

## **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. Execution:**

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