

Basics Advertising 03 Ideation Nik Mahon

Advertising is a powerful tool that can be used to reach a large audience and promote a product or service. However, in order to create effective advertising, it is important to have a strong understanding of the ideation process.

Ideation is the process of coming up with new ideas. It is a crucial step in the advertising process, as it is the foundation for all of the other steps that follow.

There are many different ways to approach ideation. Some people prefer to brainstorm individually, while others prefer to work in groups. There is no right or wrong way to do it, as long as you are able to come up with a variety of creative ideas.



Basics Advertising 03: Ideation by Nik Mahon

★★★★☆ 4.5 out of 5

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Once you have a list of ideas, it is important to evaluate them and select the ones that are most promising. This can be done by considering the following factors:

- The target audience
- The advertising objectives
- The budget
- The timeline

Once you have selected the most promising ideas, you can begin to develop a creative brief. A creative brief is a document that outlines the key elements of the advertising campaign, including the target audience, the advertising objectives, the budget, and the timeline.

The creative brief will serve as a guide for the creative team as they develop the advertising campaign.

The ideation process can be divided into four stages:

1. **Brainstorming:** This is the stage where you come up with as many ideas as possible. Don't worry about whether or not the ideas are good at this stage, just get them down on paper.
2. **Evaluation:** Once you have a list of ideas, it is time to evaluate them and select the ones that are most promising. Consider the factors listed above when evaluating your ideas.
3. **Development:** Once you have selected the most promising ideas, it is time to develop them into more detailed concepts. This may involve writing a creative brief, developing a storyboard, or creating a prototype.

4. **Testing:** Once you have developed your concepts, it is important to test them with your target audience. This can be done through focus groups, surveys, or online testing.

Here are a few tips for coming up with great advertising ideas:

- **Start by understanding your target audience.** What are their needs and wants? What are their interests and hobbies? The more you know about your target audience, the better equipped you will be to come up with ideas that will resonate with them.
- **Think outside the box.** Don't be afraid to come up with ideas that are different and unexpected. The most successful advertising campaigns are often the ones that break the mold.
- **Use brainstorming techniques.** There are a number of different brainstorming techniques that can help you come up with new ideas. Some popular techniques include:
 - **Freewriting:** Just start writing down whatever comes to mind, without worrying about whether or not it makes sense.
 - **Mind mapping:** Start with a central topic and then branch out with related ideas.
 - **Scamper:** This technique involves using a list of prompts to help you come up with new ideas.
- **Get feedback from others.** Once you have a few ideas, get feedback from others. This can help you to refine your ideas and come up with even better ones.

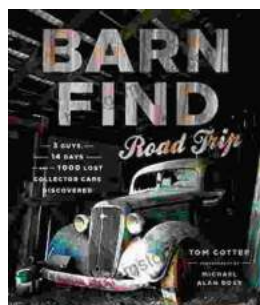
Ideation is a crucial step in the advertising process. By following the tips outlined in this article, you can come up with great advertising ideas that will help you to reach your target audience and achieve your advertising objectives.



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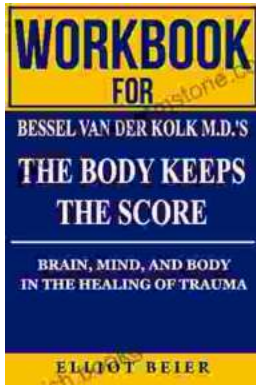
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