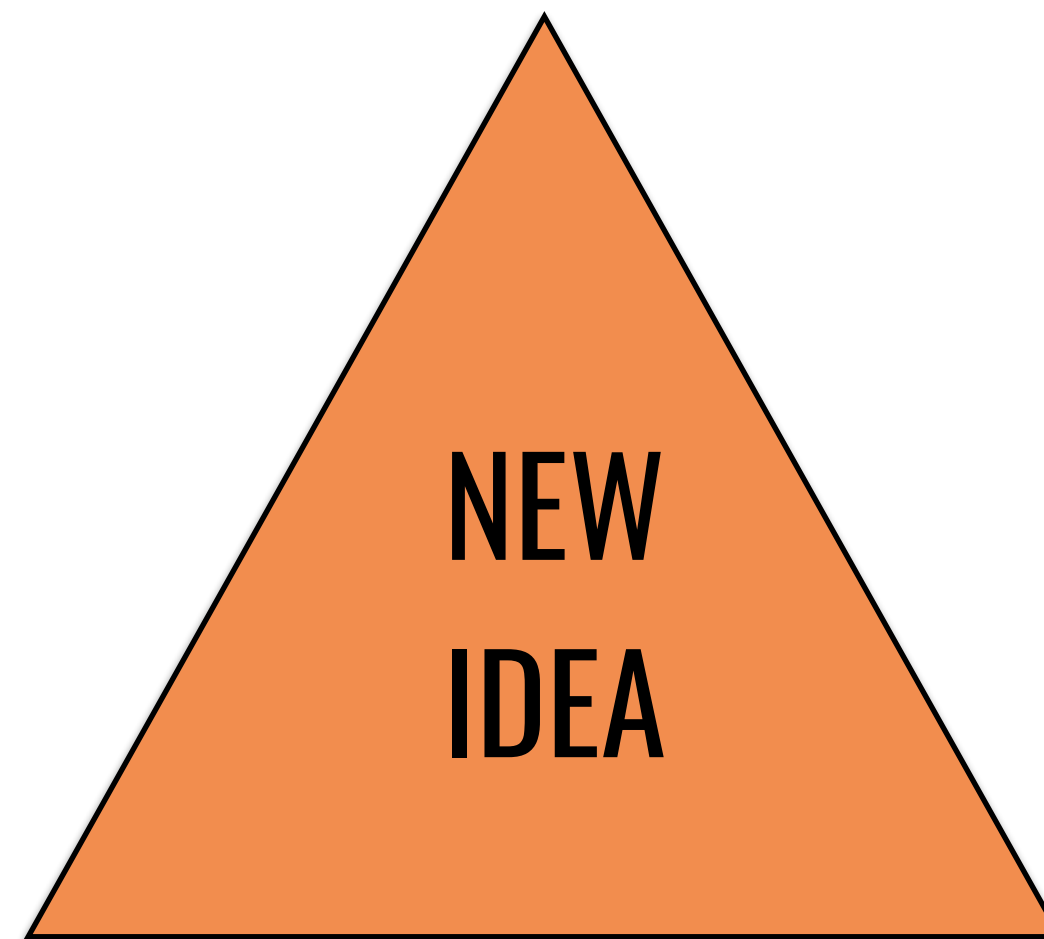
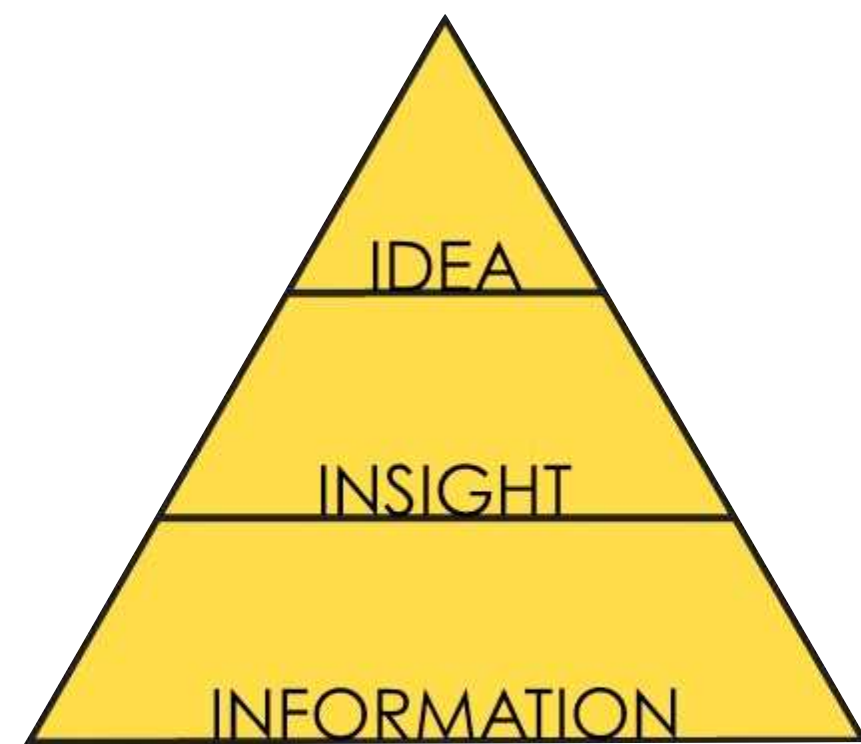


IDEAS

ARE

NEW

COMBINATIONS



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Designing is basically the practice of combining stuff; ideally in ways that haven't been seen before. So the more stuff you know (about everything), the greater the chance you'll find a relevant and distinctive, and therefore effective combination.

FABIAN BARRAL

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The Cult of Originality by Nina Paley

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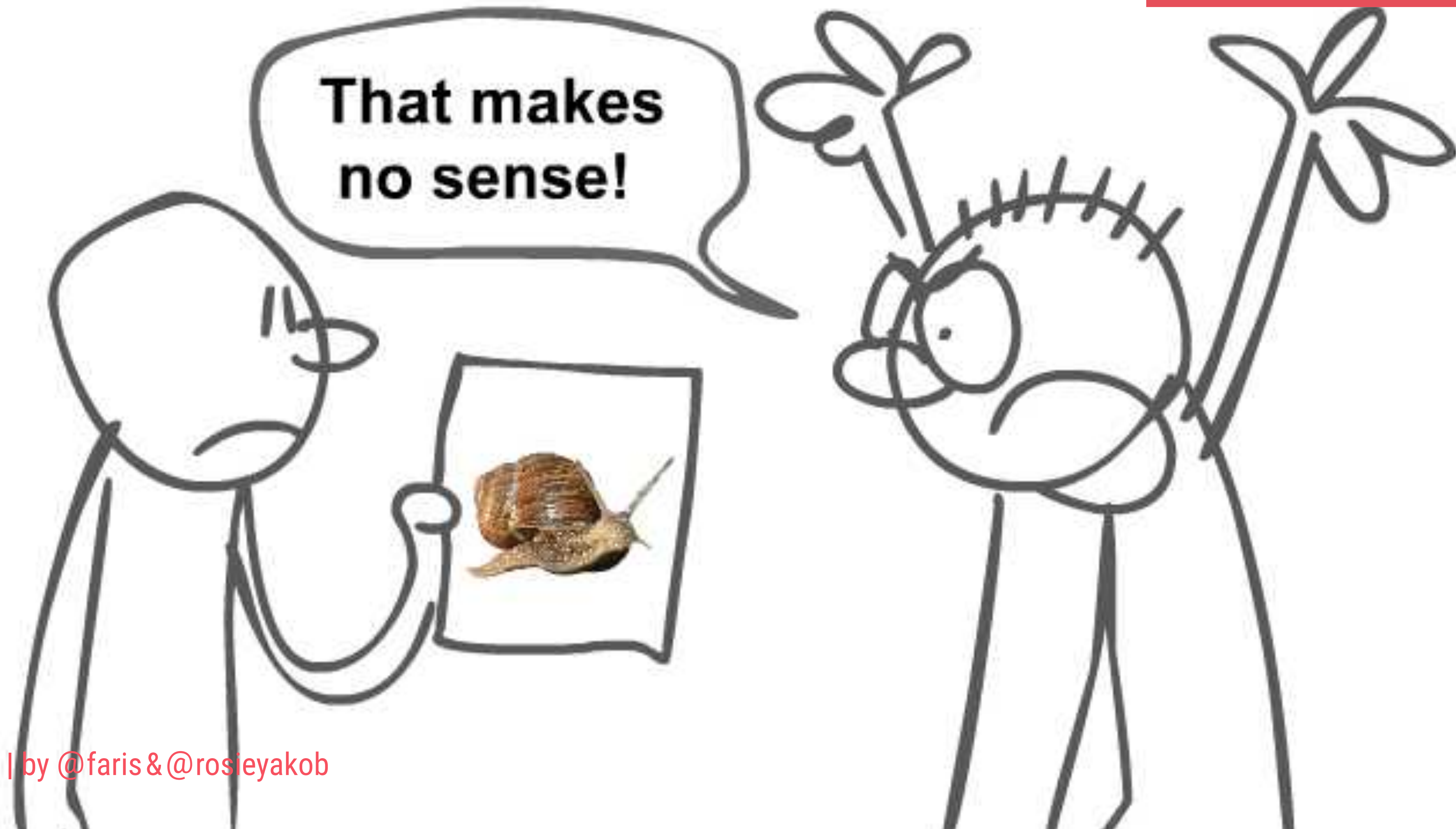
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The Cult of Originality by Nina Paley

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Jokes disrupt expectations by making non-obvious combinations

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***WHY DID THE SCARECROW WIN THE NOBEL PRIZE ?
HE WAS OUTSTANDING IN HIS FIELD***



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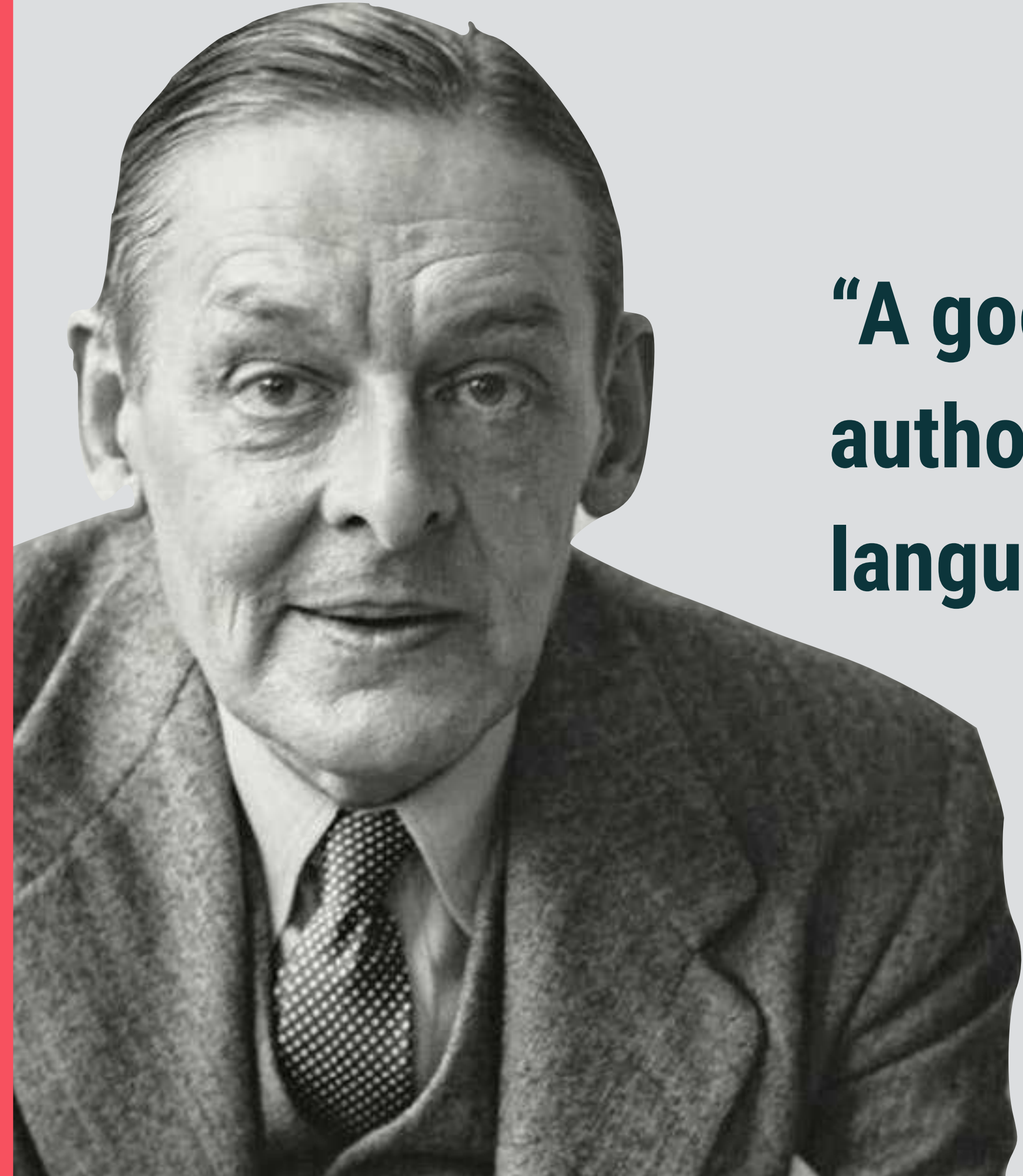
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Part 3

Finding the Awesome





“A good poet will usually borrow from authors remote in time, or alien in language, or diverse in interest.”

- T.S. ELIOT

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MAYA = Most Advanced Yet Acceptable

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A hint of novel makes something exciting but a taste of the familiar makes it palatable

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THE AREA OF AWESOME

AVERAGE IDEAS

OBVIOUS IDEAS

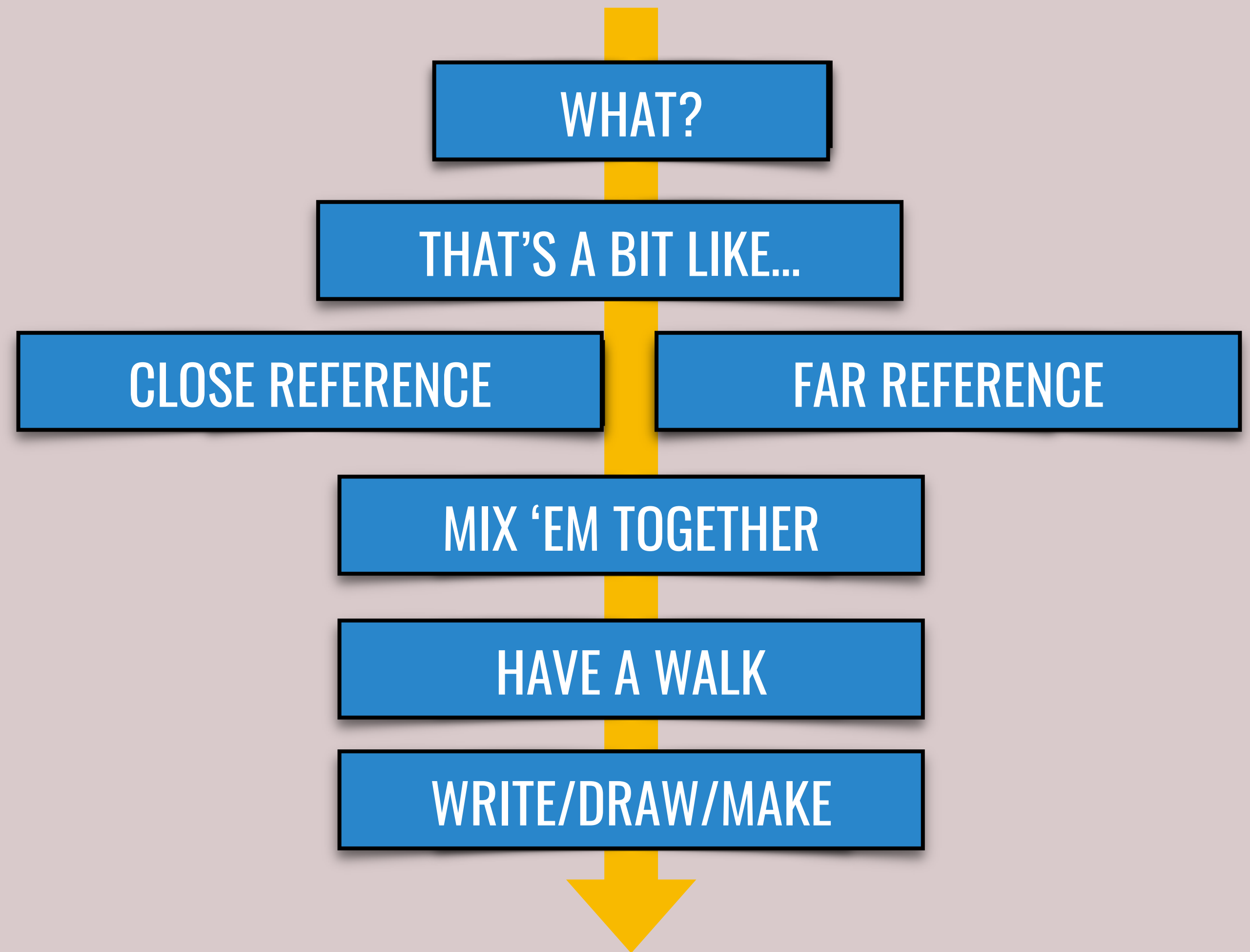
THE PROBLEM

BORING BOX

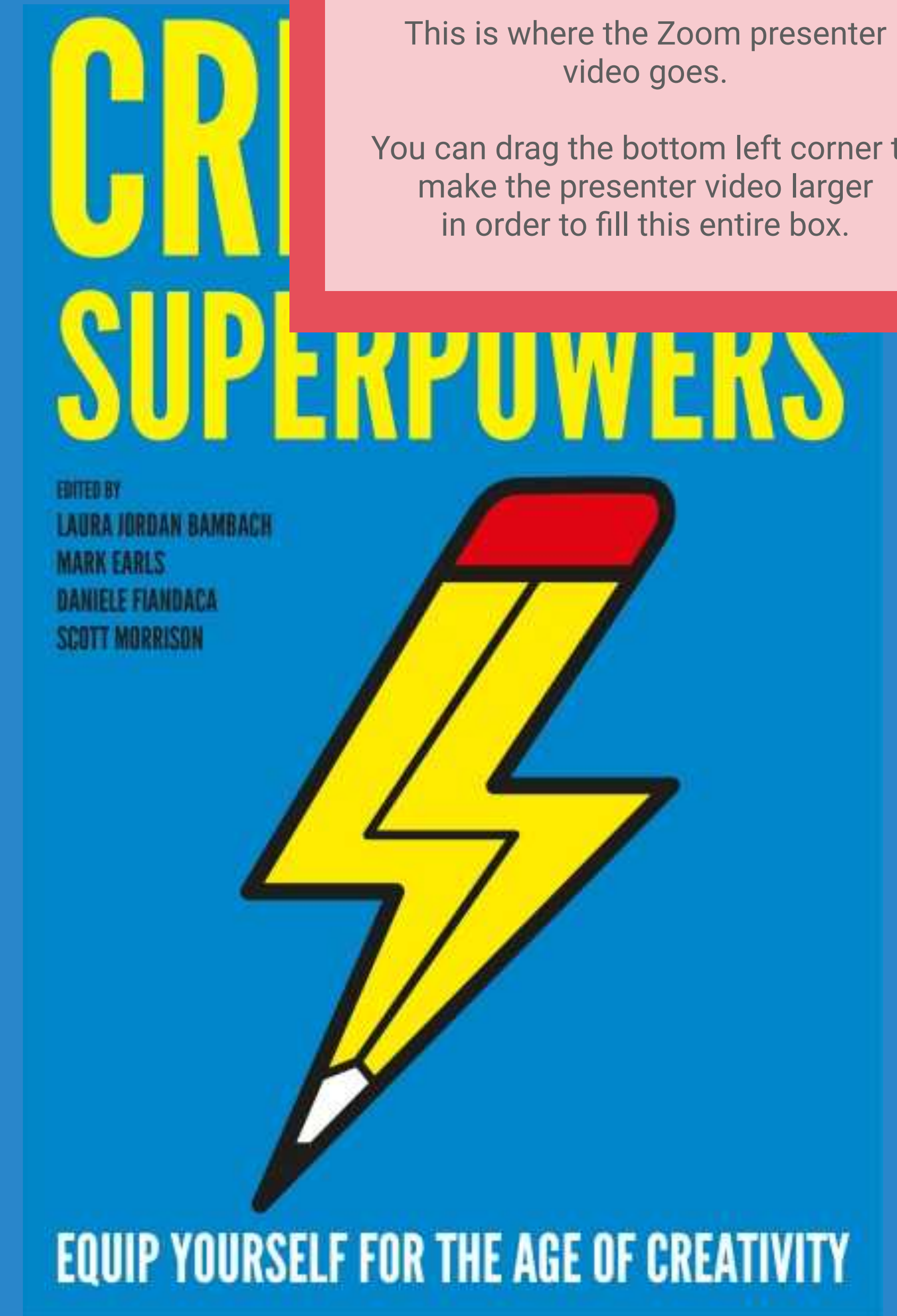
AVERAGE AREA

ZONE OF IDEAS THAT AREN'T POSSIBLE OR DON'T SOLVE THE PROBLEM





HOW TO HAVE IDEAS



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THE FIRST TV AD

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Part 4

(Advertising) Genius Worth Stealing

04

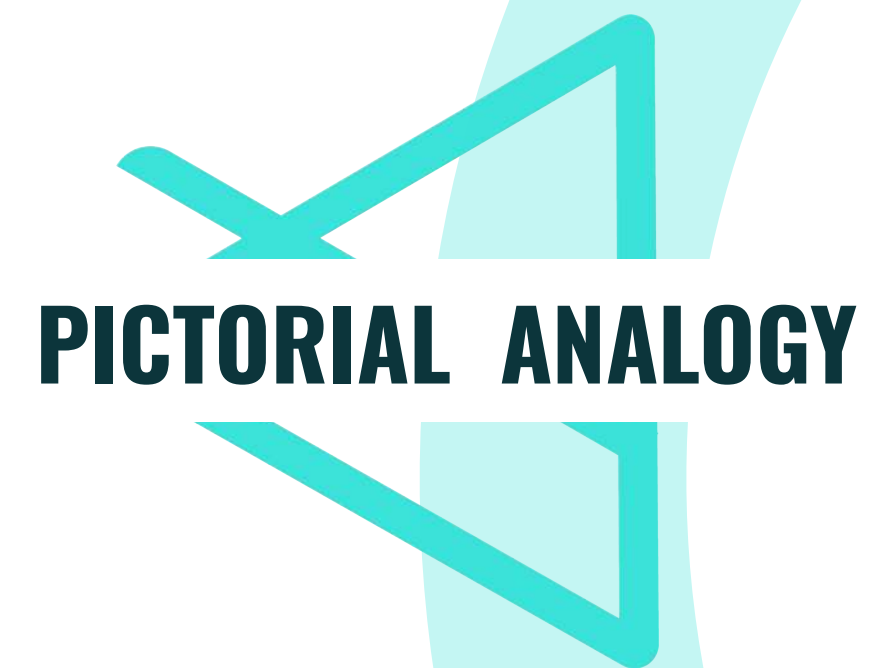
FUNDAMENTAL TEMPLATES OF QUALITY ADS

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Academic research team analyzed 200 award-winning commercials and established that **89% could be classified into just six categories.**

IPA research shows that **award-winning ads are 11 times more commercially effective** than those that do not win awards.



AD: MOLDY WHOPPER | BURGER KING

TYPE: EXTREME CONSEQUENCE

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AD: YOU'RE NOT YOU | SNICKERS

TYPE: EXTREME CONSEQUENCE

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AD: IT'S A BIG AD | CARLTON DRAUGHT

TYPE: DIMENSIONAL ALTERATION

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AD: BALLS | SONY BRAVIA

TYPE: PICTORIAL ANALOGY

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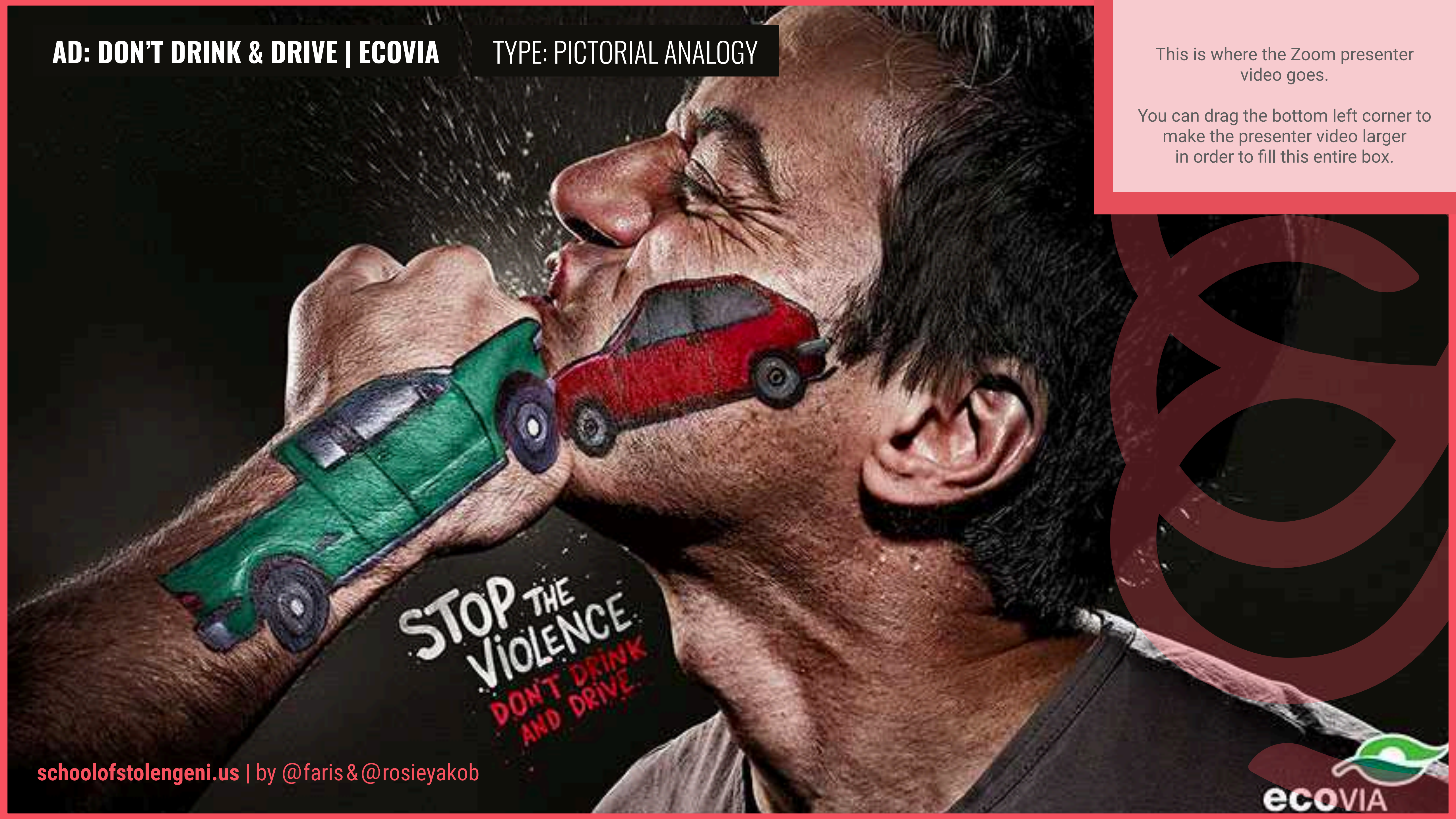


AD: DON'T DRINK & DRIVE | ECOVIA

TYPE: PICTORIAL ANALOGY

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**STOP THE
VIOLENCE**
DON'T DRINK
AND DRIVE

schoolofstolengeni.us | by @faris & @rosieyakob



AD: PHONES DOWN | GUINNESS

TYPE: PICTORIAL ANALOGY



ENJOY RESPONSIBLY. PHONES DOWN, PLEASE.



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AD: NO ONE GROWS KETCHUP LIKE US | HEINZ

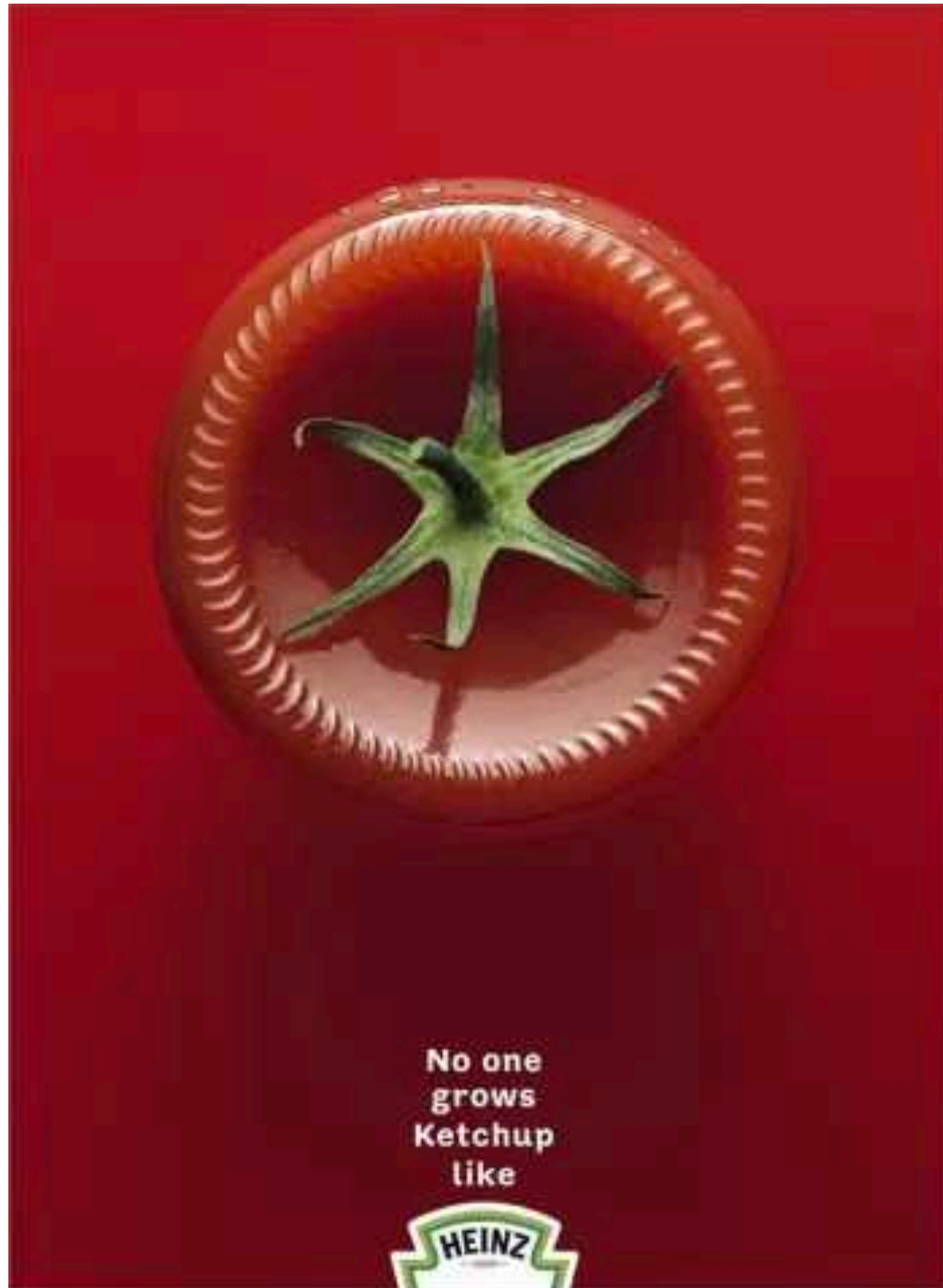
TYPE: PICTORIAL ANALOGY

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No one grows Ketchup like Heinz.



**No one
grows
Ketchup
like**





AD: COOLPIX | NIKON

TYPE: PICTORIAL ANALOGY

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AD: EMOJI | MARMITE

TYPE: COMPETITION



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AD: LOVE CONQUERS | BK

TYPE: COMPETITION



LOVE
CONQUERS ALL


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AD: EPIC SPLIT | VOLVO

TYPE: EXTREME SITUATIONS

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AD: THE GIF MAC | McDONALD'S

TYPE: INTERACTIVE EXPERIMENT



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AD: THE MAC % | McDONALD'S

TYPE: INTERACTIVE EXPERIMENT

PURPOSE & PR

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AD: THE LAST MEAL | AMNESTY

TYPE: INTERACTIVE EXPERIMENT

PURPOSE & PR

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STEAL THIS: Integrative Brand Framework

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ACTIONS

- What we:
- + ALWAYS DO
 - + OFTEN DO
 - + SOMETIMES DO
 - + NEVER DO

WORD OF MOUTH

- + HOW YOU SHOW UP & SERVE CUSTOMERS

CX

(INFORM)

ADVERTISING

HOW AND WHERE WE COMMUNICATE

PR / MEDIA COVERAGE

WHAT WE AND OUR + CONSUMERS ARE INTERESTED IN

CONTENT

(INFORM)

-SERVICES-

Employees

BRAND
/ **BELIEF**

Organization

-PRODUCTS-

SIMPLIFIED: DO THINGS. TELL PEOPLE.

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DO

-SERVICES-

Employees

BRAND

BELIEF

Organization

-PRODUCTS-

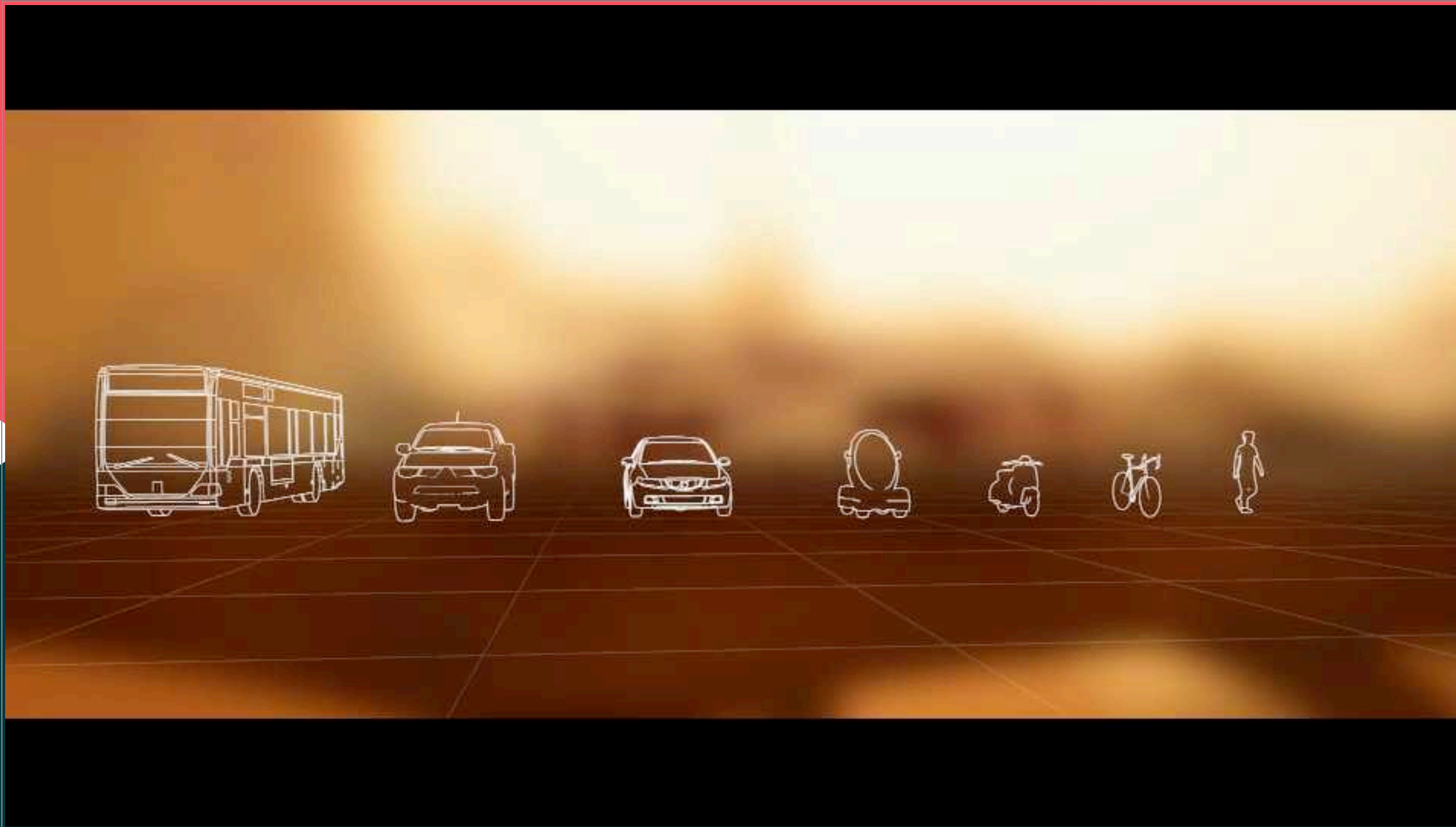
TELL



EXA: BMW's Active-E Campaign

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DO
THINGS.

TELL
PEOPLE.



Part 5

Sticky Packaging & Evaluation for Impact

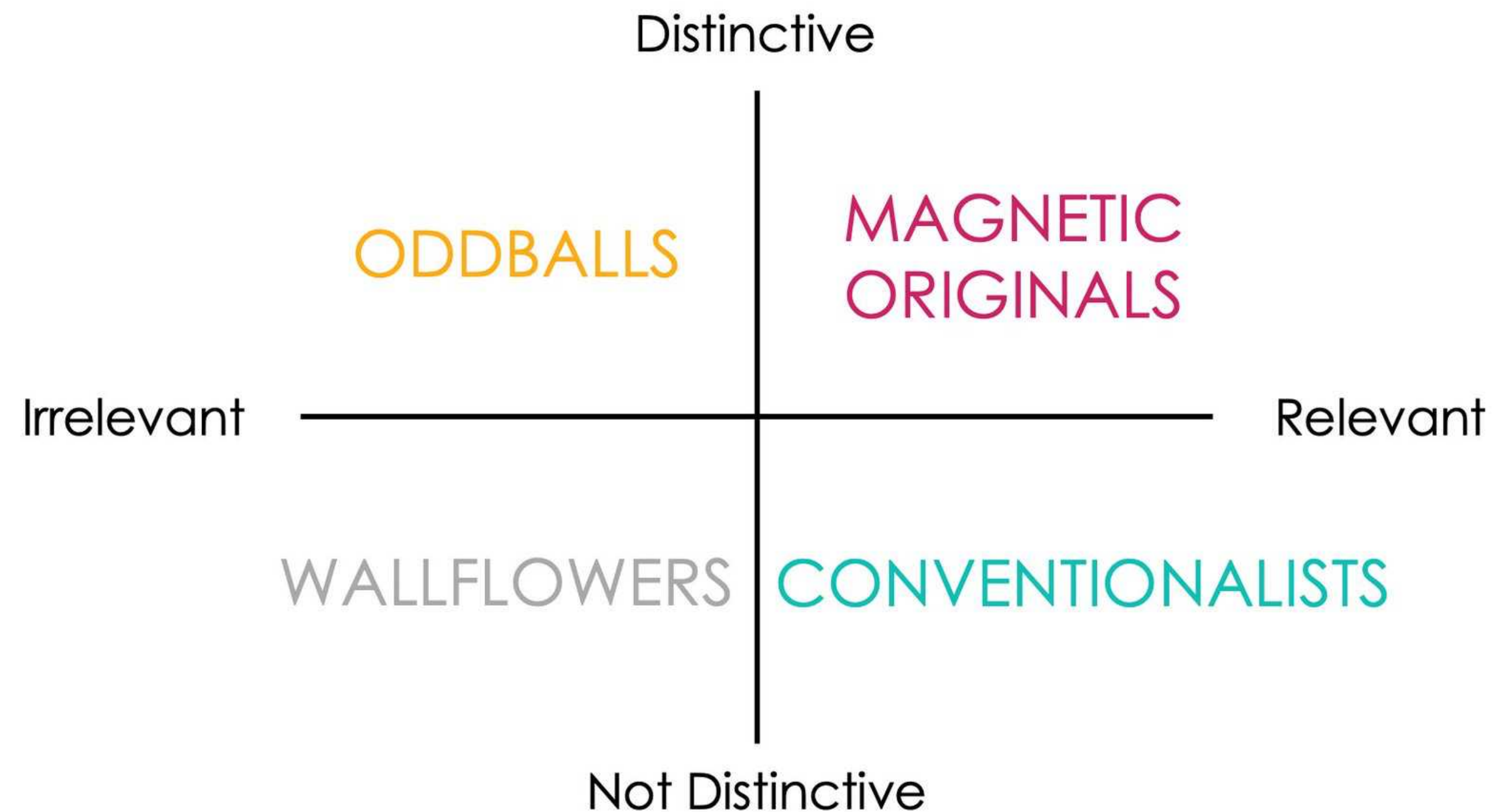


YUM Brands Creative Evaluation Tool

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RELEVANCE/DISTINCTIVENESS MAP



RED:
Relevant
Easy
Distinctive



YUM Brands Creative Evaluation Tool

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RELEVANT

“Relevant means offering products in different flavors, formats on occasions for consumers everywhere as well as being relevant in local culture,” Relevance also plays out in news and innovation, which helps drive sales.

EASY

“The “easy” part revolves around giving consumers every opportunity to access the KFC brand. He said KFC wants to become an omni-channel global powerhouse by dominating three channels: out-of-store, home delivery and click-and-collect.”

DISTINCTIVE

“Sharpening our brand position and how we present ourselves to consumers.”



Heineken Creativity Ladder

How Cannes' Marketer Of The Year Codifies Creativity



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Give it a name

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<p>HELLO my name is</p> <p>Steve</p> <p>AND I HAVE A VERBAL CRUTCH</p>	<p>HELLO my name is</p> <p>Anxiety</p>	<p>HELLO my name is</p> <p>Anonymous</p>	<p>HELLO my name is</p> <p>Robyn</p> <p>I like hockey!!</p> <p>(in June)</p>	<p>HELLO my name is</p> <p>INTERN</p>
<p>HELLO my name is</p> <p>Rin-rin-yu</p>	<p>HELLO my name is</p> <p>Building Industry Advocate</p> <p>and I fight for housing</p>	<p>HELLO my name is</p> <p>Redeemer Almighty Jehovah Father Prince of Peace Prophet Deliverer ROCK Priest LORD The Way Messiah Good Shepherd THE GREAT I AM Son of God Cornerstone Lamb Servant</p>	<p>HELLO my name is</p> <p>BEN</p>	<p>HELLO my name is</p> <p>Janice</p> <p>and I have depression</p>
<p>HELLO my name is</p> <p>Unpublished Writer</p>	<p>HELLO my name is</p> <p>Ellie</p>	<p>HELLO my name is</p> <p>Beer</p>	<p>HELLO my name is</p> <p>who the fuck cares?</p>	<p>HELLO my name is</p> <p>Rayne</p>



Give the idea a sticky package

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SIMPLE

The essence of the idea, down to its core. Think: Proverbs - Simple & Profound.

SURPRISING

Expectancy violation attracts attention. Think: inversions, juxtapositions, humor.

SOLID

Defeat abstraction by explaining the idea in terms of human action and senses.

STRESSFUL

Emotion drives action: Make them feel something. Think: create drama, find tension.

STORIES

How do we get people to act on our ideas? We tell stories. Think: Sequential bias.



Proverbs and aphorisms can help keep things simple

SIMPLE

SURPRISING

SOLID

STRESSFUL

STORIES

**WHERE
THERE
IS SMOKE
THERE IS
FIRE!**

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Don't be Boring

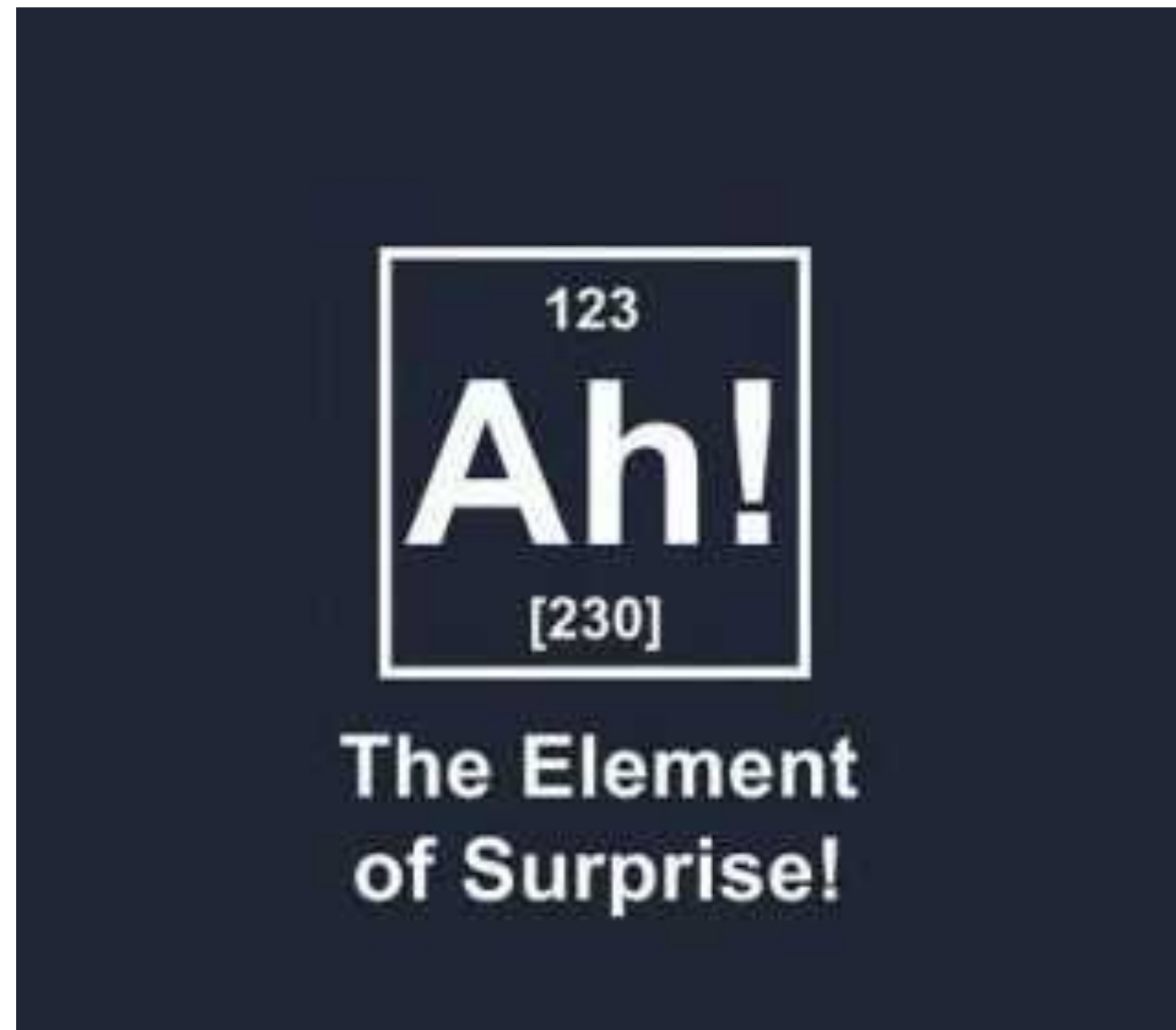
SIMPLE

SURPRISING

SOLID

STRESSFUL

STORIES



Humor is surprise



Argue against the accepted

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How can you make it feel a bit more real?

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SIMPLE

SURPRISING

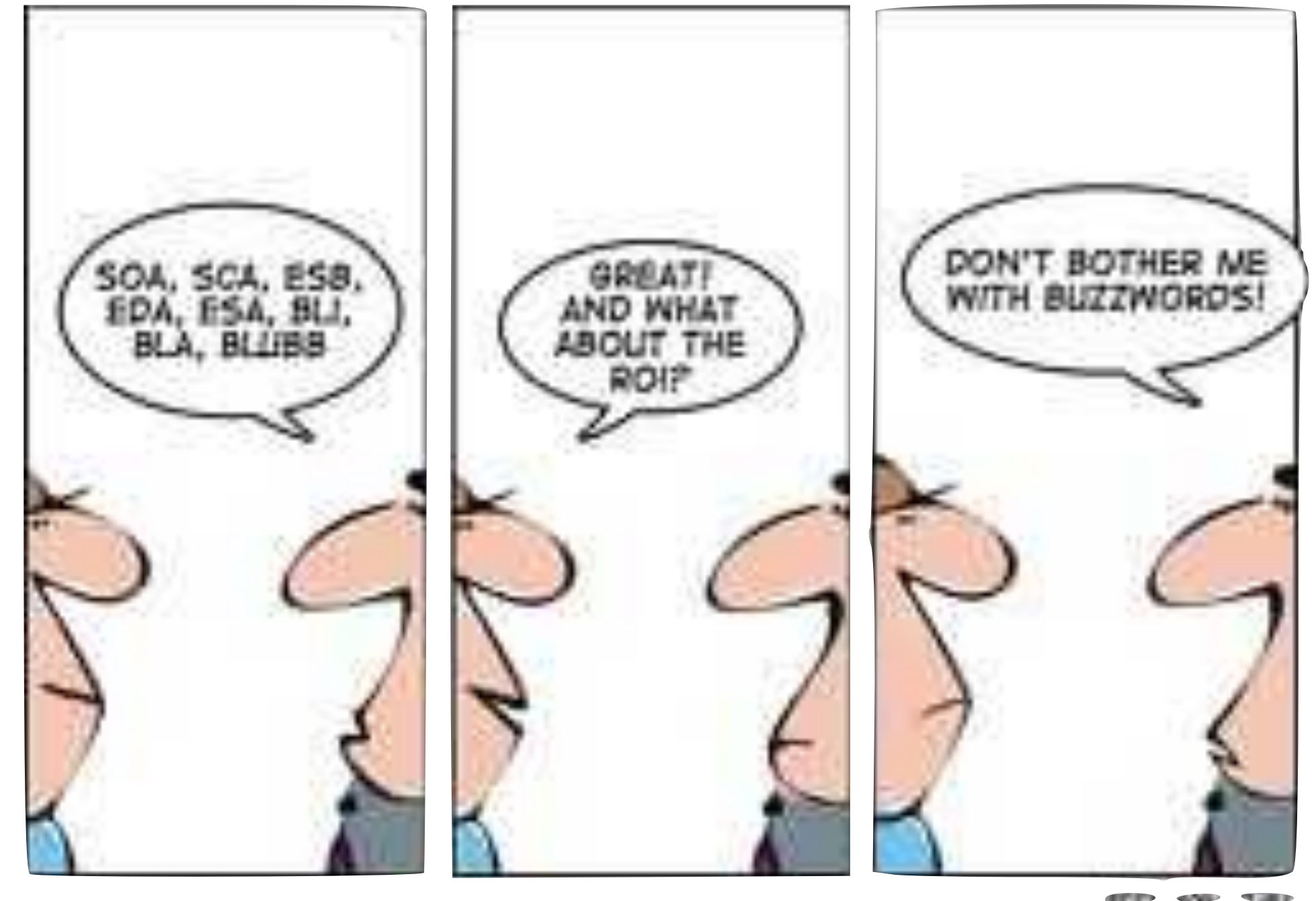
SOLID

STRESSFUL

STORIES



HOW does SHE experience the idea?
Who is she?



Can metrics or numbers help make something more real?



Find the tension, highlight the drama

SIMPLE

SURPRISING

SOLID

STRESSFUL

STORIES



Consider cultural tensions



Find the conflict

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Consider: The Pixar Pitch

SIMPLE

Once upon a time _____.

SURPRISING

Every day _____.

SOLID

One day _____.

STRESSFUL

Because of that _____.

STORIES

Because of that _____.

Until finally _____.

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WHAT'S THE PRESS RELEASE

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FOR IMMEDIATE RELEASE

Rate & Evaluate

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WORST IDEA EVER

I LOVE IT THE MOST

Have your client rate your idea, and then ask,
“Why wasn’t it lower?”



THINK ON THESE THINGS

- Ideas are new and novel combinations.
- You can't invent without inventory. Seek inspiration from far and wide.
- Originality is a myth; Culture is referential. Remix and transform.
- Don't be boring: Look to the edges of the adjacent possible.
- Do things; Tell people. (Don't tell people what to do.)
- Determine how you'll evaluate ideas in advance, as a team.
- Consider how you sell the ideas, and how to create sticky packaging.



Gracias! Thanks!

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