



Basics Advertising 03: Ideation

Nik Mahon

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At the heart of every successful advertising campaign is a central proposition that binds each of the adverts in that campaign together in a cohesive and fully integrated manner. Expressing this proposition in an original, novel, imaginative, memorable, yet relevant fashion is the tricky bit – particularly when it seems that all the best ideas have already been used. Having a great idea is difficult enough. Having great ideas repeatedly, and on a regular basis is the real creative challenge. On many occasions, you may simply feel that you're out of fresh ideas, or have come up against a creative block. This is where *Ideation* can help you break through to find creative solutions.

The book begins by looking at the process of idea generation (ideation) in broad terms; establishing the key principles that are involved, together with a look at what stops us having ideas, and how to get around or avoid those obstacles. It proceeds to outline various tools and specific techniques for stimulating creativity and having ideas as well as a range of different styles of approach and execution available to the creative team.

Throughout the book, various case studies illustrate the content and provide some valuable insights into the development of creative concepts. Student exercises promote a deeper understanding of the ideation process and help the reader to hone his or her ideation skills.

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