

IDEA CARD – Example Snickers

1. Piercing Insight:

People are not themselves when they're hungry (e.g. they get hangry)

2. Brand connection:

Snickers is packed full of nutrition and energy, making it an easy and efficient means of satisfying your hunger.

3. The Idea (express this in a line)

You're not you when you're hungry.

4. Obstacles

In some local markets the translation in certain languages of the campaign headline may not make sense and this will have to be considered.

5. Execution:

Showcase the repercussions of having hunger turn you into something other than yourself, with a snickers bar being the cure.