

HOW TO COME UP WITH CREATIVE MARKETING IDEAS?

8 Handy Tips

PLAY UP CONTRASTS

If you are selling shiny new tyres, place them against extremely muddy car, highlighting the new tyres by contrast.

DO THE OPPOSITE

Enlarge or miniaturize your product, if all are slashing prices, you raise them (by offering additional benefits), exchange places (what's usually done inside, do it outside & vice versa), empty what is usually full (book minus pages) or fill what is empty (car filled with flowers)

PLAY WITH THE MEDIUM

Use medium not usually used by your industry or use the existing medium in an unusual way like giving audio in newspaper ad

PLAY UP THE 5 SENSES

Wherever possible, play up the 5 senses like dining in the dark without sight or chocolate scented paper napkins to promote chocolate ice cream

BREAK CONVENTION

Ex. Who says only men can propose? Who says shop floor sales team should wear t-shirts? What if they dress as butlers to promote premium product?

AIM FOR APPOINTMENT VIEWERSHIP

Always try for serialised content- be it a series of images or stories or episodes- so that people have a reason to come back

KEEP UP WITH NEW TECHNOLOGIES

Example- If Amazon Alexa is gaining popularity, get on it.

GO TANGENTIAL

Ex. If you sell tyres, write blog on long drive options in slippery monsoon or place toothpaste in grocery aisle (power of freshness)