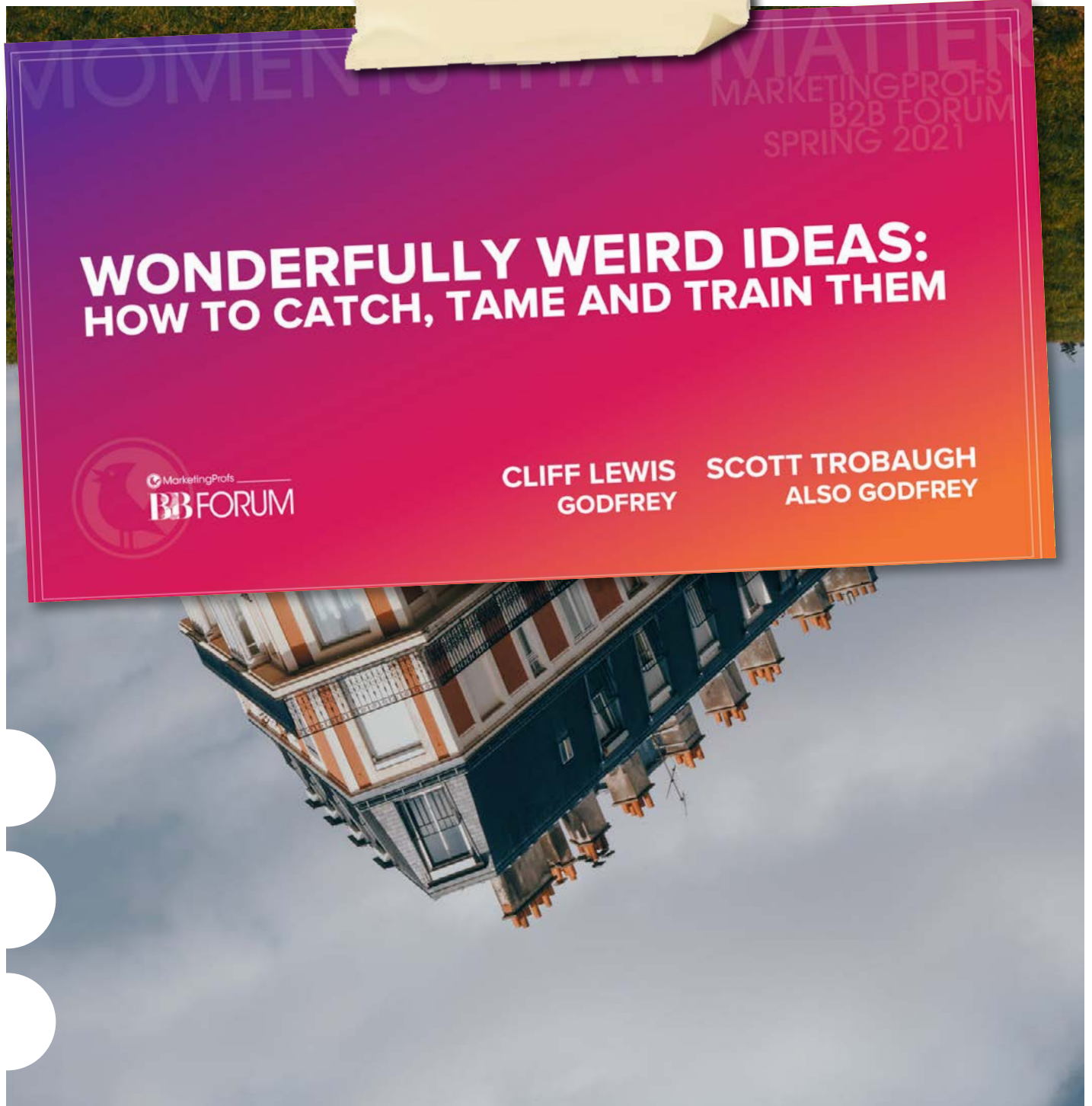


April  
2021

Scott Trobaugh  
Cliff Lewis

How to Catch,  
Tame and  
Train Them



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# Wonderfully Weird Ideas



## Think small.

Our little car isn't so much of a novelty any more.  
A couple of dozen college kids don't try to squeeze inside it.  
The guy at the gas station doesn't ask where the gas goes.  
Nobody even stares at our shape.  
In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.  
Or using five pints of oil instead of five quarts.  
Or never needing anti-freeze.  
Or racking up 40,000 miles on a set of tires.  
That's because once you get used to

some of our economies, you don't even think about them any more.  
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.  
Or trade in your old VW for a new one.  
Think it over.



## WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/crossed-the-road](http://kfc.co.uk/crossed-the-road) for details about your local restaurant.

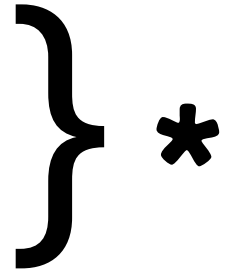


# The greatest campaigns in marketing history were seriously weird.

But why? The answer lies in the human intellect:

**Divergent thinking**  
(The pursuit of multiple new solutions)

**Convergent thinking**  
(The pursuit of one correct solution)



Humans need both.  
But whenever you

shift your perception,

form a new preference,

or change your mind

...

that's **divergent thinking**.

\* These were coined by psychologist J.P. Guilford in the 1950s.

You can also think of them as "open" and "closed" thinking respectively, but Divergent and Convergent will make you sound smarter at parties.

...but  
this  
is B2B!

It's okay if that was your first thought. It's normal. Don't sweat it.

**“To get an edge on the future  
and graze on something new,  
you have to be willing  
to ‘go weird’.”**

**Beth Comstock**

[former Vice Chair of GE]

**So.**

**What should you do?**

How  
to make  
things

**Weird**

(because for every madness,  
there's a method.)

For today's purposes, we'll work on an idea for Initech,  
a fictional company that develops software for banking.

# 1. START WITH BORING

Write your core message in a clean-room.  
Save the weird for later.

One weird trick: The 3-S structure

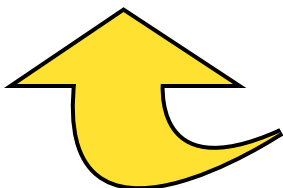


**SPECIFIC**  
(KEEP IT CLEAR)

**SUPERLATIVE**  
("MOST," "BEST," "ONLY," ETC.)

**"Initech offers the most secure TPS reporting platform in the banking industry."**

**SHORT**  
(8-12 WORDS)



Get buy-in on this from the top decision-makers.  
You'll need it later when things get **weird**.



## 2. GOOF WITH PURPOSE

Abandon convergent thinking,  
all ye who enter here.

### Meeting #1: Small teams, big ideas

Start with well-matched duos, if possible.

One weird trick:

### The 90-minute brainstorming session

- First 30 = Play = Gloriously un-productive and useless banter\*
- Last 60 = Work = The most productive hour of your professional lives

**"I'd suggest about an hour and a half.  
Then after you've gotten to the open-mode,  
you'll have about an hour left  
for something to happen."**

— Monty Python's John Cleese on Creativity

## Meeting #2: **Big group, small egos**

At the first big corral, all ideas are created equal and the best kind of idea is LOTS.

One weird trick:

### **The “Best-Worst” Idea Award**

Encourage your teams to bring their wildest thinking by recognizing those ideas that are so shamelessly, courageously bad that they just might be great. But be warned: It can get pretty competitive once your teams catch on.

## Meeting #3, #4, etc: **Rinse and repeat as desired**

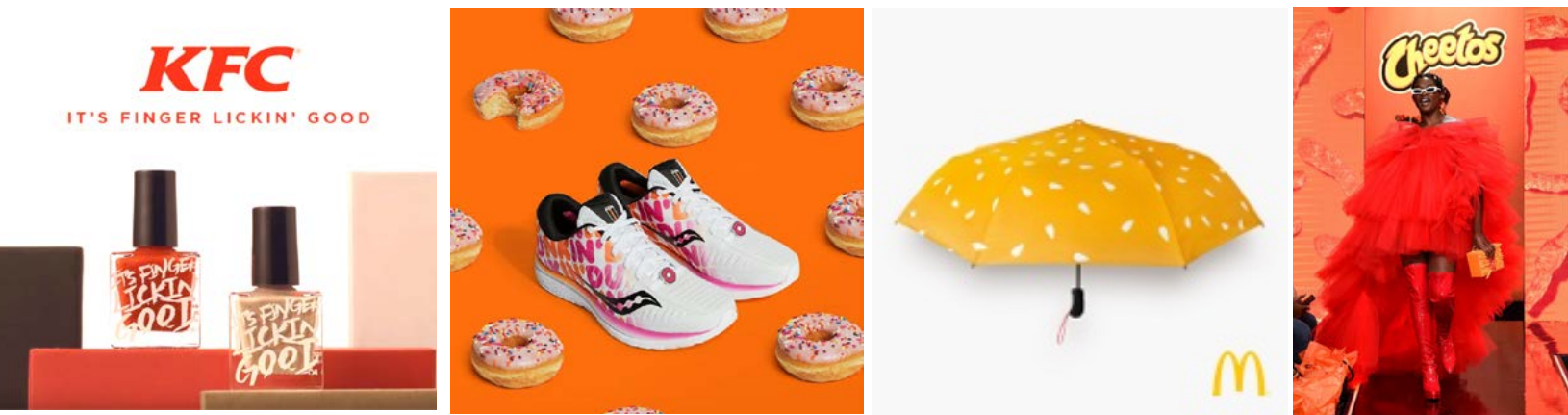
After the big meeting, let your duos reconvene. This staggered process can help those small teams keep their footing and their confidence.

### 3. SELLING THE WEIRD

Dress your divergent-thinking ideas in a convergent-thinking powersuit.

#### SHOW INSPIRATION

Provide examples of successful campaigns and pop-cultural touchpoints that embody the spirit of your approach. Look for examples that out-weird your own weird ideas, making your pitch feel perfectly reasonable by contrast. But don't scare them off. (Rule of thumb: Aim to make them smile.)



These inspiration examples show brands using consumer products outside their usual categories to highlight the features of their own offerings

**"By drawing comparisons between your ideas and other ideas in a different category, you make it more likely that listeners will have the kind of creative aha moment that results in feelings of interest, enjoyment, and surprise—the kinds of feelings that make people want to share, buy, and embrace ideas."**

— Jennifer Mueller, Ph.D., Author of Creative Change

## **PROVIDE DEFINITION**

**Before unveiling your ideas, define the creative approach in one sentence.**

**One weird trick:**

## **Write it like a recipe**

**“Convey a feeling of total security by playfully associating the Initech brand with objects of comfort.”**

**Inspiration + Definition will move their imagination that much closer to where you're headed, making the weird idea feel like the perfect, inevitable conclusion.**

**...and finally...**

## SHOW OFF THAT WEIRD IDEA

Unveil the weird idea in all of its remarkable glory. Remember to go big. Decision-makers, committees and budgets will easily chop the idea in half, so make sure you're starting at 200%!



So here's a weird idea for Initech. It's pretty weird for a SaaS company to advertise a blanket. But a security blanket takes on special meaning when you're talking about the most secure TPS reporting platform.

And it doesn't just have to be blankets... This weird idea could repeat itself through an extended campaign with a whole line of comforting products that make people feel secure. Every touch point is weird and unexpected, and every touch point feeds directly into the core brand message.

## **That's (briefly) how to do weird.**

This framework doesn't guarantee that every left-brained gatekeeper will embrace every one of your weirdest ideas. But it will help you discover wonderfully weird ideas in any industry, and once you've found them, it will help you package those ideas in a way that makes sense for folks who don't think like you.

### **A final word.**

If we leave you with one final word today, we'd want it to be the same thing we started with:

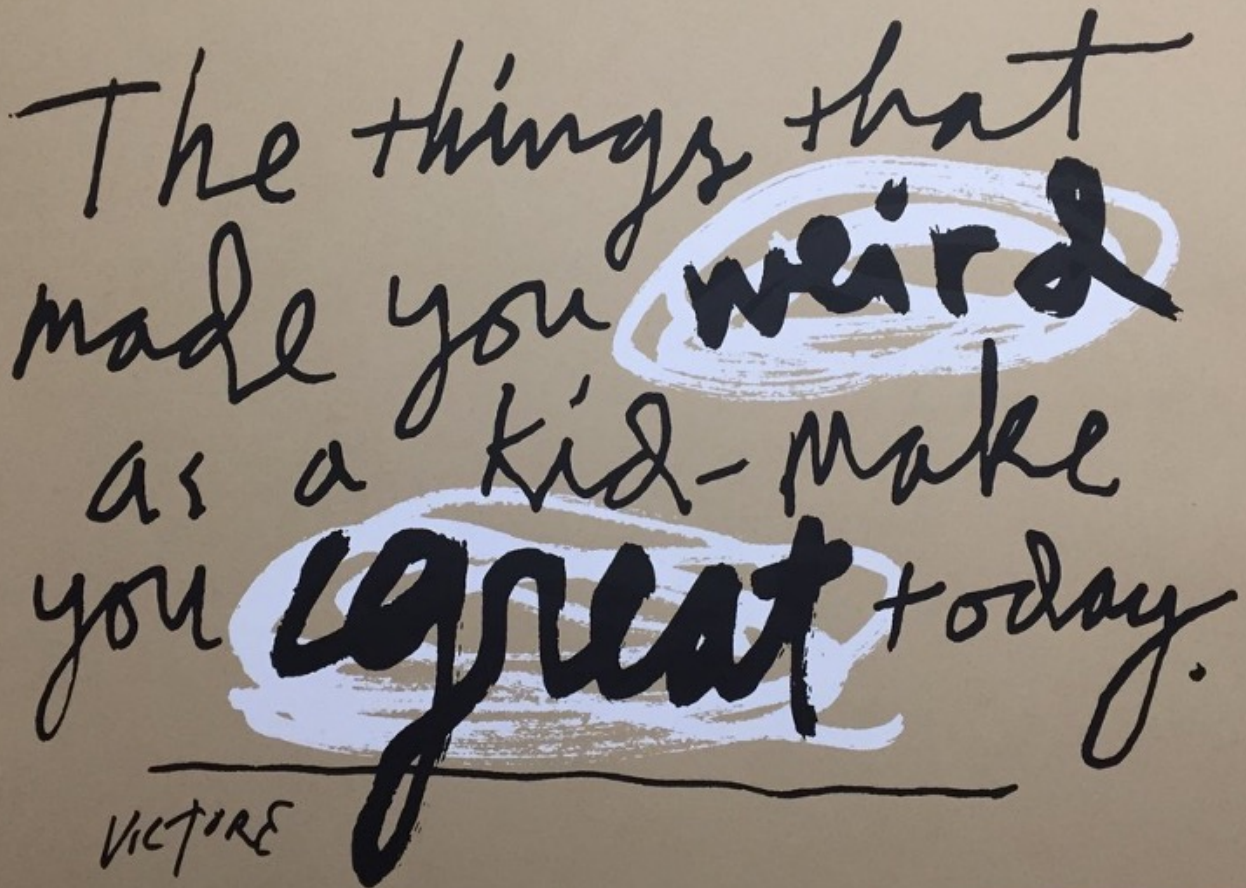
**You are weird.**

And we mean that in the most encouraging possible way.

When you were five years old, you played weird games, you drew weird pictures and you told weird stories. They were masterpieces. You knew it, and the people who cared for you... They knew it too.

All of that creative potential is still waiting up here, ready to come out into the world.

Legendary creative rabble-rouser  
James Victoré said it best:



The things that  
made you **weird**  
as a kid - make  
you **great** today.

VICTORE

So when we tell you that you are weird,  
we're really telling you that you are wonderful.

**So don't be afraid to show it.**



## **HOW DO YOU DO WEIRD?**

**Want to dig deeper?  
Connect with us on LinkedIn:**

**/scott-trobaugh-creative  
/cliffblewis**



**#MPB2B @SPEAKERSOCIAL**

MARKETINGPROFS  
B2B FORUM  
SPRING 2022  
**MOMENTS THAT MATTER**



**HOW DO YOU DO WEIRD?**

**THANK YOU FOR MAKING  
THIS MOMENT MATTER**

**WONDERFULLY WEIRD IDEAS:  
HOW TO CATCH, TAME AN TRAIN THEM**

