

NEW EMOTION, GOOD FORTUNE

Using the fortune teller (on the previous page) you should now have an emotion to play with.

The idea is that you have to work with a random emotion not associated with your brand or category. If you land on an emotion that already exists within your category, play again until you land on one that is a real, human emotion that you DON'T see used in your category – a genuinely new emotion that would surprise, disrupt and provoke.

So, the exercise...

If this emotion was forced into the heart of your identity, if it governed everything that you do, how would your behaviour change?

Think about the following:

How would introducing this emotion change the way your consumers experience your existing products and services?

What would it mean to use this emotion as a brief for new product or services development?

What new usage occasion, distribution opportunities and brand partnerships might this new emotion help to create?

How might this emotion change the way you physically wrap your product or service?

- *Packaging design, language, delivery vans, retail and service environments*

How might this emotion change the way your brand and its representatives interact and engage with your service users / consumers?

- *In store, online, phone and mail*

THE CHALLENGER PROJECT

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