#13: Conceptual Workout

THINKING   **FEELING**

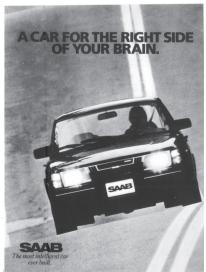|	
THINK **HIGH** **INVOLVEMENT**	**FEEL** **HIGH** **INVOLVEMENT**
THINK **LOW** **INVOLVEMENT**	**FEEL** **LOW** **INVOLVEMENT**

1. M.O.S.T.

Currently, Apple has a campaign that competes directly with the PC.

We're sure you're familiar with it.

What do you think their Mission, Objective, Strategy, and Tactics are today?

2. FCB GRID.

A. Right to Left. Take a right brain (emotional) ad. Make it a left brain (rational) ad.

B. Left to Right. Pick a left brain (rational) ad. Do the opposite. Make it a right brain (emotional) ad.

C. Draw The Grid.
   Make a list of 10 different products.
   Place them on The FCB Planning Grid.

D. Both Sides. The Saab ad below appeals to both. Pick another product with *both* rational and emotional appeals. Write an ad that appeals to both. (It can be a spread.)

3. EXPLODE THE DOT.

Take the product from #2D and show the various forces at work in all four sections of The Grid.

Repeat the process with a second product.

A CAR FOR THE LEFT SIDE OF YOUR BRAIN.

A CAR FOR THE RIGHT SIDE OF YOUR BRAIN.

SAAB

The most intelligent car ever built.

4. LEARN/FEEL/DO CIRCLE.

A. Select a product.
What is there to Learn about it?
What Feelings might be associated with using it?
What do we Do? There may be a number of actions.

B. Now, think of a message approach that uses each as an entry point.
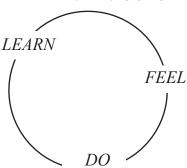Don't worry that you're not doing a polished script. Just rough it out.

5. 4A's/4R's.

A. In two columns – with plenty of space – write the 4A's and then the 4R's.

B. Pick a product or service – indicate what aspects of a program match up with each of these A's and R's. Again, don't worry about not having much of a message or strategy, the idea is to become more familiar with this kind of thinking.

6. 4P's/4C's.

A. Write them down and try to remember them.

B. That's it. This will come in handy if and when you find yourself in a marketing class. Remember the concepts, particularly if you find yourself doing heavy lifting in the area of marketing strategy.

THE LEARN/FEEL/DO CIRCLE

LEARN

FEEL

DO

What Will You Do to Generate…

Attention _____
_____

Awareness _____
_____

Attitude _____
_____

Action _____
_____

Reaction _____
_____

Relevance _____
_____

Response _____
_____

Relationship _____
_____

P_____
P_____
P_____
P_____

C_____
C_____
C_____
C_____