

110 ways to get an idea

Adapted from Systematic Approach to Advertising Creativity

1. Turn it upside down

- 2. Stretch It
- 3. Shrink It
- 4. Change its color
- 5. Make it bigger
- 6. Make it smaller
- 7. Make it round
- 8. Make it square
- 9. Make it longer
- 10. Make it shorter
- 11. Make it visual
- 12. Put it into words
- 13. Use repetition
- 14. Make it three-dimensional
- 15. Make it two-dimensional
- 16. Change the shape
- 17. Change a part
- 18. Make it into a set
- 19. Animate it
- 20. Reverse it
- 21. Make it look like something else
- 22. Give it texture
- 23. Make it romantic

- 24. Add nostalgic appeal
- 25. Make it look old-fashioned
- 26. Make it look futuristic

27. Make it a part of something else

28. Make it stronger

29. Use symbolism

- 30. Be realistic
- 31. Use a new art style
- 32. Change to photography
- 33. Change to Illustration
- 34. Change the typeface.
- 35. Tell your story by picture caption
- 36. Make the ad look editorial
- 37. Make the editorial look like an ad
- 38. Invent a new advertising medium
- 39. Make it hotter
- 40. Make it colder
- 41. Make it appeal to children

42. Make it appeal to women

- 43. Make it appeal to men
- 44. Twist it
- 45. Make it transparent
- 46. Make it opaque
- 47. Use a different background
- 48. Use a different environment
- 49. Glamorize it

- 51. Add human interest
- 52. Change the package
- 53. Eliminate
- 54. Personalize It
- 55. Make it darker
- 56. Illuminate it
- 57. Make it glow
- 58. Make it flicker
- 59. Make it sparkle
- 60. Make it light up
- 62. Make it fluorescent
- 62. Make it heavier
- 63. Make it lighter
- 64. Tie in with a promotion
- 65. Run a contest
- 66. Make it grow
- 67. Split it
- 68. Understate
- 69. Exaggerate
- 70. Sell it as a substitute
- 71. Find a new use
- 72. Subtract
- 73. Divide
- 74. Combine



50. Use optical effects

- 75. Use the obvious
- 76. Rearrange the elements
- 77. Lower it
- 78. Raise it
- 79. Divide it
- 80. Mix it
- 81. Translate it
- 82. Cut it into pieces
- 83. Put sex appeal into it
- 84. Condense it
- 85. Bend it
- 86. Match it
- 87. Tilt it
- 88. Suspend it
- 89. Make it stand upright
- 90. Turn it inside out
- 91. Make it symmetrical
- 92. Make it asymmetrical
- 93. Partition it
- 94. Pit one against the other
- 95. Sharpen it
- 96. Change the contour
- 97. Encircle it
- 98. Frame it
- 99. Coil It
- 100. Fill It up
- 101. Empty it
- 102. Open it
- 103. Concentrate it
- 104. Spread it out
- 105. Make it narrower
- 106. Make it wider
- 107. Fold it
- 108. Unfold it
- 109. Simplify it

110. Combine any of the above

