

Worksheet 2-Local Yokels

Use these 15 prompts to brainstorm ideas with your teammate.

1. Come up with an idea that does not show people
2. Come up with an idea that tells a story about either how or why the company came to be
3. Come up with an idea that shows WA state farmers or a farm
4. Come up with an idea that highlights a core value that Local Yokels has.
5. Come up with an idea that shows a competitive angle (something that Local Yokels does or provides that no other grocery delivery can or does.)
6. Come up with an idea that does not show a computer or phone
7. Come up with an idea that shows the “after” of shopping with Local Yokels.
8. Come up with an idea that uses an exaggeration in some way.
9. Come up with idea that uses a negative fact, emotion, or action or a positive one.
10. Come up with an idea that is a demonstration done in an original way.
11. Come up with an idea that uses a visual metaphor
12. Come with an all type ad or one that uses a fact
13. Come up with an ad that will provoke an emotion
14. Come up with an ad that highlights an item that they sell
15. Come up with any idea that you think solves the problem 😊