

MotorBrains

Ignition #148

In a continuing collection of idea starters, here's your August '03 Game! It's called: *We Do Windows*

This game requires a tool - a Polaroid (or other quick developing) camera. It's a fine game for one person, but will be more effective if you get a small group (even 3 people) to play.

While "*We Do Windows*" can be used for a variety of challenges, we've written this one for the creation of promotional ideas. If you like, substitute another creative challenge, and plunge in...

Step One

Choose a product or program for which you would like to create new promotional activities. Maybe a sampling opportunity, events marketing, a retail "game" or other approach. Don't worry about the exact type of activity at this point.

Get your cameras. You/each member of your team is going on an urban exploration. The challenge for each of you in this first step is:

Visit an area (mall, downtown) with lots of store windows. Snap 5 to 6 pictures of store windows that you find interesting. Could be windows for the Gap, local hardware store, music store, anything. As long as there's something that you find compelling AND as long as the windows are somehow related to your target consumer group.

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Step Two

Reassemble as a group. Each person should take the (developed) pictures, and arrange them, mosaic-style, on a large sheet of paper. Now it's story time. You're going to look at the picture collages to find new ideas for your promotion challenge. Here's how:

While you look over the collages, grab a notebook and pen and think about:

- If my target consumer was physically inside these windows, what would she be doing? Tell a story.
- What activities, emotions, attitudes are suggested by the window photos?
- If my product were inside these windows, how could it become the "star" of the presentation?

Taken as a whole, the pictures and notes you've jotted down, create new starter ideas for product promotions, geared to your target consumer.

Make sure someone writes everything down, or you'll lose it!