

# MotorBrains

## *Ignition #13*

In a continuing collection of idea starters, here's your October '03 Game! It's inspired by Halloween, and we call it ***Transformation Lab!***

This game is terrific for finding new products (like brand extensions) that share traits of the master brand, but are just...different. Play this with a small group of colleagues.

### Step One

Select the product or service you want to work with. If it's a physical product, place it in front of you. You're going to first, list a number of personality traits of the brand - you know, things like:

- Is the product/brand timid or outgoing?
- A thinker or a doer?
- Slow acting or fast?
- Tactile or Visual?
- Energetic or on "idle"?

Those are just some examples - make a good list, add some of your own.

### **Step Two**

Now you're going to play Dr. Frankenstein (Peter Cushing or Colin Clive or Gene Wilder, your choice), and *transform* your product. A fun transformation starting point is Dr Jekyll and Mr Hyde. Each man had very different personalities, remember? BUT - they both had a similar essence down deep.

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Now, look at your list of personality traits that you just created. That is your "Dr. Jekyll" product. Imagine you are creating a new product that is the "Mr. Hyde" to that good doctor. Create a list of the opposite traits -list them out on a big sheet.

Next, use those opposing traits to create a new product/brand extension that shares the core essence of the brand yet veers off into a new direction - or, into a new personality. Name your product, describe it, and list out at least two benefits and attributes.

## Other Transformations:

Don't forget other famous monsters for more games:

- You could disassemble your product and recreate it, a la Frankenstein's monster
- You could transform it only at certain times, a la the Werewolf.