

# MotorBrains

## *Ignition #2239*

In a continuing collection of idea starters, here's your September '03 Game! It's called: *Pic Rip!*

This game requires something you probably have lots of - magazines. (Well, you'll need a scissors and tape too). Grab several magazines you have sitting around the office or at home. Try to get different types (not all "Automotive News" for example).

While "Pic Rip" can be used for a variety of challenges, we've written this one to help you find ways to reach new consumers. This is really fun to do with a group of people, but works just fine if it's just you creating. Here goes...

### Step One

Choose a product for which you would like to create new opportunities (in this case opportunities to get that product in the hands of consumers).

Grab those magazines, just one or two to start. Take five minutes to leaf through, and rip out any picture that you find:

- Interesting, compelling, eye-catching
- Representative of something (attitude, demographic) that's new or unexplored for your product

*Tip: pictures that have a person/people in them will work best!*

Don't overthink this part...just rip!

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## Step Two

Now that you have some pictures to work with, you need to place your product in the scene too. If you have a small picture of your product, great. If not, just draw a tiny version of it.

Pick a picture that you've ripped out. Now, place your product (the drawing or photo) physically in the picture, next to the person shown. It's time to tell a story...

- Create a short blurb that tells why the person in the photo is using, and enjoying, your product.
- How did your product end up in her hands?
- Why is she enjoying your product in this very moment? (as depicted)

Do this for a few of your ripped photos, and you'll start to build a number of new product "touch" opportunities. New occasions for use, new consumer targets that you can consider - "Pic Rip" is great for building a pipeline of ideas.