

Problem: People Smell Bad

Solution:

1. Brainstorm ideas for solutions to the problem (do not edit during this process!)

cover the smell
 run from the smell
 protect yourself from the smell
 hide the smell
 eliminate the smell
 transport the smell
 embrace the smell
 enjoy the smell
 use the smell

2. Brainstorm products, services and/or events that meet the solution

cover the smell -	perfumes, sprays, potpourri, sachets, scented candles, clothes washing products, incense
run from the smell -	planes, trains, automobiles, travel!
protect yourself from the smell -	make nose plugs to wear outside, carry a scented vile or portable incense burners
hide the smell -	perfumes, sprays, potpourri, sachets, scented candles, clothes washing products, incense, pamphlets on "how to become a hermit"
eliminate the smell-	soaps and cleaners for body, hair, clothes, houses, subways, stairs, busses, cars, sponsor medical research to create an operation to take out "bad" sweat glands
transport the smell -	send all the smelly people to France
embrace the smell -	have a "smell-in", sponsor a series of programs on PBS, Vimeo and Youtube, write a series of pamphlets entitled "My Smell, My Self", picket labs sponsoring medical research to create an operation to take out "bad" Sweat glands
enjoy the smell -	set up smell re-education camps. open up clinics where psychologists uncover why smells are disturbing to people and then cure them
use the smell -	learn how to detect pheromones to find a mate

Problem/Solution

3. Choose one central idea to work on (for example, your solution may be a service that has auxiliary products and events associated with it.

- Combined elements from “cover the smell, eliminate the smell, and embrace the smell”
- New Product Line of soaps, perfumes, candles, room scents, and lotions that combine non-traditional scents - sand, fresh river water, warm earth, grass, mountain air, morning dew, baking bread, etc.

4. Identify the target audience

- Upscale, natural types.
- People attracted to causes and repulsed by body odors
- Arty Types
- Liberals on the environment
- Multi-generational Yuppies - 20-somethings attracted to the anti-globalization movement, 30-somethings tired of the Body Shop, 40 and 50-somethings who give money to National Public Radio
- Urban, Suburban Intellectuals

5. Brainstorm packaging and presentation of solution

a. Brainstorm media (print, television, internet, event, giveaways, etc.)

- Web - Set up interactive sight with links to causes, Multi-Lingual, set up a base with internet orders. Create presence on YouTube. Set up Social Media hub with connections to major SM connectors
- Print - local, high-end Newspapers (the Times as opposed to the Post) Vanity Fair, The New Yorker, Nest, Dwell, Good, Real Simple, etc.
- Adult (as opposed to teen) Fashion Magazines W, Vogue, GQ
- Stores- Mid- to high-end department stores, Specialty shops in key locations in major metropolitan areas (Rodeo Drive, Upper 5th, etc)

b. Brainstorm spokespeople (if any)

- Your target audience (“ordinary” people)
- Unsung activists or people doing good works
- People well-known in their field (like really good studio musicians), but not well- known outside of their field
- Leaders in the Sierra Club, Tree People, etc.
- Hollywood activists (Angelina Joli, George Clooney, et al)

6. Narrow down packaging, collateral, etc...

- All recycled, simple packaging that can be easily recycled or reused again (no waste)
- Combination of contemporary typography and digital design on all-natural packaging that can be saved and reused (contemporary, yet concerned)
- Strong Web presence that reaches an International audience
- Print presence in urban, liberal publications that reach broad audiences such as N.Y. Times, New Yorker, L.A. Weekly, etc.
- Occasional presence in upscale specialty publications like Source, WallPaper, Black Book, etc.
- Percentage of profits go to charities that are posted on the web site.

...and presentation

- Presentation Boards
- Digital Presentation on Research and Style
- Findings Document - bound
- Style Guide - bound
- Sample packaging
- Scented cards that contain packets of potpourri to remember ideas (the leave-behind)