



Developing winning concepts

A Rainmakers CSI How to guide

There needs to be a degree of fluidity to concept writing so that all ideas and refinements are explored, every gem of insight captured and every nuance of interpretation included.

There are no hard and fast rules about how a concept should be written but we suggest a few **guidelines** to make sure your ideas have a chance to flourish.

- Use the language of your consumers and target audience
- Make the concepts easy to read
 - Including using visuals, if relevant
- Keep each concept consistent in terms of design, typeface and font sizes
- Make concepts succinct
 - The *Insight, Benefit and Reason to Believe* approach provides a good framework

When **evaluating concepts**, we normally use some key principles.

- Keep warm-up and discussions about the topic concise so that people don't talk themselves into a position before seeing the concepts – keep participants open-minded.
- Rotate the order that concepts are introduced
- Assess concepts blind and branded, especially if they relate to completely new territory.
- Capture individual responses prior to opening up discussion.
- Use projective techniques. These are always valuable but especially so when the concepts:
 - Relate to personal issues;
 - Will be difficult for people to articulate their responses to;
 - Might prompt exaggerated or diminished public responses versus real, personal reactions.
- If possible, allow time to revise your concepts between evaluation points. Don't commission groups with no opportunity to build your ideas.

