

Reference Sheet (use this when stuck)

The 6 step roadmap to a solution using insights:

Use research to discover an **insight**.

Take that insight and create a **strategy**.

Develop **executions** to support the strategy.

Take the execution and build out a **campaign**.

Follow these steps with your partner anytime you need a concept or campaign for a client:

1. List interesting opinions, habits, or facts that you found while researching your client that may lead to a solution. This may be anything from observing or interviewing the target market, the history of the company, or any surprising nugget of truth that you found about your client, the competition, or the category. Typically, if you thought it was interesting, so will your audience.
2. List the surprises that you found, or thoughts that could connect something from research to your solution. It's common to uncover several possible insights before finding one that leads to the best solution. For example: With the "Think Small" print ad, the lead insight was *that younger car consumers were tired of conformity*. In class Week 4, the surprise was *"I like shopping at Farmers Markets, but I don't always have time."*
3. Of that list of surprises, what has the strongest possible path to the solution?
That's your lead **insight**.
In "Think Small", the insight opened the door as to why younger consumers would want a dramatically different type of car. In class 4, the insight showed the way to make shopping at Local Yokels an answer to the problem of not having time to go to the Farmers Market since Local Yokels carries the same products.
4. Take your strongest insight and write it as a sentence. If you find this challenging, that's ok. That means you are simplifying the thought and making it as concise as possible which means it'll be easier to work with. **When you are done, you have your "strategy"** In "Think Small" the strategy is: Different is good and modern. In Class 4 the strategy was: Local Yokels brings the Farmers Market to you.
5. Brainstorm ways to show or prove your strategy in layouts. These will be your **executions**.
The "Think Small" layout was an execution.
6. Sometimes a train of thought will lead you to a campaign organically. Other times, you have to push yourself and stretch your mind to find multiple executions that support the strategy. When you have a family of 3 executions that share the same idea and visual approach- you have a **campaign**.
"Think Small" was the first execution of the campaign. "It makes your house look bigger" And "If you run out of gas, it's easier to push" followed.