

MotorBrains

Ignition #339339

Doesn't it seem that our brain holds on to irrelevant information more easily than crucial things we need to know: Where are my car keys? When's my best friends' birthday? Lots of consumer products, services and entertainment offerings - those famous and less so - can boast seemingly irrelevant "factoids" of their own.

For example...

A Superman image appears in every episode of Seinfeld.

There is no Betty Rubble character in *Flintstones* multivitamins. Research determined that she was not popular enough to include with Wilma, Fred, Barney, Bamm-Bamm, Pebbles, Dino and the Flintmobile. (The *car* was more popular than Betty??)

The first mate to Captain Ahab in Moby Dick was named "Starbuck" - sound familiar?

Distribution of animals in a box of *Animal Crackers*:

6 gorillas	3 rhinos	2 sheep
5 bears	2 tigers	1 buffalo
4 camels	2 monkeys	1 lion

Peanuts are listed as an ingredient on plain M&M's.

Latex is the ingredient in chewing gum that makes it possible to blow a bubble.

Popsicles were originally known as Eppsicles, after their inventor, Frank Epperson.

We say "seemingly irrelevant" because, hey, each of these factoids contains something that the manufacturer/creator could use - to some degree - in a promotion, advertisement, or experiential event tied to their product.

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Now it's your turn: Make a short list of real (or even exaggerated) tidbits about your product or service. Think about...

- Historical
- Ingredient-wise
- The people/situation behind the product's creation

Next, play with those, and think of ways you can bring your consumers *closer* to your product/service through the communication of these fascinating, little-known tidbits.