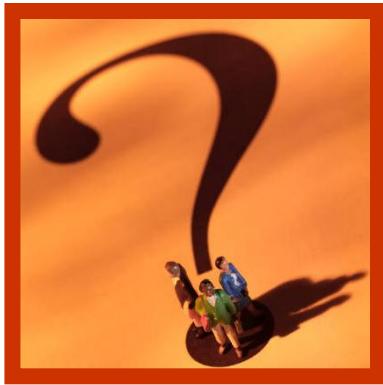


"If you do not ask the right questions, you do not get the right answers. A question asked in the right way often points to its own answer. Asking questions is the A-B-C of diagnosis. Only the inquiring mind solves problems."

— Edward Hodnett



A question is what an idea looks like – just before it's an idea

Ideas are new combinations of existing elements, and questions are our most powerful tools for identifying, breaking and creating patterns in order to form new combinations.

"Think Inside The Box" is a practical, structured and question-driven approach to the creative process. To learn about the three principles and five phases of Think Inside The Box" visit www.thinkinside.biz.



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Questions ... Inside The Box

Techniques for Framing Brainstorm Questions

1. **Get Philosophical** What is this really about? What does this product, service, organization, event, really *mean*? What is the highest level good that can come from this situation?
2. **Find the Analogy** What is our situation "like"? What does the experience of using the product or service remind you of? What would you compare the worst attributes to? What would you compare the best attributes to?
3. **Do Something Real** Think past appearances, messages, coverage, and buzz. Are there experiences we can create that deliver real value to the target audience? What do they *need* us to do for them? What would they be grateful for?
4. **Scale** What would you do if you were trying to convince just one person to do what we want them to do? How could we scale that effort up to larger numbers of people?
5. **Reverse** What would it look like if we were trying to accomplish the OPPOSITE of our objective? What insights does that prompt that we can apply to our efforts?
6. **Role Play** How would someone you admire solve our "problem"? A colleague here in the room? Your parents? Apple? Conan O'Brien? Carl Sagan? MacGyver? Lady Gaga? The cast of Glee? Lance Armstrong? Martha Stewart? Also, what are some brands you can think of that consumers "insist" upon? What are they doing that we can learn from? Think across categories: food, cars, apparel, sports, cooking, entertainment, etc. Who is doing a great job of what we want to do? What characterizes their efforts?
7. **Free Associate** Who or what comes to mind when you think of our situation and the various words we can use to describe it?
8. **Shift the Point of View** How would certain segments tell our story for us? From a kid's point of view? Teens? Singles? Couples? Senior Citizens? Other?
9. **Inventory Assumptions** What do we "know," or "believe" about the situation we're operating within? Make a specific list then challenge them one by one.
10. **Dramatize and Showcase** What would it look like if we took our product or service, organization or issue and "shined a light on it?" How can we make it bigger to dramatize a point or showcase the essential elements.
11. **Connect/Relate/Preempt** How can we leverage an upcoming "happening" on the pop culture landscape to connect to, relate to, preempt or insinuate ourselves into? What milestones, anniversaries, events, trends, could help us bring our messages to life?
12. **Build Bridges; Tear Down Walls** What is preventing consumers from insisting upon us currently? How can we add "bridges" to their experience; what "walls" can we tear down?
13. **Add, Transform, Subtract** Musicians layer sound upon sound. Origami artists transform a single square of paper into complex shapes. Sculptors chip away stone to reveal figures. What happens if we add something? Change the form of something? Remove something?
14. **Revisit and Reinvent** If everything old indeed becomes new again, what can we steal from "old fashioned" stunts, events, contests, pitches and more? What can we borrow from history?
15. **Tease the Senses** PR people tend to be about words and images. But what about smells? Tastes? Tactile sensations?