

HOW WOULD THE
17 YEAR OLD YOU
SOLVE THE PROBLEM?

GATHER KEYWORDS
THEN SEARCH THEIR
HASHTAGS ON IG.
READ THE CAPTIONS.

WHAT DRUG
WOULD THE
PRODUCT BE?

WHY ARE YOU HERE?
WHAT'S THE ACTUAL
PROBLEM?

CHARADE OUT
THE PROBLEM.

ASK A SUIT -
THEN DO THE OPPOSITE.

WHAT IS THE PRODUCT
PROMISING? WHAT IS
IT THREATENING?

GO TO VIMEO
> EDITORS PICKS
> FOURTH VIDEO. STEAL.

WHAT WOULD THE
SOLUTION BE IN A
GRAPHIC T-SHIRT?

WHAT WOULD A
BIRD THINK OF
THE BRIEF?

HOW WOULD
SKITTLES
SELL IT?

HOW WOULD YOUR
BEST FRIEND
SOLVE IT?

MAKE IT BIG!

WHAT ARE YOU
BEING SO PRECIOUS
ABOUT?

USE AN OLD IDEA.

THINK OF
THE WORST IDEA -
THEN CHANGE 3% OF IT
TO MAKE IT WORK.

DESTROY A CLICHE.

WHAT JOKE WOULD
SEINFELD MAKE WHEN
USING THE PRODUCT?

ASK THE OFFICE
ITALIAN.
IF YOU'RE GAME.