



Creative People Creative Freedom

Claims Development:

Creative Techniques for Successfully Promoting Brands and Technology

This two day seminar is an opportunity for people in Marketing, Product Development, and Advertising to learn some innovation tools and techniques that will help to identify creative claims to successfully promote new brands and technologies to consumers.

The seminar is a highly interactive mix of lecture and group exercises to practice and explore the application of the techniques and principles to business situations.

The Seminar will cover the following main topics:

The Principles of Claim Design: How Form Follows Function

In order to establish compelling claims it is necessary to identify at the start of the project the possible functions of the product claims. Is it to create a new market niche, or to encourage consumers to switch brands?

- The principles of branding and how claims contributes to different stages of the consumer experience of a brand
- Claims in relation to consumer insights
- Claims in relation to product concepts
- The 7 main roles of claims in the consumer world
- Deep metaphors that can be used as a stimulus for claims

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Creative Claims: Filling the Claim Space

When you are clear about the functions that the claim needs to fulfill, you need to use creativity techniques to identify the possible claims. To do this effectively is it necessary to use as many different perspectives as possible, and in this section we will learn about and explore several different techniques that can be used to identify possible claims.

This section will cover:

- 5 techniques that explore different levels of detail
- The Product Utility Model
- Consumer Experience Mapping™
- Product-logic and Psycho-logic principles; two different dimensions that help Marketing and Product Development work together
- Combining rational and emotional thinking to widen people's thinking
- Working at the Cusp – going from invention to innovation

Claim Selection: Getting to the Best

With a creative team able to produce different claims, you need to understand how to identify the claims that will achieve your objective, how to improve them, and how to integrate them into advertising. Here we will explore some more creativity techniques, ways of mapping claims against competitors, and how to identify risks.

- Working with the 3D Claims Mapping Tool™ as an aid to selection
- Understanding the different claims classifications
- Using the linguistic aspects of the Meta-Model to explore the structure of claims
- Using Design Thinking as way of identifying an ongoing marketing strategy
- The technique of Mapping Across to generate ways of building claims into advertising campaigns

How to Make it Happen: Structuring a Claims Workshop

In order to help you operate more effectively in the workplace, you will need to know how to develop creative teams, and how to organize and run a claims workshop in your organization, so that you can apply the techniques that you will learn here on an ongoing basis.

- Facilitating Serendipity – 5 key principles for bringing the best out of your team
- Who to invite, planning and preparation
- Briefing the attendees from Marketing, Product Development, and Advertising Agencies
- The process for a claims workshop
- How to select creativity techniques
- Basic principles for facilitating the meeting

Your Trainer: Ian Walton

Ian graduated from Manchester University (UK) with a PhD in Chemistry and joined Unilever Research in 1979. After a career in product development during which he was responsible for innovation projects in Latin America, Africa, Middle East, and India, and living in Asia for 10 years, Ian returned to the UK to realise a growing ambition to set up his own innovation consultancy.

Ian's consultancy, Coaching Ideas, works with FMCG companies to help teams identify innovation opportunities; their client base includes Unilever, Mead Johnson, Firmenich, SC Johnson, and Philips.

Coaching Ideas focuses on the facilitation of workshops for product claims and insight development; business strategy wargames; and innovation coaching.



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