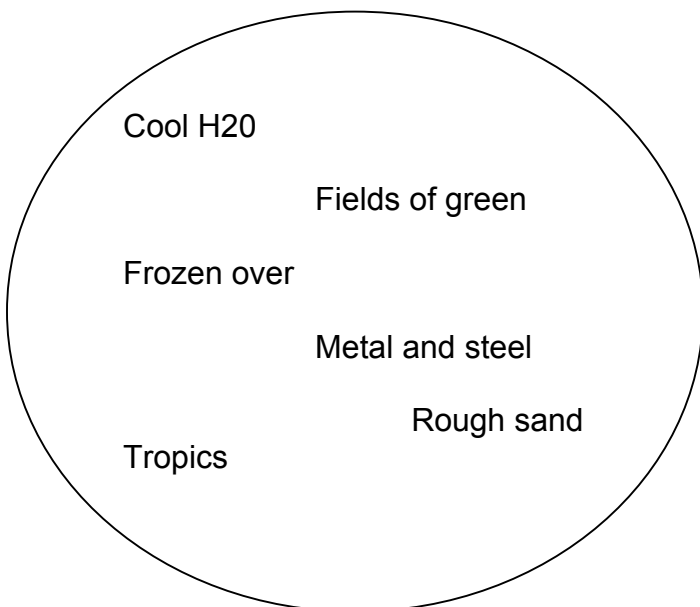


MotorBrains

Ignition # 8 “New Map of the World”

Here’s a great game for leading you to new product flavors, fragrances, names and descriptive language. It’s based on looking at the world in new ways. Below is a wholly invented “Map of the World” with some interesting new “world regions”:



Here’s how the game works: With a team, pick one of these “world regions” and list out all the associations you can. Pick “Tropics” for example, and write down everything that comes to mind. Don’t go to specific flavors or names yet!

Next, play around with the associations. Say if you were working with “Tropics,” see what you can do to create new flavor names and descriptors based on that concept. It’s easy, and quite fun. Once you’re warmed up, try a somewhat more abstract region, like “Rough sand.” Have fun, and happy creating!