



# COMING UP WITH A BIG IDEA

# WHAT IS A BIG IDEA?

What makes a **Big Idea**:

- It creates an **emotional connection** with the public
- It is **distinct**, re-imagining the way we think, act or feel
- It has value as a **topic for discussion**, due to being resonant and meaningful
- It pierces through any cultural and ethical borders, **connecting with people at a deeper level**
- It is universal, can be **communicated across all media platforms**

So when you are thinking about your brief and your idea to solve the problem, make sure you are focusing on something which is:

**Emotional**  
**Unique**  
**Meaningful**



# BREAKDOWN OF A BIG IDEA

## 1. Piercing Insight

- It engages consumers because it is an **obvious truth** for them and is typically one they need solving

## 2. Brand Connection

- What **heroic solution** can the brand can deliver?

## 3. Succinct Expression

- A **one-line phrase that captures the insight and brand connection** and can trigger recall of the brand moment for the consumer. It could even provide inspiration for a tagline!

# EXAMPLE: SNICKERS



<https://www.youtube.com/watch?v=a4tZVfK8UCo>

IF

# SNICKERS: THE BIG IDEA

## 1. Piercing Insight

- When you are hungry, it's hard to concentrate and focus on what matters. You don't perform to the level you normally do because there's something missing.

## 2. Brand Connection

- Snickers is the perfect way to get back to being yourself. Packed full of peanuts, caramel, nougat and milk chocolate, Snickers satisfies your hunger – all in a quick and easy-to-carry snack.

## 3. Succinct Expression

- Snickers: You Are Not You When You Are Hungry.



# GETTING TO THE BIG IDEA

- 1) **What is the client asking you to do?**
- 2) **What problem needs solved?**
- 3) **Why is there a problem in the first place?**
- 4) **What does that problem mean for the consumer?**
- 5) **How can the brand help the consumer?**

# 1) WHAT IS THE CLIENT ASKING YOU TO DO?

- **So say Nike is asking you to help promote some new running shoes**
- **They are asking you to help sell more of these particular type of shoes, and convince people to buy these over other brands**



## 2) WHAT PROBLEM NEEDS SOLVED?

So we know Nike wants to sell shoes, there are a few options for **what problem needs to be solved**:

1. Maybe the problem is that **the shoes are too expensive**
2. Or maybe the problem is that **other brands are being chosen over it**
3. Or maybe the problem is that **consumers aren't switching** from their current brand of trainer to Nike

**WHAT OTHER PROBLEMS  
MIGHT THERE BE IN PEOPLE  
NOT BUYING YOUR SHOES?**



### 3) WHY IS THERE A PROBLEM IN THE FIRST PLACE?

So not enough people are buying the shoes for a variety of reasons – but **why do these reasons exist?**

1. Are the shoes too expensive because it **costs loads to make the shoe?**
2. Are other brands being chosen because **people don't see Nike as 'cool'?**
3. Are people not switching because **it's common for runners to stick with their favourite brand for years on end?**



**WHAT ARE THE UNDERLYING  
ISSUES BENEATH THE  
PROBLEMS YOU  
SUGGESTED?**



## 4) WHAT DOES THAT PROBLEM MEAN FOR THE CONSUMER?

Let's say it's because runners don't tend to change brands, what effect is that having on them?

1. Is there any research saying that **changing shoes helps up performance**?
2. By not changing brands they are **missing out on unexpected gains in performance**?
3. Is it because they simply **can't be bothered** to work out which brand is best as it **takes too long**?
4. Is it **too difficult** to choose a shoe as the **choice is so big**?

# 5) HOW CAN THE BRAND HELP THE CONSUMER?

Let's say it's because it's too difficult to make choices about trainers as there are too many to choose from

1. Could Nike's big idea be about 'being the easy choice'?
2. Could Nike say that by choosing their shoe, consumers will save time making decisions?
3. Could Nike say something about less time choosing, more time running?

**CAN YOU SEE HOW WE WENT FROM  
'NIKE NEEDS TO SELL SHOES' TO  
'NIKE GIVES RUNNERS MORE TIME  
FOR RUNNING'?**

**THINK ABOUT HOW YOU CAN GO  
DEEPER WITH YOUR CLIENT  
PROBLEM**



# PEPSI MAX: THE BIG IDEA

## 1. Piercing Insight

- People want to be healthy, but they don't want to compromise on taste. They don't believe that healthy food and drink tastes good.

## 2. Brand Connection

- Pepsi Max has no sugar in it, but it tastes just like the full sugar version.

## 3. Succinct Expression

- Pepsi Max is unbelievably good



# EXAMPLE: GETTING TO THE BIG IDEA

- 1. What is the client asking you to do?**
  - Sell more Pepsi Max
- 2. What problem needs solved?**
  - Need to get people to choose Pepsi Max over other healthy drinks
- 3. Why is there a problem in the first place?**
  - People don't associate Pepsi with being a drink which isn't unhealthy
- 4. What does that problem mean for the consumer?**
  - They are missing out on a great tasting beverage simply because of lack of belief that it's as good as the unhealthy version
- 5. How can the brand help the consumer?**
  - Pepsi Max is tasty and has no sugar

**EXPAND YOUR THINKING...**

**WHICH CHANNELS SHOULD YOU USE  
TO COMMUNICATE YOUR BIG IDEA?**

**HOW WILL YOUR IDEA BE CHANGED  
TO FIT EACH CHANNEL?**



# EXAMPLE: PERSIL



<https://www.youtube.com/watch?v=8Q2WnCkBTw0>



# EXAMPLE: PERSIL

- **Insight:** Kids don't spend enough time outdoors, in fact, prisoners spend more time outside than children
- **Brand connection:** Persil is good at cleaning dirty clothes, so can be used to clean your kids' clothes after running about outside
- **Big idea:** Free the Kids
- **Expansion:**
  - **Documentary film in a prison:** to make you understand the consequences of little time outdoors
  - **Billboards:** to put the prisoner and child next to one another to show clearly and quickly the comparison
  - **Influencer kit:** to shock the people into thinking of kids as prisoners by holding kid-size inmate uniforms
  - **Social content:** videos and ideas to help parents free their kids

# THINK ABOUT YOUR BRIEF...



What insights are there that you can use?

How do those insights link to your brand?

How do you succinctly communicate that to the consumers?

How can you cleverly expand your campaign across different channels without just posting your tagline?

Is your big idea emotional, unique and meaningful?

# A BRAINSTORMING EXERCISE

Think about the problem you are trying to solve and then think about it through these 6 lens to help kickstart your ideation process or to help refine what you already have:

- 1. Be aware of other worlds**
- 2. Be different people**
- 3. Be empathetic**
- 4. Be ingenious**
- 5. Be optimistic**
- 6. Be flexible**

# 1. BE AWARE OF OTHER WORLDS



**What would they do in China?**



**What might they do in 2040?**



**How did they solve this 50 years ago?**



**How would it look in London versus a small village?**

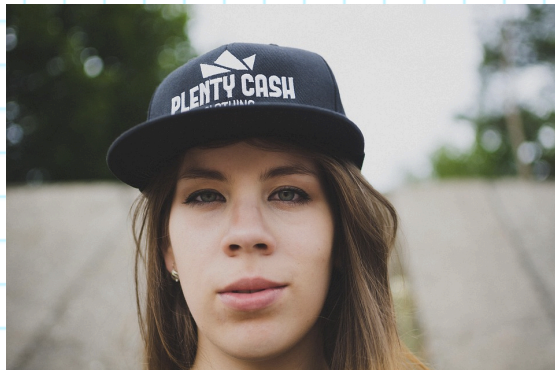
## 2. BE DIFFERENT PEOPLE



**What would a scientist do?**



**What would a teacher do?**



**What would a teenager do?**



**What would an entrepreneur do?**



# 3. BE EMPATHETIC



**How would you feel if you had this problem?**



**What would a member of the public suggest?**



**Who is affected by this brief?**



**How do they feel about it?**

# 4. BE INGENUOUS



**What if we did the opposite?**



**What if our only resource was people?**



**What if we only had one day?**



**What If we had no budget?**

# 5. BE OPTIMISTIC



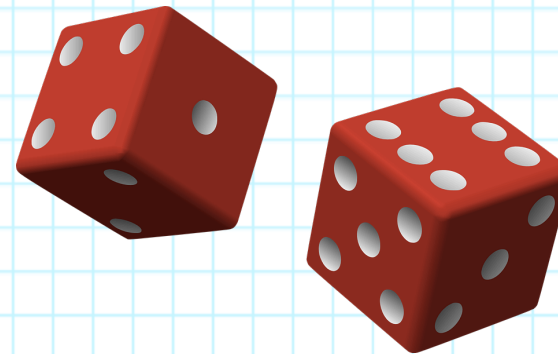
**What if we had unlimited budget?**



**What if we had unlimited time?**



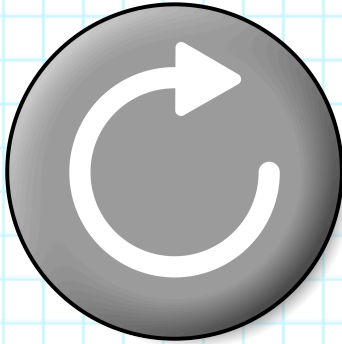
**What if we could use the whole world?**



**What if there were no risks?**



# 6. BE FLEXIBLE



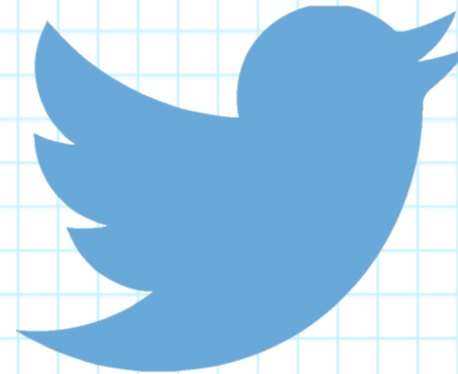
**What if you had to start again?**



**What if new research contradicted your insight?**



**What would the headline say?**



**What if you only had a tweet?**

# THANK YOU

[www.ideasfoundation.org.uk](http://www.ideasfoundation.org.uk)  
[ideas@ideasfoundation.org.uk](mailto:ideas@ideasfoundation.org.uk)

Founder: Robin Wight  
Chairman: Trevor Johnson

Registered Charity No. 1090451. Company limited by guarantee. Registered in England Company No. 4270652

# CREDITS

**With thanks to:**

**Marketing Land**

**Wikipedia**

**UK Government Policy Lab**

**Public domain images**

**Creative Commons**

**Pexels**

**Flickr**

**Pixabay**