

Turn it upside down ⚙ Stretch It ⚙ Shrink  
It ⚙ Change its color ⚙ Make it bigger  
Make it smaller ⚙ Make it round ⚙ Make  
it square ⚙ Make it longer ⚙ Make it short-  
er ⚙ Make it visual ⚙ Put it into words ⚙  
Use repetition ⚙ Make it three-dimensional  
Make it two-dimensional ⚙ Change the  
shape ⚙ Change a part ⚙ Make it into a set  
Animate it ⚙ Reverse it ⚙ Make it look like  
something else ⚙ Give it texture ⚙ Make it  
romantic ⚙ Add nostalgic appeal ⚙ Make it  
look old-fashioned ⚙ Make it look futuristic  
Make it a part of something else ⚙

romantic  
look old-fashioned  
Make it a part of some  
Improvise • Free-associate • Try a variety of approaches:

Make it

improvise • Free-associate • Try a variety

# 110 ways to get an idea

Adapted from  
Systematic  
Approach to  
Advertising Cr

Adapted from  
Systematic  
Approach to  
Advertising Creativity

# Typography Today

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Use symbolism

Use a new art style

Change type-

Make it stronger

Be realistic

Change to photography

Change to picture caption

Change to illustration

Tell your story

face the ad

Make the look editorial

Creativity

Combine

Make the editorial look like an ad ⚙️ Invent  
a new advertising medium ⚙️ Make it hotter  
Make it colder ⚙️ Make it appeal to children  
Make it appeal to women ⚙️ Make it appeal to  
men ⚙️ Twist it ⚙️ Make it transparent ⚙️ Make  
it opaque ⚙️ Use a different background ⚙️ Use  
a different environment ⚙️ Glamorize it ⚙️  
Use optical effects ⚙️ Add human interest ⚙️  
Change the package ⚙️ Eliminate ⚙️ Make  
alize it ⚙️ Make it darker ⚙️ Illuminate it ⚙️ Make  
it glow ⚙️ Make it flicker ⚙️ Make it sparkle ⚙️  
Make it light up ⚙️ Make it fluorescent ⚙️ Make  
it heavier ⚙️ Make it lighter ⚙️ Tie in with a  
promotion ⚙️ Run a contest ⚙️ Make it grow ⚙️  
Split it ⚙️ Understate ⚙️ Exaggerate ⚙️  
it ⚙️ Fit it ⚙️ Pit it ⚙️ Mak  
inside it ⚙️ Bend it  
Put sex it ⚙️ Tran  
Lower it ⚙️ the obvious  
Subt

[illegible]

Combine any of the above

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