

Why Good Ideas Aren't Enough

A framework for creative solutions needs to be right for the problem it addresses — and engage the heart, head, and body.

When seeking creative answers to business problems, we begin with this proposition: Right Ideas are better than Good Ideas. Good ideas are a necessary first step to getting to the right idea. But when it comes to identifying a creative solution that will actually solve a problem for a client and their audience, right ideas are really the only ones that matter.

Cui Bono?

When weighing the merits of good ideas vs. right ideas, think about who benefits from each. 'Good' ideas appeal to the person who thinks of them. Good ideas flatter the idea-haver. But you're not trying to flatter the idea-haver. You're trying to flatter the problem-holder — and that means finding a right idea.

The Heart, Head, Body Approach

We recommend the Heart, Head, Body approach when sorting ideas to frame a solution:

Heart: Is the idea attention-grabbing? Does it make you smile?

Head: Does the idea check the boxes spelled out in the creative brief? Will it accomplish what the client wants it to?

Body: Can the idea be built, distributed and scaled? How will the client measure its success once it's out in the world?

The real proof of a right idea is in the pudding of customer success. Until it's demonstrably solved the client's problem, it's still just a good idea striving to be right. Creativity never guarantees the right outcome. That's what makes it scary as well as fun. But building a repeatable framework to improve the chances of success is what makes it a viable business.