



Cues for product promotion idea generation

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voor Creativiteit en
Innovatie Management



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Background of this facilitation technique

These cards are to be used as cues to generate new ideas for product promotion campaigns.

This is a collection of pictures taken from Dutch television by Nel Mostert.

This method was made by me to facilitate a workshop where the team wanted to generate ideas how to advertise their product. The first session I used this technique was for a new Knorr soup product. Afterwards I used it for other sessions where the participants wanted to generate an idea to advertise/promote their product.

They all very much enjoyed using these pictures and they thought it was a great stimulus to see what type of promotion fits their product. That discussion in itself was very interesting to the team and helped them to further define the best way to get the message of the product across to the consumers.

I hope this technique will be a good addition to your facilitation kit!

How to use it

Print the pictures.

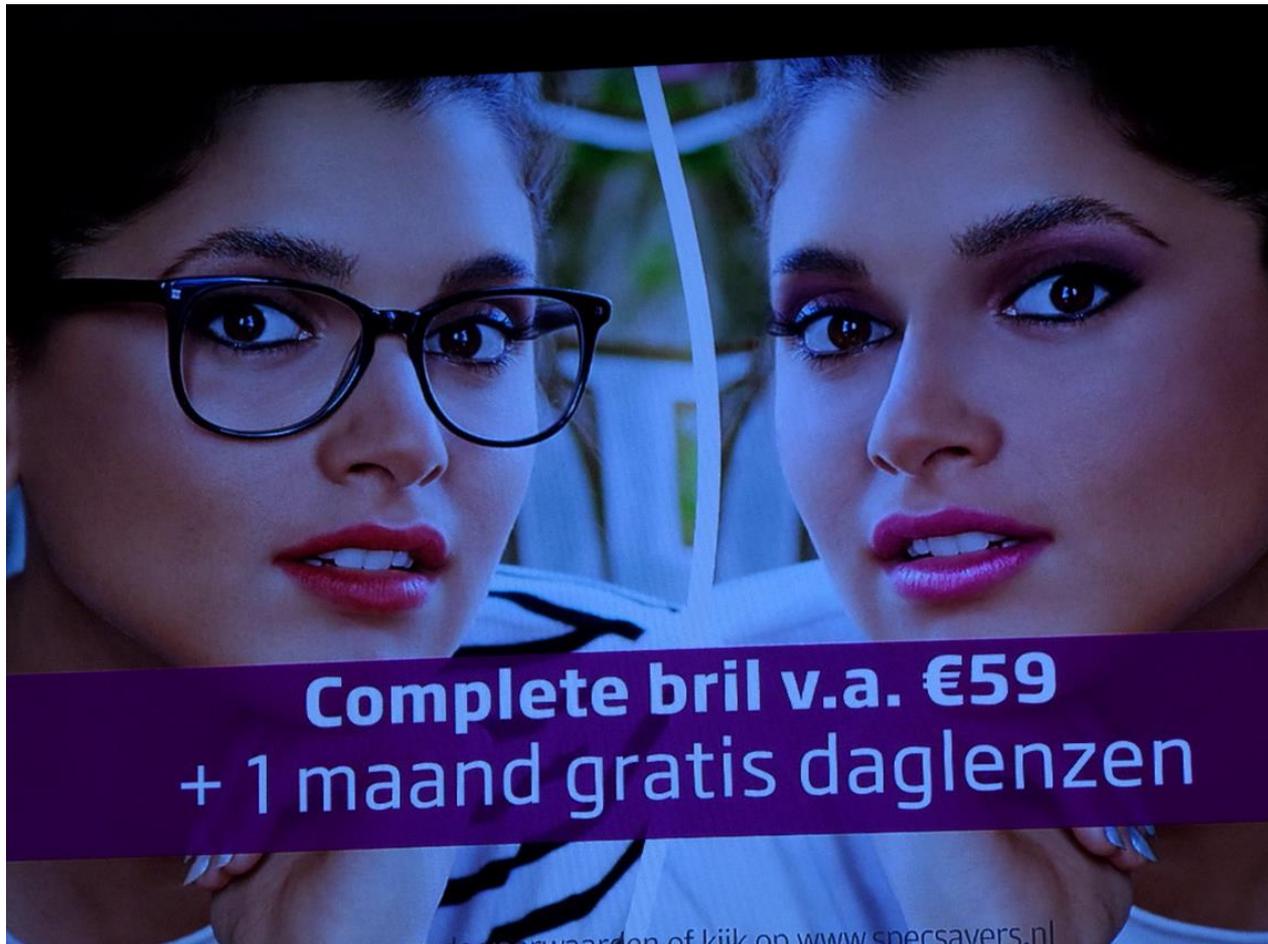
Place each picture on a flipover.

Display them on the wall.

Participants walk by them and add ideas to the flipover.

When everybody is finished, together read all flipovers and select the best option(s).

Show with/without



**Complete bril v.a. €59
+ 1 maand gratis daglenzen**

...waarden of kijk op www.specsavers.nl

Show pack and end result



Use animals



Target young people



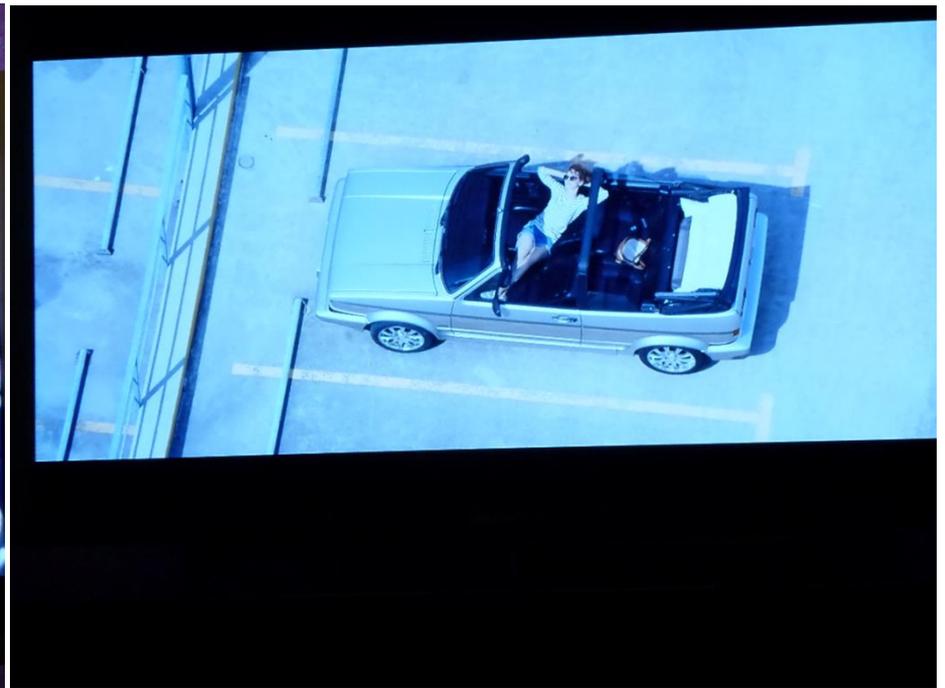
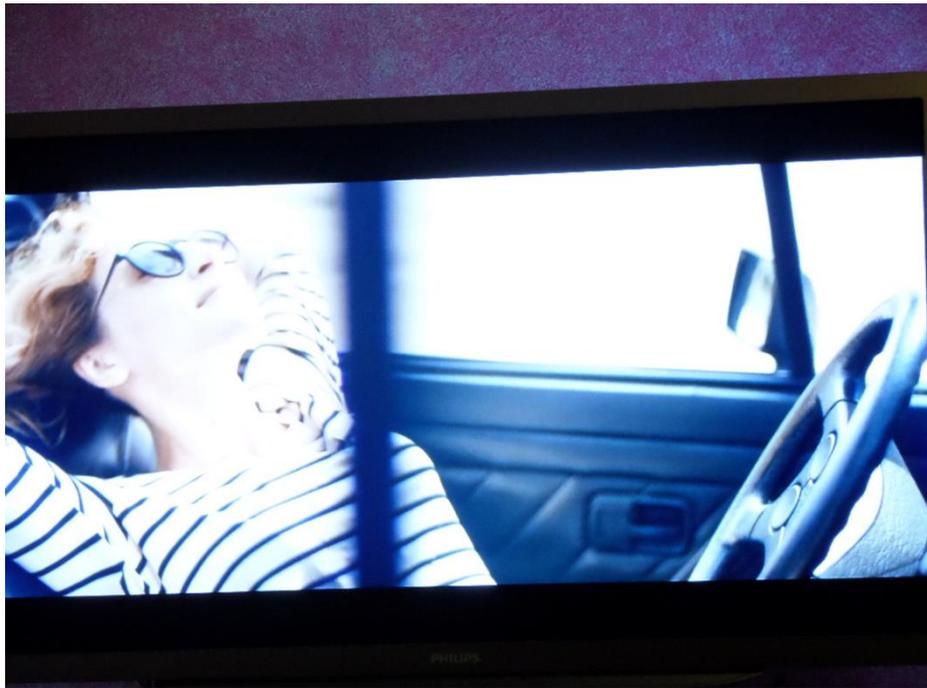
Ask famous DJ to make the music



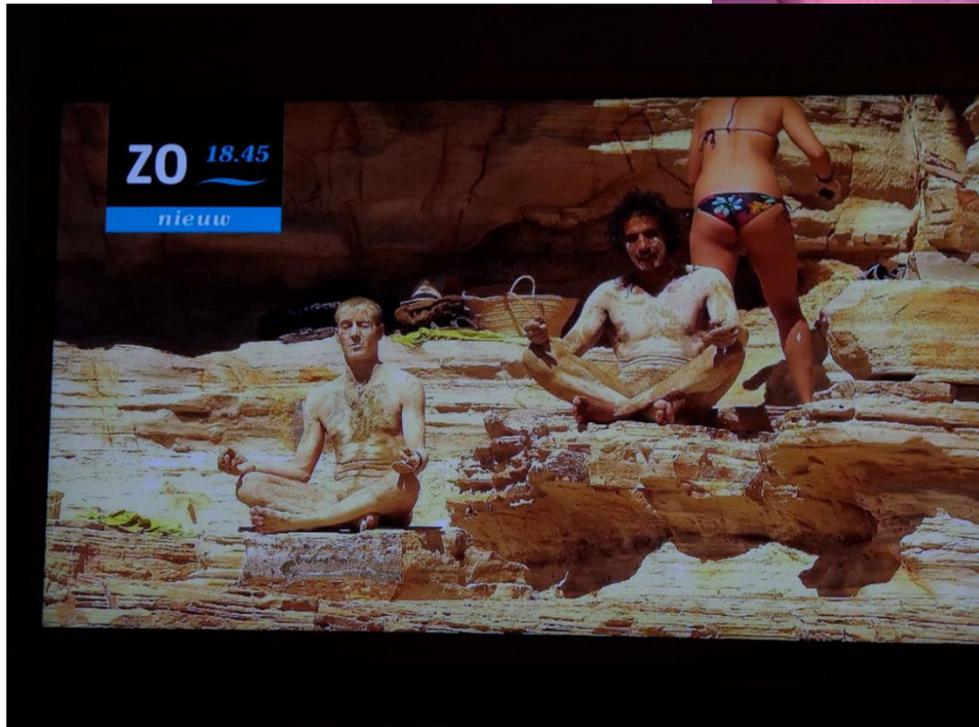
Exaggerate!



Become part of the product



Become the product



Mix & Match



Show the people behind the product



Show children's health after using the product



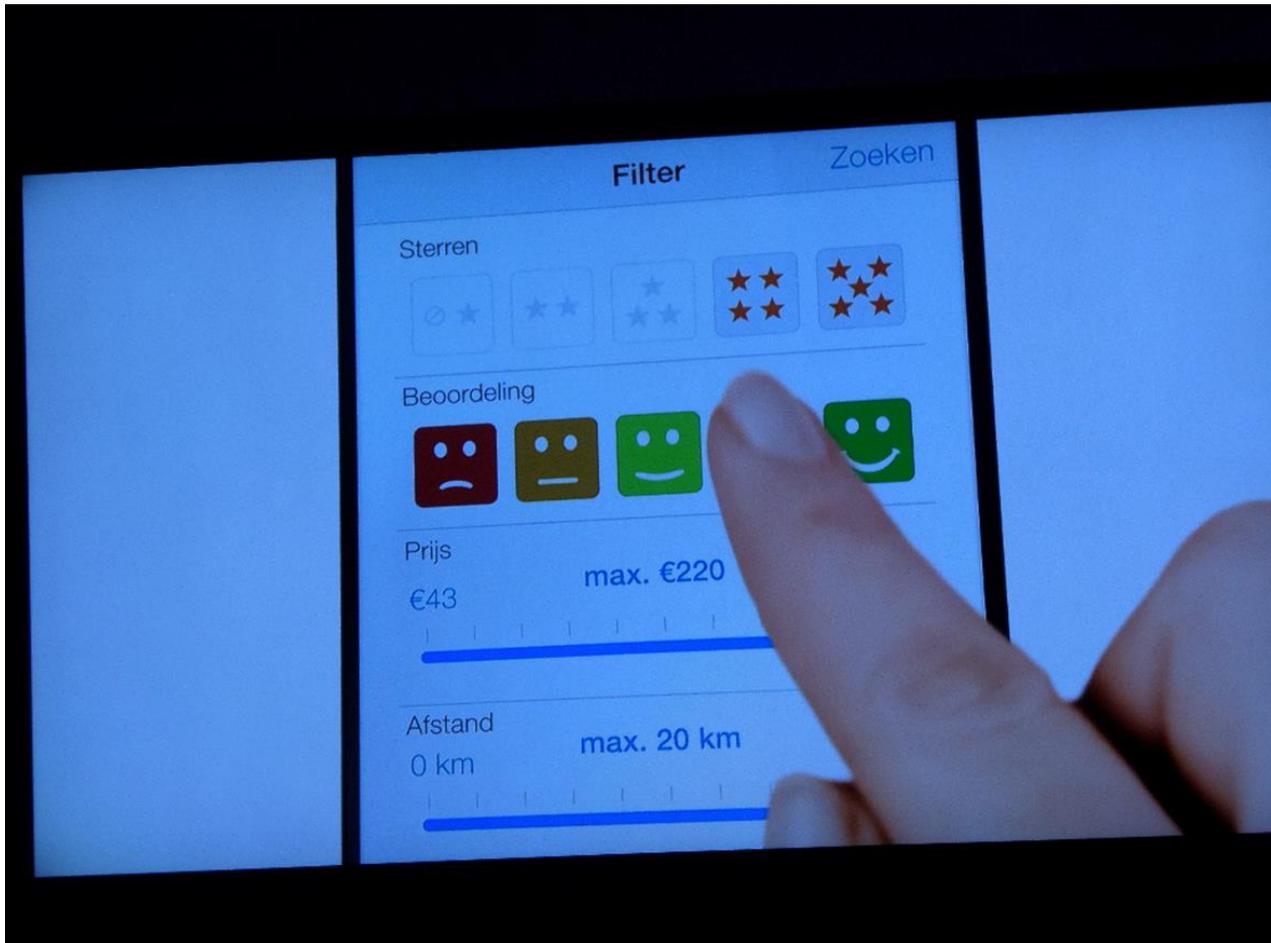
Compare the activity with enjoying nature and health sports



Invent a character



Make an App



Only use text, or use text to explain

- *Korte HBO-programma's*
- *Associate degrees*
- *HBO-bachelors*
- *Thuis óf klassikaal*



Show product in purest form



Show use/taste enjoyment



Enlarge the key ingredients



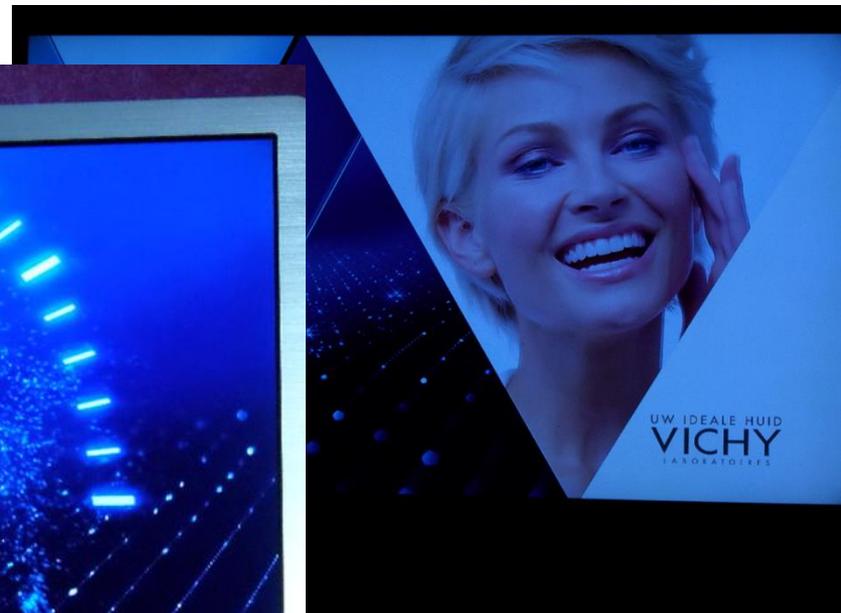
Go back to the old times



Show a child using the product



Figurative



Use love



Sexy demo



Personalise the key attribute in your product and make it talk to you



Have a Hero telling how to use the product



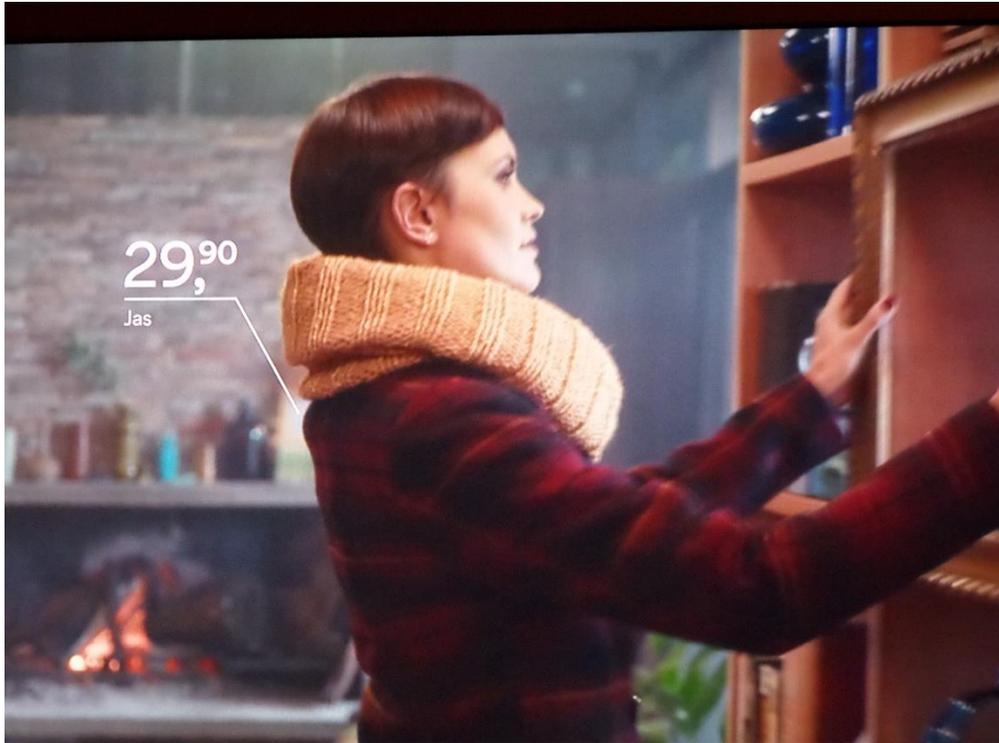
Cartoon



Show a child telling her father how to use the product



Show facts



eel. voedingzure
satoren: E410, E4
n: E202 en E211,
rettich, 5% wortel

Show what the experts think of it



Make it a party

★★★
21 ON AIR
DINNER
SHOW
FOOD * DRINKS * ENTERTAINMENT
DINNERSHOW.NL
0900 - 1353 45 CT.
P. MIN.

Make it mystic



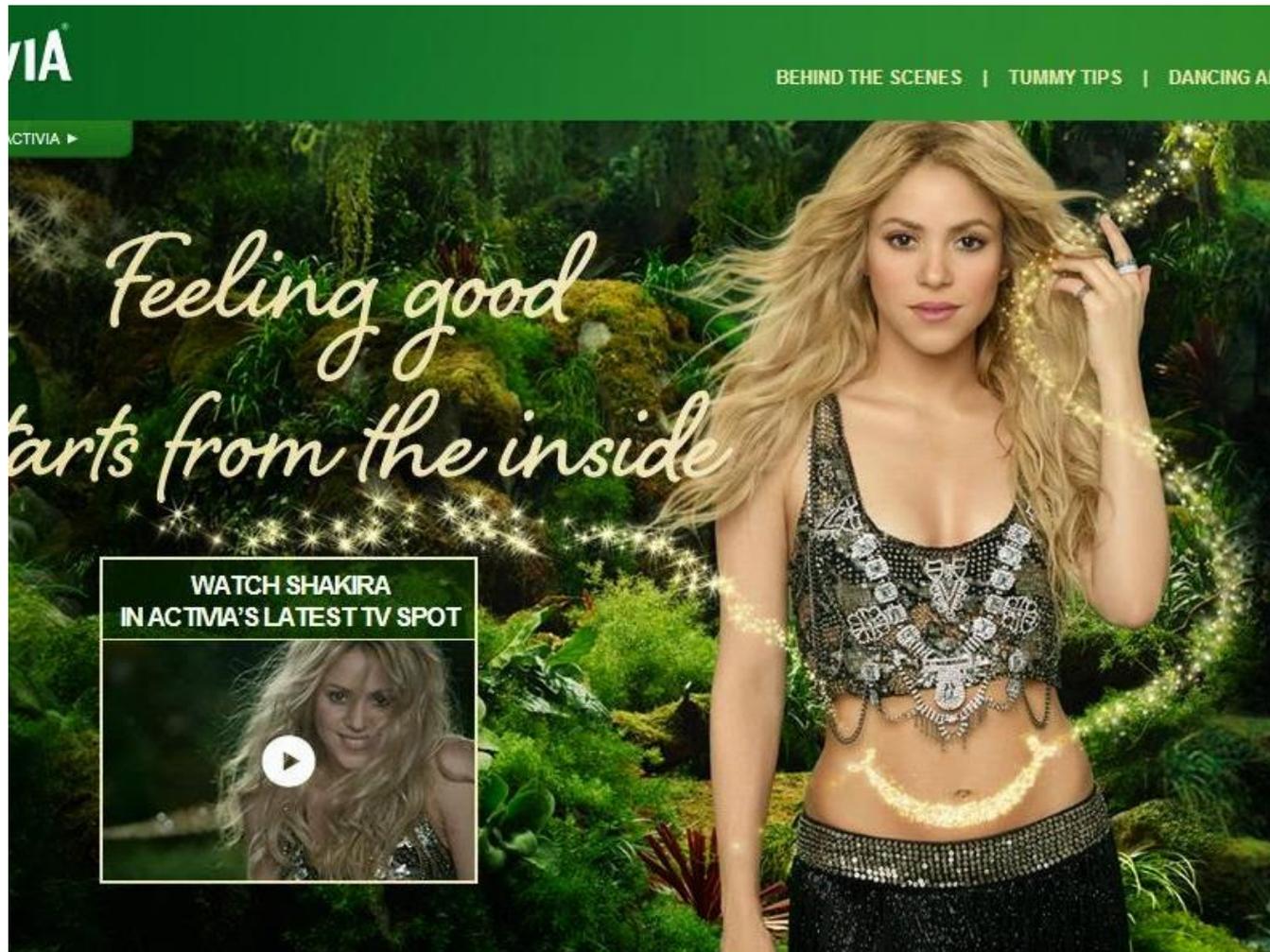
Make it YOU, who you are



Show the benefit of the differentiator



Use a celebrity to show the benefit



Activa

BEHIND THE SCENES | TUMMY TIPS | DANCING AN

ACTIVA ▶

*Feeling good
starts from the inside*

WATCH SHAKIRA
IN ACTIVA'S LATEST TV SPOT

▶

The image shows a promotional banner for Activa. At the top left is the 'Activa' logo. To its right, a green navigation bar contains the text 'BEHIND THE SCENES | TUMMY TIPS | DANCING AN'. Below the navigation bar, on the left, is a small green button with 'ACTIVA ▶'. The main background features a photograph of Shakira in a jungle setting, wearing a silver sequined crop top and skirt, with glowing golden particles around her. Overlaid on the left side of the image is the text 'Feeling good starts from the inside' in a white, cursive font. In the bottom left corner, there is a white-bordered box containing the text 'WATCH SHAKIRA IN ACTIVA'S LATEST TV SPOT' and a play button icon.

Ask your team members to spend one evening in front of the TV and make their own set of pictures!



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