

Creatieve strategie:  
FOCUS / IDEE



Like

# Inhoud

- Hoe verkoop je A. jezelf, B. jouw product of C. je dienst succesvol?
- Tweetrapsraket:
  1. FOCUS
  2. EEN IDEE DAT DIE FOCUS DEMONSTREERT

Wie durft?



**PEARLE**  
OPTICIENS



皮膚科

皮膚尿科  
684 二樓內

五金 工具

福祥洋紙文具

環球 五金材料

HONDA  
Image of various power tools including a chainsaw, drill, and saw.

宏發 漆料  
HONG FOK PAINTS

家居裝飾

HINDEE  
美式五金公司  
CLARK



[beter, toch?]





Als iedereen zegt....

ZAG!







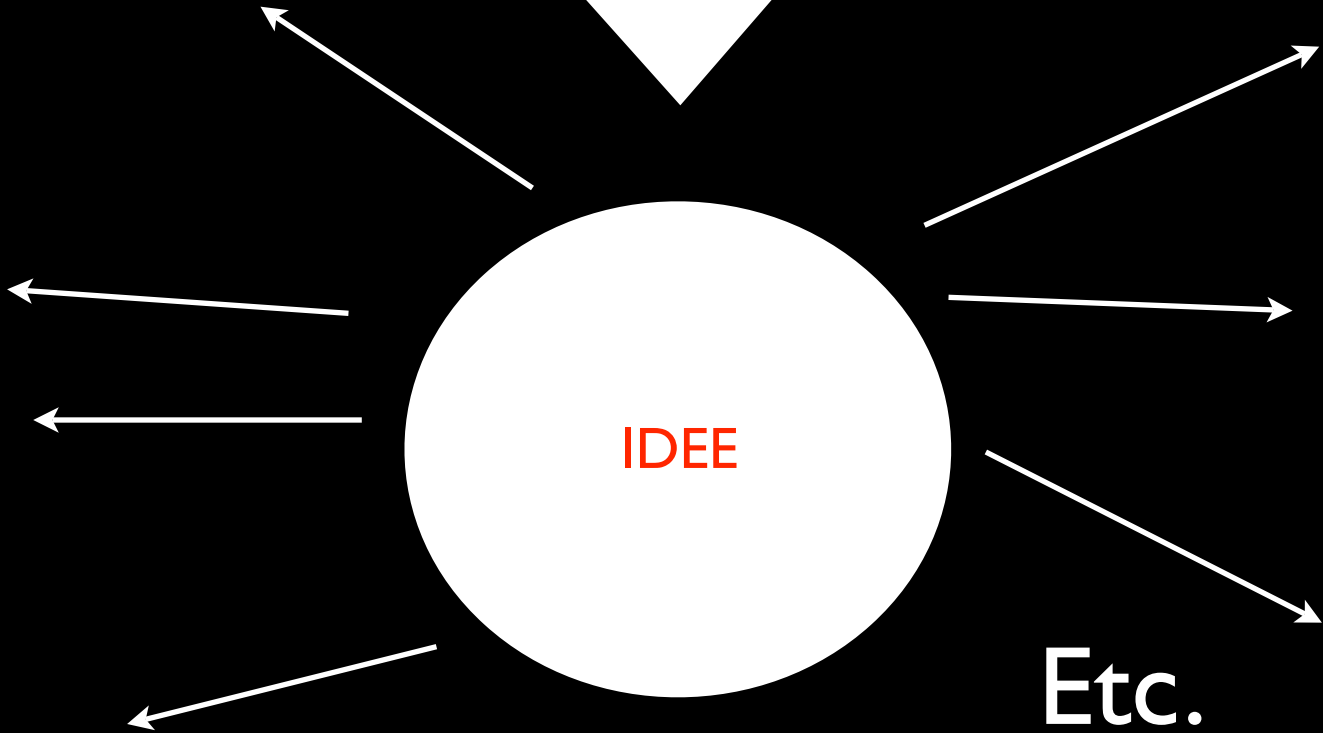
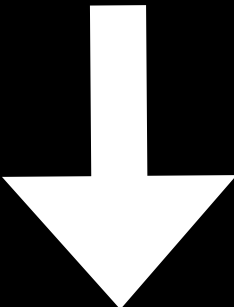
MY FATHER  
WAS KILLED  
BY NINJAS  
NEED MONEY  
FOR KARATE  
LESSONS

# Wat is een merk?

- Een tattoo in het hoofd en hart van degenen die geld voor je product of dienst (gaan) betalen



Like





Focus / Idee

Focus / Idee

# Focus

=

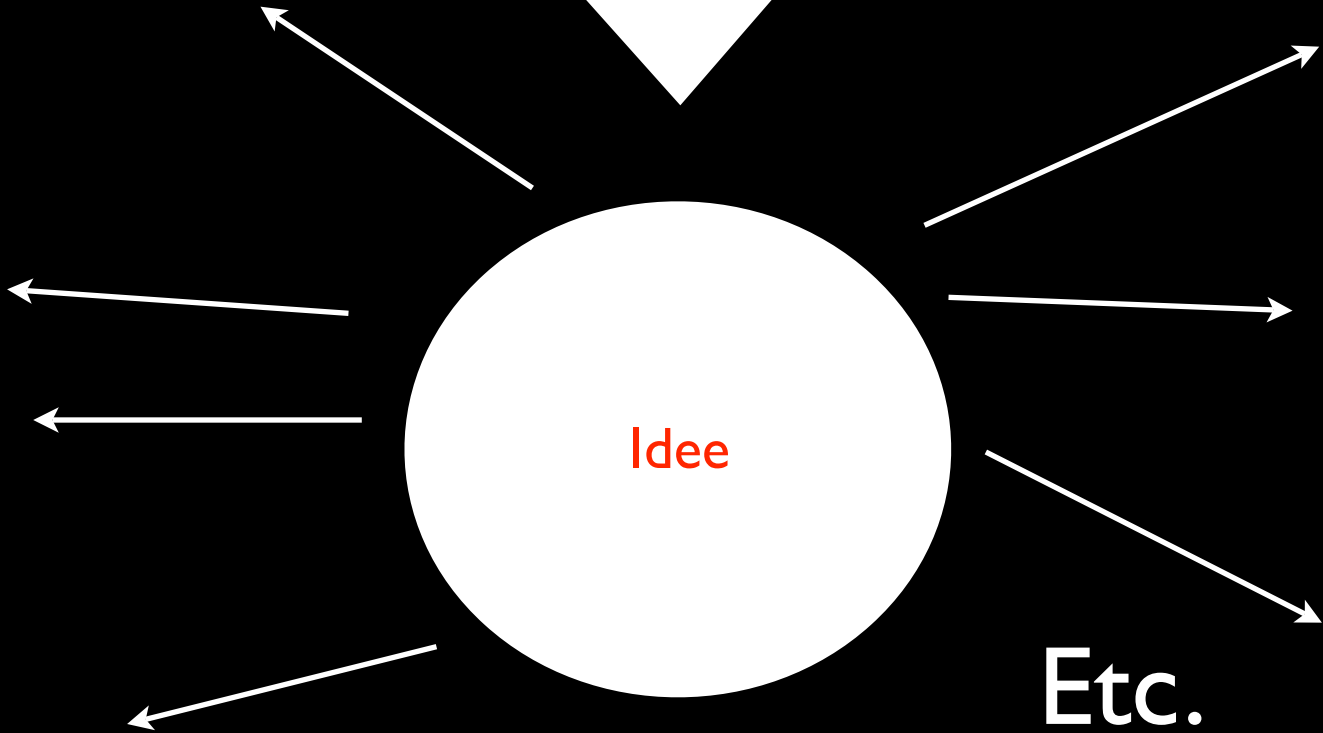
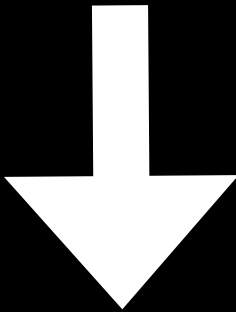
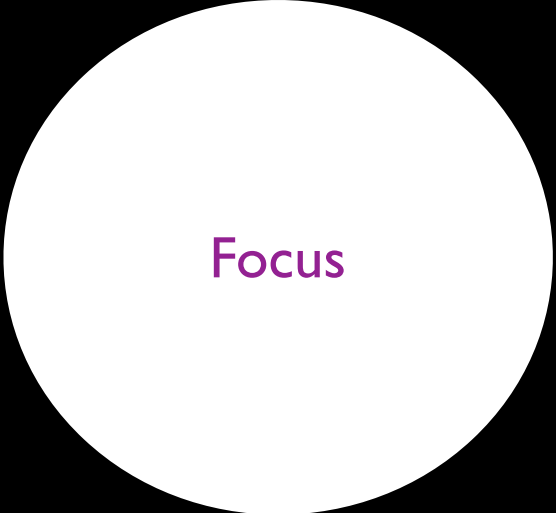


# Focus / Idee

- I. Wat is mijn product of dienst?
- II. Waarin is mijn product of dienst de enige?
- III. Wat heeft mijn doelgroep daaraan?
- IV. Hoe demonstreer ik dat op onvergetelijke wijze?

# Focus / Idee

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# Focus /Idee

- Een paar voorbeelden

**HEMA**





**FLEXFRAME !**

Reframe, reframe,  
reframe













# Avis is only No.2 in rent a cars. So why go with us?



We try harder.

(When you're not the biggest,  
you have to.)

We just can't afford dirty ash-  
trays. Or half-empty gas tanks. Or  
worn wipers. Or unwashed cars.  
Or low tires. Or anything less than

seat-adjusters that adjust. Heaters that heat. Defrost-  
ers that defrost.

Obviously, the thing we try hardest for is just to be  
nice. To start you out right with a new car, like a lively,  
super-torque Ford, and a pleasant smile. To know, say,  
where you get a good pastrami sandwich in Duluth.

Why?

Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.



Zo verkoop je minder  
tabak voor meer geld:



# En nu jullie!

WAT: .....

HOE: .....

WIE: .....

WAAR: .....

WAAROM: .....

WANNEER: .....

# Harley Davidson

**WAT:** de ENIGE motorfietsenfabrikant

**HOE:** die grote, luide motorfietsen maakt

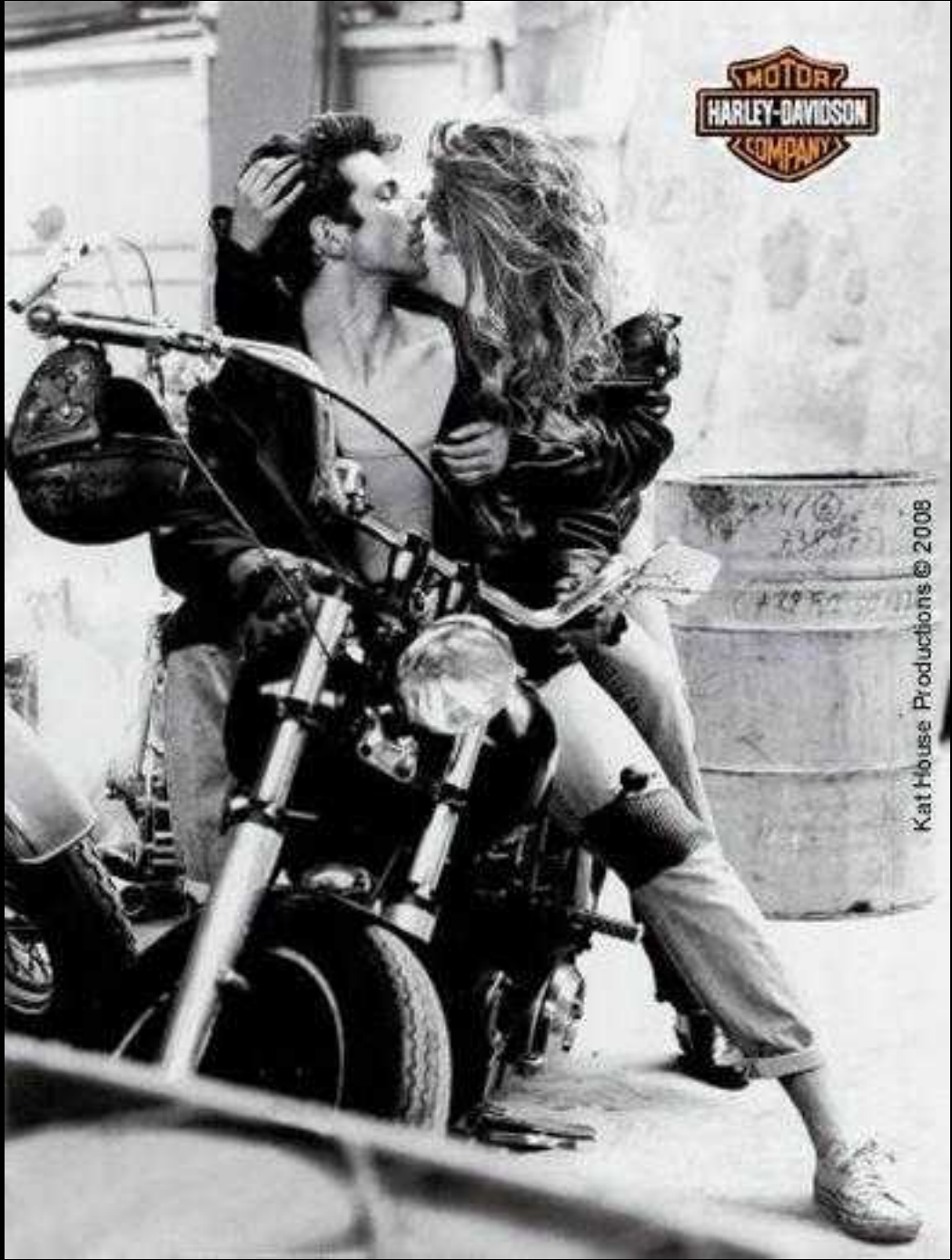
**WIE:** voor macho's (en macho wannabees)

**WAAR:** voornamelijk in de VS

**WAAROM:** die bij een cowboy gang willen horen

**WANNEER:** in een tijd van minder vrijheid

FOCUS / IDEE



Kat House Productions © 2008









Taylor Swift





LeAnn Rimes



Julianne Hough



Miranda Lambert

© Steve Hopson Photography





Jewel





# HEINZ

Ich sing'  
ein Lied  
für dich

SND-Produktion  
  
14267 AT

**Traumland**





**JUSTIN  
BIEBER**

**ONE TIME  
(MY HEART EDITION)**

FOCUS / IDEE



# Formule

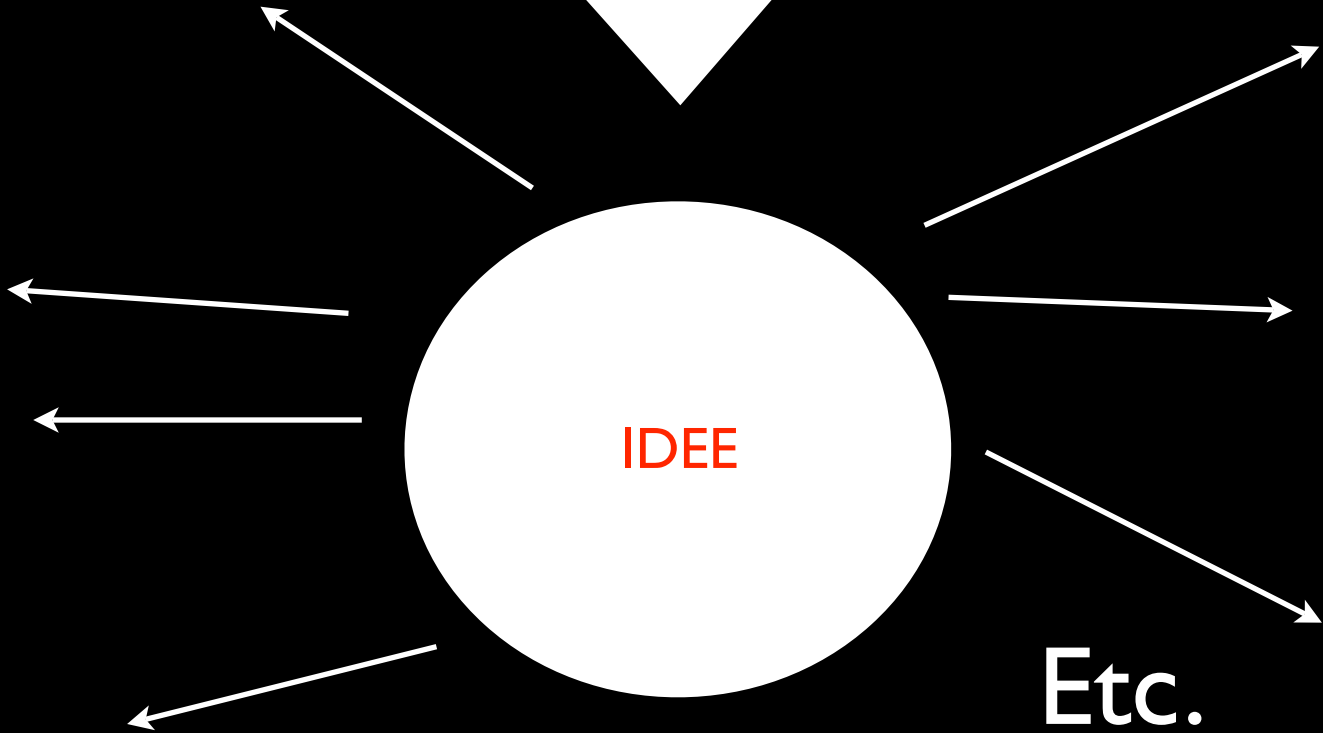
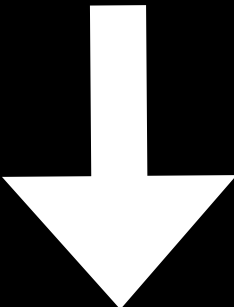
MIJN **XXXX** IS HET **ENIGE** DAT **XXXX**

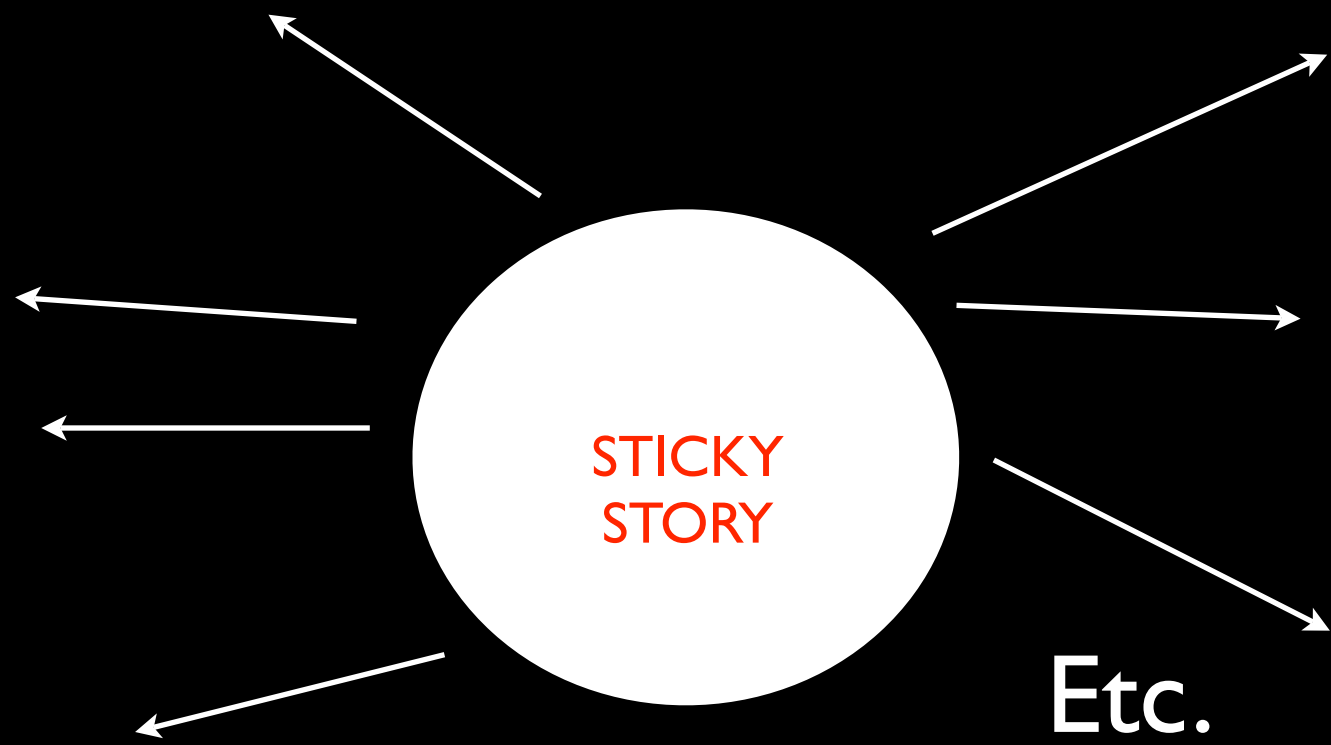


Zwanen leggen hun  
eieren in stilte.

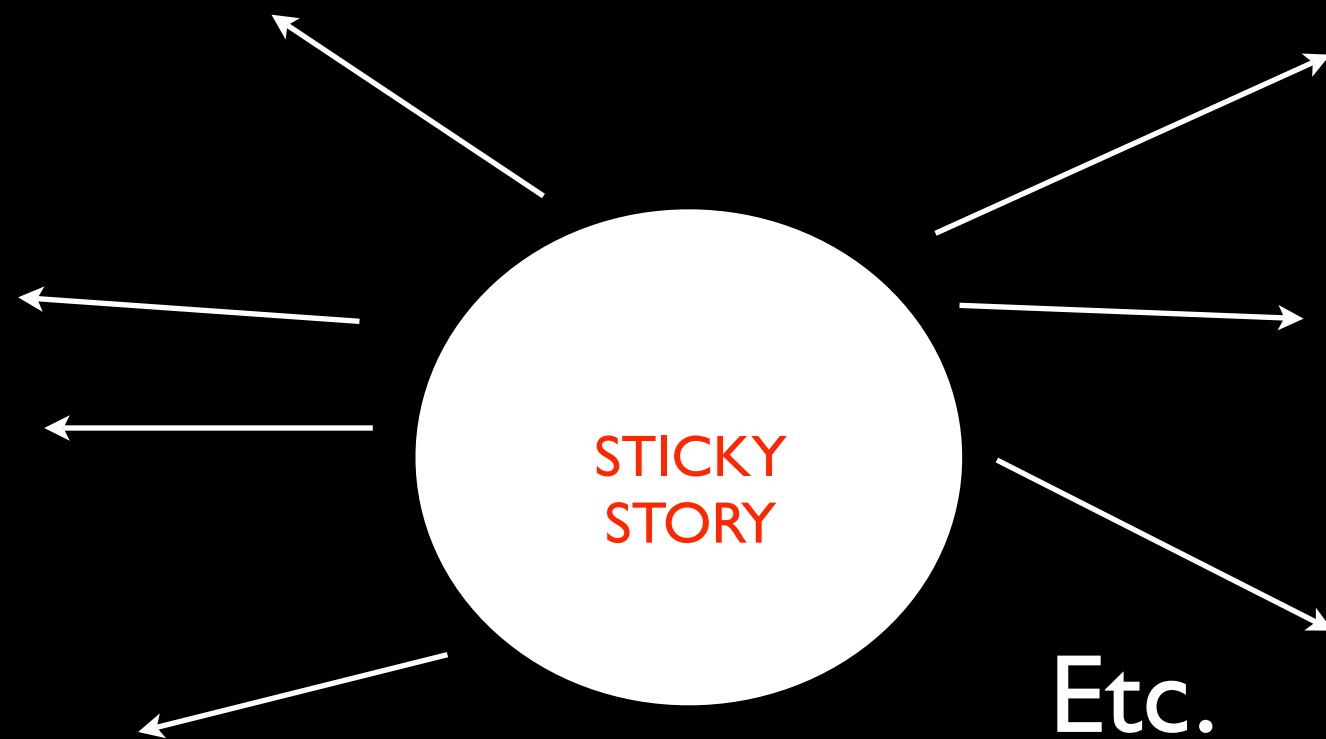
Kippen kakelen erbij.  
Gevolg?

De hele wereld eet  
kippe-eieren.





# Van FOCUS naar IDEE



# Checklist voor je idee: SUCCESS!

- Simple
- Unexpected
- Credible
- Concrete
- Emotional
- Stories



Simple



Moeilijk is simpel.  
Simpel is moeilijk.

# Gefeliciteerd!

WAT: .....

HOE: .....

WIE: .....

WAAR: .....

WAAROM: .....

WANNEER: .....

J FKFB INAT OUP SNA SAI RS

JFK FBI NATO UPS NASA IRS

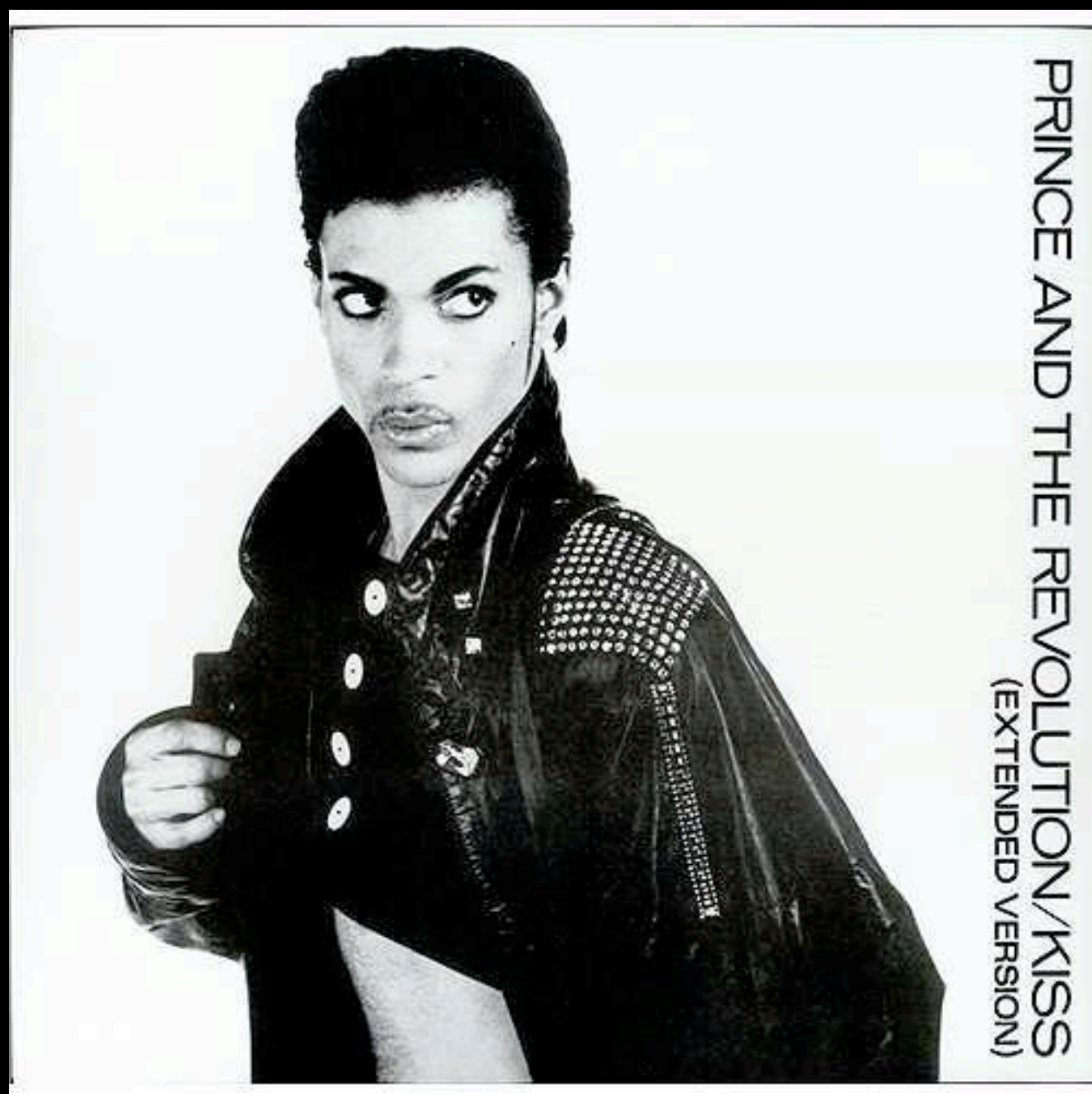








# K.I.S.S



PRINCE AND THE REVOLUTION/KISS  
(EXTENDED VERSION)



# Pitch

- Alien: Jaws... in space
- Speed: Die Hard... on a bus
- Titanic: A love story
- Gladiator

Unexpected

# AANDACHT!

- Patrooninterruptie [bijv. sirene]
- Verrassing [bijv. weirde feiten]
- Spanning [denk aan thrillers, turning points, cliffhangers]
- Humor
- Stel een prikkelende vraag





**ECO-SHOWER**

**HANS  
BRINKER  
BUDGET  
HOTEL.  
ACCIDENTALLY  
ECO-FRIENDLY.**

KERKSTRAAT 139-138 - AMSTERDAM - TEL +31 (0)20 622 0007 - FAX +31 (0)20 628 2000 - WWW.HANS-BRINKER.COM



المبادرة  
الوطنية  
الفلسطينية  
القدس عاصمة



Concrete

# Deze:

“Our mission is to become  
the international leader  
in the space industry  
through maximum  
team-centered innovation  
and strategically  
targeted aerospace initiatives.”

Of deze:

“Put a man on the moon  
and return him  
safely by the end of the decade.”

# Concrete

- Show, not tell
- Wat kun je zien / horen / ruiken / voelen / proeven?





Credible

# The Quack Chack

- Help mensen om in je te geloven
- External credibility (bijv. autoriteiten, testimonials, celebrities) [DUUR!]
- Internal credibility (bijv. eigen ervaring, levendige details toevoegen)
- De Sinatra Test





||





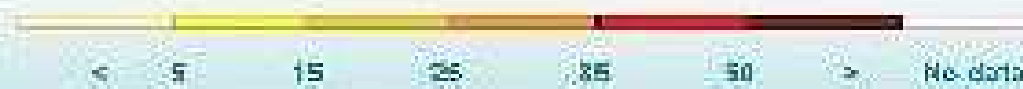
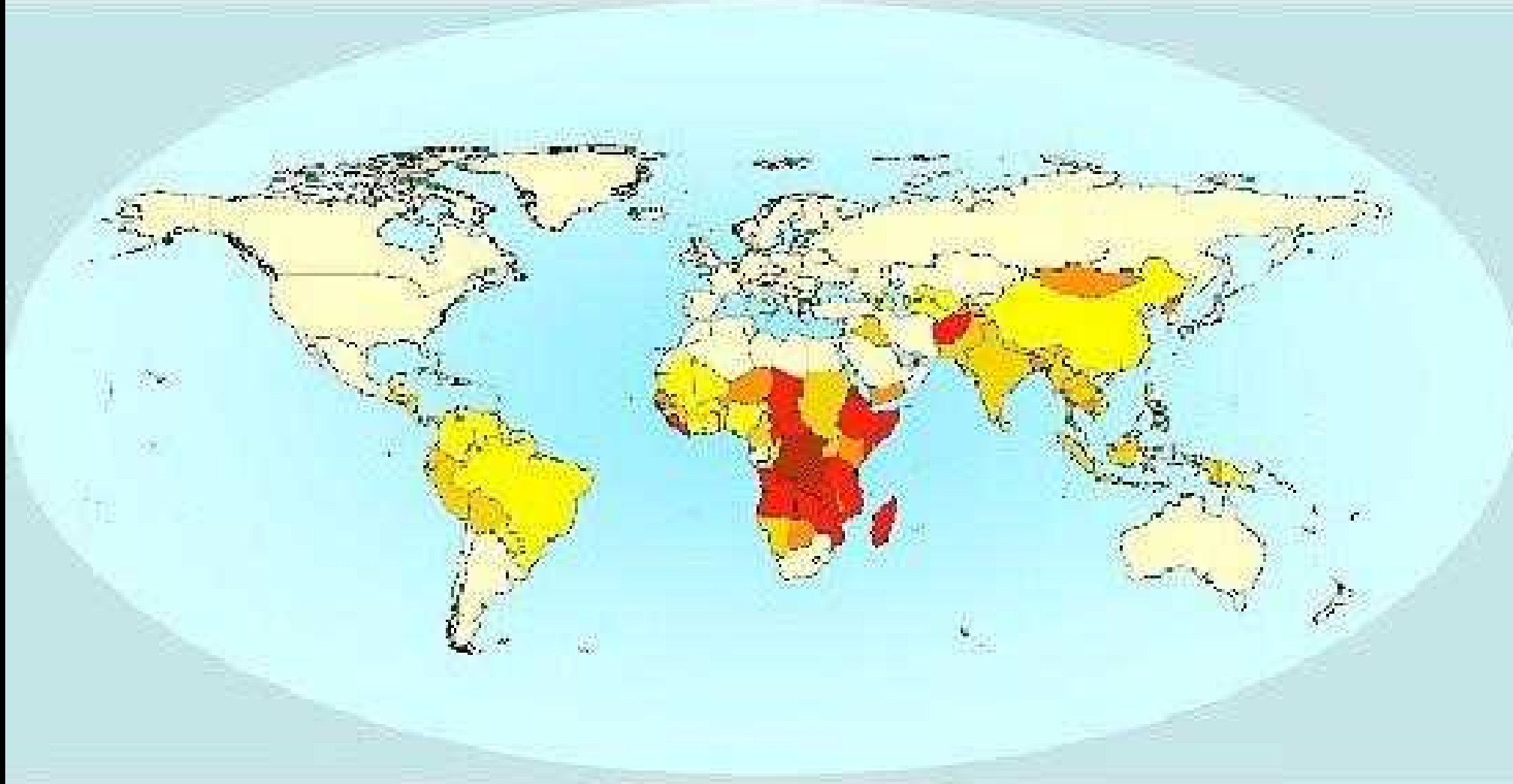
Emotional

If I look at the mass, I will never act. If I look at the one, I will.

- Mother Theresa



# Hunger map



النسبة المئوية للسكان الجائعين

Population sous-alimentée

Undernourished population

Popolazione sottonutrita

População subnutrida

2003-2005





**Honger. Je moet er niet aan denken.  
Je moet er wat aan doen.**

Word nu lid op [unicef.nl](https://unicef.nl)

unicef for children

unicef 



# They Laughed When I Sat Down At the Piano But When I Started to Play!—

**A**RTIST sat just ahead of "The Beauty." The music rang with its glances. I thought that this would be a fitting moment for me to make my debut. To the surprise of all my friends, I arose suddenly over to the piano and sat down.

"Look to us to the old melody," somebody shouted. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur.

"Heaven, no!" Arthur exclaimed. "He never played a note in all his life. But just you watch him. The looking is begun."

I decided to make the most of the situation. With much dignity I drew out a silk handkerchief and lightly touched the piano keys. That I was not given the wedding gown and a bouquet of flowers, just as I had seen an indicator of Paderewski do in a magazine sketch.

"What do you think of his technique?" asked a man from the rear.

"We're in favor of it," came back the answer, and the crowd melted and laughed.

## Then I Started to Play

Instantly a great silence fell on the room. The crowd stared at me with wide eyes. I had begun to play. The music came forth in a simple, unassuming way. It was a simple, unassuming melody, but it was a melody that had a certain charm of its own. The crowd watched me with interest and admiration. They saw that I was not just a beginner, but a true musician. The music was simple, but it was a music that spoke to the heart. It was a music that was easy to play, but it was a music that was hard to master. It was a music that was simple, but it was a music that was full of life and joy. It was a music that was simple, but it was a music that was a masterpiece. I had begun to play, and the crowd had been won over. They were all certain that I couldn't play a single note, but now they were all certain that I was a true musician. They were all certain that I was a true musician, and they were all certain that I was a true musician.

Arthur looked down smiling at me, and said, "The music is just what we needed."

## A Complete Triumph!

"I see you smiling and a great victory," I heard a man from the rear say. "I see you smiling and a great victory, and I see you smiling and a great victory."

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## Play Any Instrument

"I see you smiling and a great victory," I heard a man from the rear say. "I see you smiling and a great victory, and I see you smiling and a great victory."

## Send for Our Free Booklet and Demonstration Lesson

"I see you smiling and a great victory," I heard a man from the rear say. "I see you smiling and a great victory, and I see you smiling and a great victory."

Write your name and address on this card and send it to the publishers of this magazine, enclosing a few cents for postage. We will send you our free booklet and demonstration lesson.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_

**Pick Your Instrument**

Violin, Viola, Violoncello, Contrabasso, Piano, Organ, Accordion, Harmonica, Mandolin, Banjo, Ukulele, Guitar, Saxophone, Trumpet, Trombone, Cornet, Clarinet, Saxophone, Drums, Percussion, Harmonica, Accordion, Mandolin, Banjo, Ukulele, Guitar, Saxophone, Trumpet, Trombone, Cornet, Clarinet, Saxophone, Drums, Percussion.

**WIIFY?**

# WIIFY voorbeelden

- Goedkoop
- Handig
- Schoonheid
- Lol
- Tijdsbesparing
- Persoonlijke groei
- Etc.

# Stories

# Visualisatie

- Een verhaal is als een flight simulator voor je hersenen

“Te koop: babyschoentjes. Nooit gebruikt.”

**INSPIRATIE = OVERAL**



# LEVEN VOOR EEN HABBE KRATS



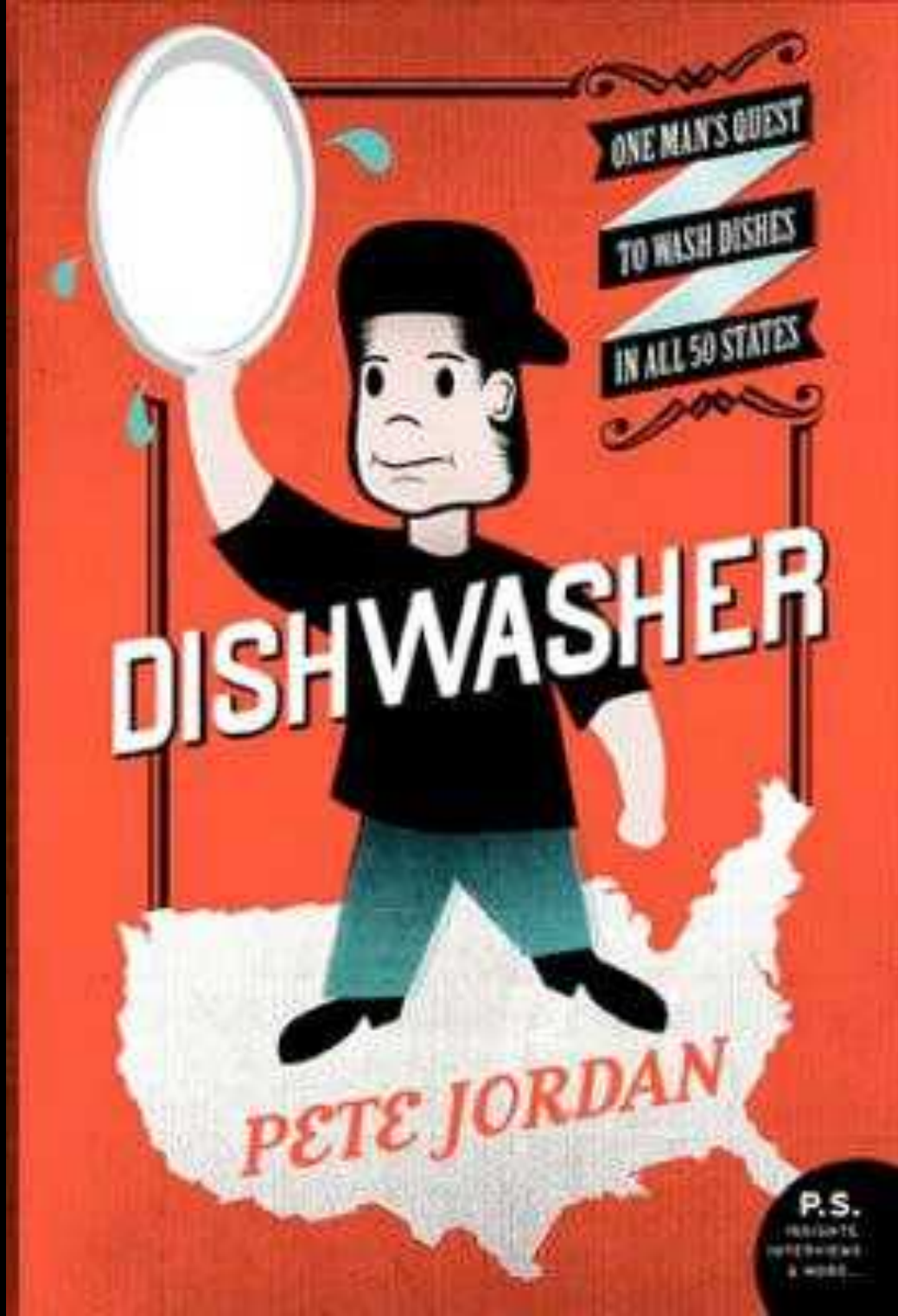
Kath Kelly

Hoe ik een jaar  
leefde van een  
euro per dag



slechts  
€9,95





ONE MAN'S QUEST

TO WASH DISHES

IN ALL 50 STATES

# DISHWASHER

PETE JORDAN

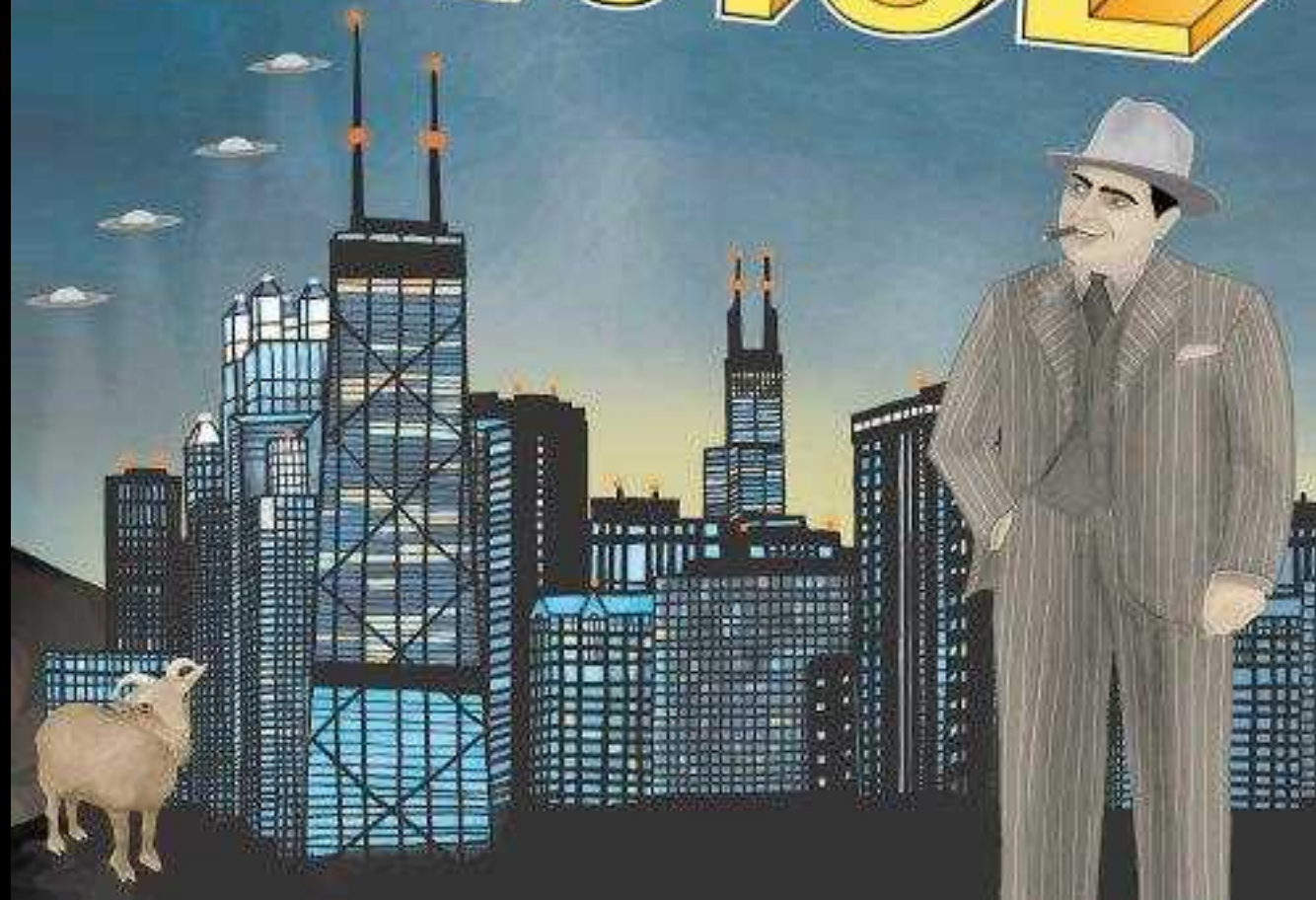
P.S.  
INSIGHTS  
INTO HOW  
A WORK...





SUFJAN STEVENS  
invites you to: *Come on feel the*

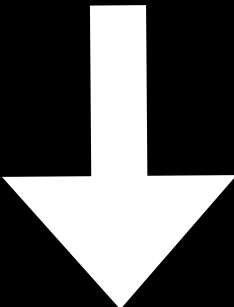
# ILLINOISE



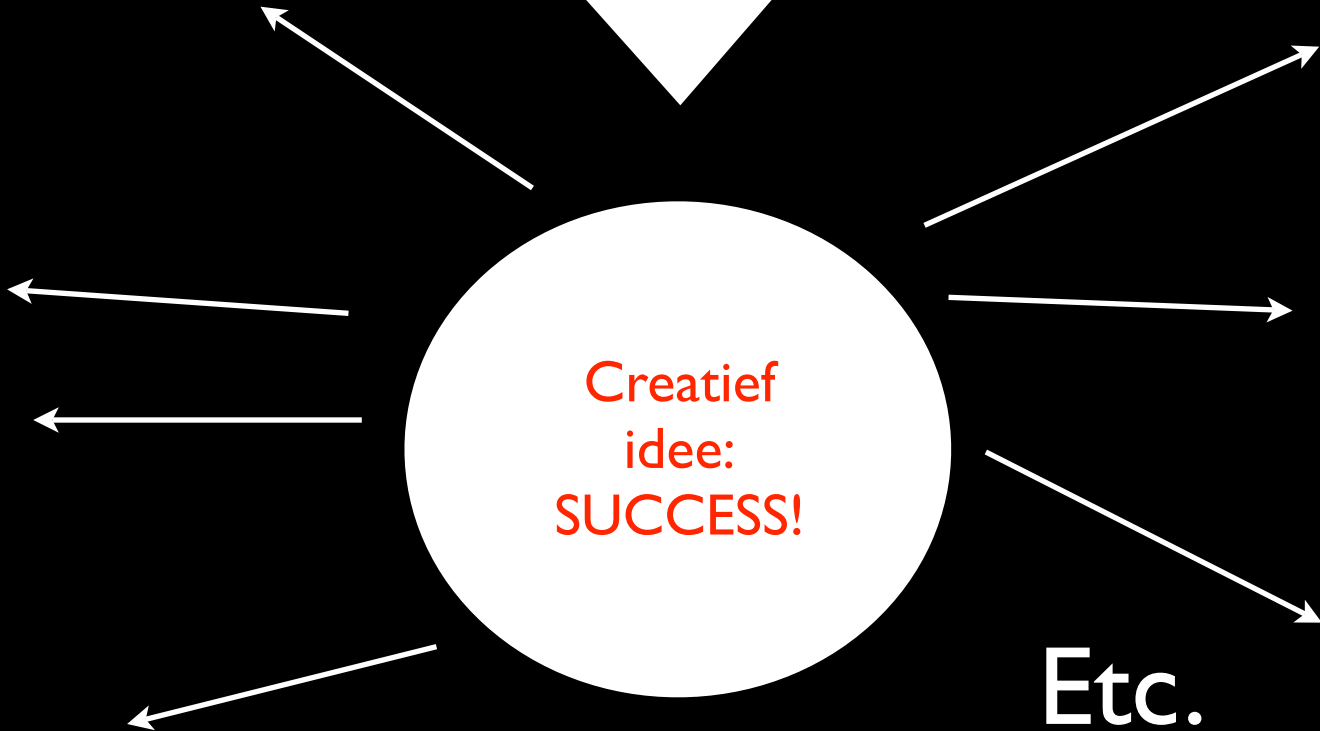
# “The Best Job In The World”



Positionering  
ZAG!



Creatief  
idee:  
SUCCESS!



Etc.

# Wie vraagt...

- [djklanker@yahoo.com](mailto:djklanker@yahoo.com)





SUCCESS!

