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MARKETING - CREATIVITY ^{w/a twist}

ACTION $\hat{=}$ REFLECTION \Rightarrow 2 STATES OF BEING
"EXECUTION"

PEOPLE COPY: DO THE SAME THING BECAUSE IT'S SAFE

BRAINS DESIGNED TO MAKE SENSE OF THE WORLD (THROUGH PATTERNS)
 \hookrightarrow NOT BE CREATIVE

WILL ONLY SEE WHAT YOUR MIND IS PREPARED TO SEE
NEED SOMETHING TO HELP US SEE AROUND "REALITY"

KEY ASPECTS

*① HAVE TO WANT TO BE CREATIVE

ORGANIZATIONS MAY NOT WANT CREATIVITY BECAUSE IT'S RISKY
BUT IT'S CHANGING

QUALITY IS RUNNING ITS COURSE

When everybody doing the same thing, have to be creative to add value
 \rightarrow Cost Cutting
Customer Focused
|

② NEED ENVIRONMENT THAT SUPPORTS CREATIVITY \rightarrow ACCEPT SOME FAILURE

TRY THINGS OUT \rightarrow PLACED INTO TEAMS

PEOPLE UNDERSTAND DYNAMICS OF GROUPS

③ TOOLS TO BE CREATIVE \rightarrow Traditional way of being creative is hap hazard

Doesn't work to just wait for ideas

Set deadlines and let adrenalin help create ideas \rightarrow Works, but pay price for it

↳ Structured patterns help create ideas

Tools- → created 1939

① Brainstorming → Works, but has been overdone

↳ There are rules → 4 of them

↳ ① No Judgement when brainstorming - No criticism
Judgement is part of execution → not thinking

② Trait Transformation / Attribute Alteration

Works because it's understandable → Fits w/ need for safety

Doesn't ask us to hit home runs all the time

Prevents you from getting too far out in front

How does it work -

3x5 Card

Color → multiples
Blank → Add lines
Go from 1 product
to 10

Begin w/ something you are working on → "IT"

Identify traits/attributes/characteristics

Then change traits → Change is one of transformers

What do you have then

↳ Crayola is an example ⇒ Took trait transformation to product line

↳ Felt tip markers → Colors transform
↳ Add glitter to crayons

Finger Paints

Sidewalk chalk

Erasable crayons

Now staying
focused →

Extending line in a
way that doesn't damage
product ⇒ Bears, sleeping
bags, etc. were not
good for product
line

• Another transformer ⇒ "Make it bigger"

↳ While You Were Out Message

Change type style size

King size version of product

* "Make it smaller" → Nabisco started miniatures

Oreos → Did because wanted to hold on to Baby Boomers who would likely give up eating Oreos

No guilt in small cookies

* Combinations of Traits - Butterfinger BB's ⇒ Change shape ^{size} smaller

* Move It - Change its location

Atlas ⇒ Change from Alphabetical to regional grids based on highway system

Organized into 250 miles per page w/ blocks of 5
Easy to see distance

Also look at 500 mile drive in double page spread

Move media formats: try different ones

* Replace It → Another Transformer

Coke Bottle - Original ⇒ Designed to fit in hand → 6½ oz.
Designed to withstand metal vending machines

Pepsi ⇒ Made bottle twice as big → Didn't work
Changed shape of bottle w/ swirl & color ↲

Sculley at Pepsi ⇒ Consumer consume all junk
food → Don't throw it away.



Put Pepsi in aluminium can

Didn't have to return it

Began to grab share

Then tried 2-liter bottles ⇒ Also successful

McDonalds keeps Coke as #1 → Pepsi
out sells Coke in stores

* Remove It / Take It Away

→ Northwest Airlines removed smoking
then leveraged as mktg. tool

~~Get~~ Trait Transformation Gets You Started on Brainstorming

Need to put thought into how you work

DeBono

Thinker Toys

Ways of communicating creatively.