

# TIPS FOR SPARKING CREATIVITY

By Judy Corcoran and Renée Martin

**Coming up with new ideas in this do-more-with-less economy is always a challenge. Here are some ways to get your creativity flowing.**

1. Change your daily routine. If you take the same path to work, take a different one home. Switch the channel on your radio and TV.
2. Ask “what if?” What if the product cost more or cost less? What if it were bigger or smaller? What if it were lighter or heavier?
3. Show ‘n Tell: Ask co-workers to look through other magazines, websites and media and report back with innovative marketing, merchandising and promotional programs. Discuss and critique them.
4. Do more research. Look at the brand’s history and current creative. Check out the category and the competition. Revisit an old idea.
5. Buy the product (if possible) and use it. Read the fine print on the package.
6. Take a walk at lunchtime. Pay attention to the people on the street. Notice what they are saying, doing and wearing. Imagine where they are going.
7. Work on something else for a while. If ideas aren’t coming, take a break.
8. Get inside the target’s head. If you have the product or service, what else might you want or need?
9. Consider all ideas, even silly ones. Be creative in everything you do.
10. Call a freelancer with years of experience and fresh ideas who can dedicate his or her time and talents to your project.