SHOUT OUT THE FIVE SPICE GIRLS BY THEIR NICKNAMES

ANSWERS:
Posh
Scary
Baby
Sporty
Ginger
FIND SIX HEAVY METAL BANDS HIDDEN IN THIS PICTURE

Guns N’ Roses
Whitesnake
Aerosmith
Iron Maiden
Twisted Sister
Poison
FIND SIX TYPES OF UNDERWEAR HIDDEN IN THIS PICTURE

- boxers
- tank top
- teddy
- slip
- G-string
- hose
Hi, my name is Richard. I have sold fish door to door.
10 steps to big ideas that win
The Enemies of Innovation

Ideas are easy. The toughest obstacles, said our respondents, are developing speed and coordination.

<table>
<thead>
<tr>
<th>Innovation Barrier</th>
<th>Percent of Respondents</th>
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</thead>
<tbody>
<tr>
<td>Lengthy Development Times</td>
<td>32%</td>
</tr>
<tr>
<td>Lack of Coordination</td>
<td>28%</td>
</tr>
<tr>
<td>Risk-Averse Culture</td>
<td>26%</td>
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<tr>
<td>Limited Customer Insight</td>
<td>25%</td>
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<tr>
<td>Poor Idea Selection</td>
<td>21%</td>
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<tr>
<td>Inadequate Measurement Tools</td>
<td>21%</td>
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<tr>
<td>Dearth of Ideas</td>
<td>18%</td>
</tr>
<tr>
<td>Marketing or Communication Failure</td>
<td>18%</td>
</tr>
</tbody>
</table>

Data: Boston Consulting Group
1. Make it relevant. Identify a broad social trend that aligns with your core competencies and the values of your culture
Captivate reaches more managers than Forbes, Fortune, Business Week, and The Wall Street Journal combined.
2. Make it stick. Within that trend, identify your customer and find something that they really need and can become integrated into their lifestyle
Public locations with high incidence of SCA (Sudden Cardiac Attack) in Seattle and King County, Washington, 1990 to 1994 (n=134)
Making a Good Idea Great

Defibrillator within First Minute Improves Chance of Survival

9/12/1998 Patent

6/2001
1st For Public Sites
Requires Training

12/5/2006
No Prescription
Over Counter for Home
3. Make it easy to adopt. Enhance an existing behavior rather than try and change human behavior.
“Fast and impressive... beautiful and responsive... if you want to see how good a web application can be, take Picnik for a spin.”
—Walt Mossberg, The Wall Street Journal
4. **Make it memorable.** Make your solution special and the key selling features easy to understand.
5. Make it the best it can be. Don’t ship it unless customers LOVE it and they can tell you why they would pay for it
Replicating Product Success:
5 step iterative design + Brand Framework = Enduring Hits

1: “Moment” Engineering
- Define game’s emotional promise based on consumers’ key moments
- Prioritize real-world scenarios
- Frame product positioning
- Establish economics
- Craft early play parameters

2: Cranium Cuisinart
- Vet concepts: Is it a Cranium game?
- Playtest Playtest Playtest!
- Editorial: Have we hit the touchstone?
- Confirm economics
- Fully-playable, final-concept prototype complete

3: CHIFF Checklist
- Deliver on brand promise
- Broad-based, iterative feedback drives refinements
- Complete game play, content, and design
- Innovative industrial design

4: Manufacturing Mindmeld
- Find & collaborate with partners throughout every product phase
- Push on quality, cost, terms, and capacity

5: Operation Big Ears
- Make it better. Combine self-critique with feedback from consumers, reviewers, sales team and retailers
- Assess proposed refinements
- Evaluate derivative product potential

Rainy day saving graces

Cariboo is better than TV!, October 20, 2002
Reviewer: yayapo from Baltimore, MD United States
My son played this game all day!
The television never got turned on!
6. Make it easy to find. Change the rules of distribution. Take your product to where your customers are rather than where products are traditionally sold.
7. **Make it easy to share.** Never forget that your customers are your sales force. How will this become a movement, a word of mouth phenomenon, never forget the power of Buzz.
It’s not a demographic... it’s a movement

Craniacs
Happy Birthday Riley!
My son, Charles is 8 years old and is crazy about your games! The whole family really enjoys playing. Thanks for being so creative!

-Cathy H. Of Rogers, AR
Chris Baker proposed to girlfriend Jackie Smith with some help from Cranium:

W_L_ _OU M_ _RY _E?

-April 2003 in Cherry Hill, NJ
Nordstrom

The company's philosophy has remained unchanged for more than 100 years since its establishment by John W. Nordstrom in 1901: offer the customer the best possible service, selection, quality and value.
Dear Richard,

I just wanted to thank you for shopping with me at the Rail in downtown Seattle. I hope your shirts work out great. If you ever need anything, feel free to give us a call or stop by.

Sincerely,

Heidi Barton
8. Make it green. Ensure you are a brand with a social conscience in a way that is appropriate for this market. Deepen the relationship with your customers, give them a reason to advocate for your brand.
"I remember calling you after watching one of your shows — it was your Angel Network in action. I wasn't just caught in the emotion of the situations, but in the aspirations of the people involved who accomplished things that they were not supposed to accomplish..." — Paul Newman to Oprah
DENIM WITHOUT THE EXTRAS
NO BLEACHING
NO PRE-DISTRESSING
NO CHEMICAL SPRAYS
NO RESIN TREATMENTS
partners for change

Business is about more than the bottom line. It’s also about the power of partnership to transform the world. We give 5% of every sale to one of our environmental, social or humanitarian partner groups. And you choose which one. Read more about the groups here.
9. **Make it fun.** Give both your culture and your product personality, brighten their life and make it glow. If they are pleased to see you every day both your customers and employees will be loyal advocates for your brand and the mission you are on.
10. Make it profitable. Test all assumptions over and over again, go conservative on sales and high on expenses. Make finance your friend. Together you will win.
WHICH OF THE FOLLOWING IS NOT MENTIONED IN THE LYRICS OF QUEEN’S “BOHEMIAN RHAPSODY”?

a) Beelzebub
b) Michelangelo
c) Scaramouche
d) Galileo
B) MICHELANGELO

“Bohemian Rhapsody” includes the phrases “Scaramouche, Scaramouche, will you do the fandango?” “Galileo, Figaro,” and “Beelzebub has a devil put aside for me.”
10 steps to big ideas that win

1. Make it relevant
2. Make it stick
3. Make it easy to adopt
4. Make it memorable.
5. Make it the best it can be.
6. Make it easy to find.
7. Make it easy to share
8. Make it green.
10. Make it profitable.
thank you for listening

Follow your heart
Live life with passion
Be the best you can be
Have fun

richard@boomboomboombrands.com

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