**18 Feet idea checklist.**

**RESEARCH**

Have you researched/made some initial investigations around this idea?

What type of people would you get involved to make it?

What reference do you have to help sell it?

**SIMPLICTY**

What’s the engaging title of this idea?

What is the Press Release headline?

Is the idea simple enough to explain to the client in a sentence?

Could you tweet it in 140 characters?

**THE BRAND**

Is the idea relevant for the brand/brief?

Does this idea feel different from the category its in?

**AUDIENCE**

What is the most differentiating part of this idea that will surprise the audience or challenge their current thinking about the brand or category?

Would your mum recognise a human truth/insight in this idea?

Does it appeal to that part of the brain that’s a child?

What emotion will this idea evoke in a person?

**CULTURAL RUB**

What is the psychological, social or cultural tension associated with this idea?

Could it be culture changing or culture forming? How?

**TECHNOLOGY**

Can technology make this idea better? How?

What could help us start a dialogue between the brand and our consumers and/or within popular culture?

Does it have participative tools for the audience so that they can get involved with the idea if they so choose?

**TALK VALUE**

Will this idea make someone say “Hey I just saw this thing for X?”

What is it about this idea that Oprah would want to talk about?

What is the newspaper headline that best describes this idea?

How would a reporter from The Sun or from BBC news talk about this idea?

Is this idea powerful enough to reach an internet café on a small Fijian island?

Will this idea be talked about in a years time? In 10 years time? In 100 years?

**THE 18 FEET STAMP**

If it feels like an ‘ad’ how can we milk the ‘adiness’ out of it ?

Does it feel different from ‘advertising’? Could it be a TV show? A game show? A musical? A song? A tour? An event? A new business? A greeting card? A pair of jeans? Could it win a Nobel prize? A Turner prize? A literary prize?

Is it persuasive enough to make you care about the brand or product?

Does this idea JUMP out of the normal and expected?

Does it find madness naturally?