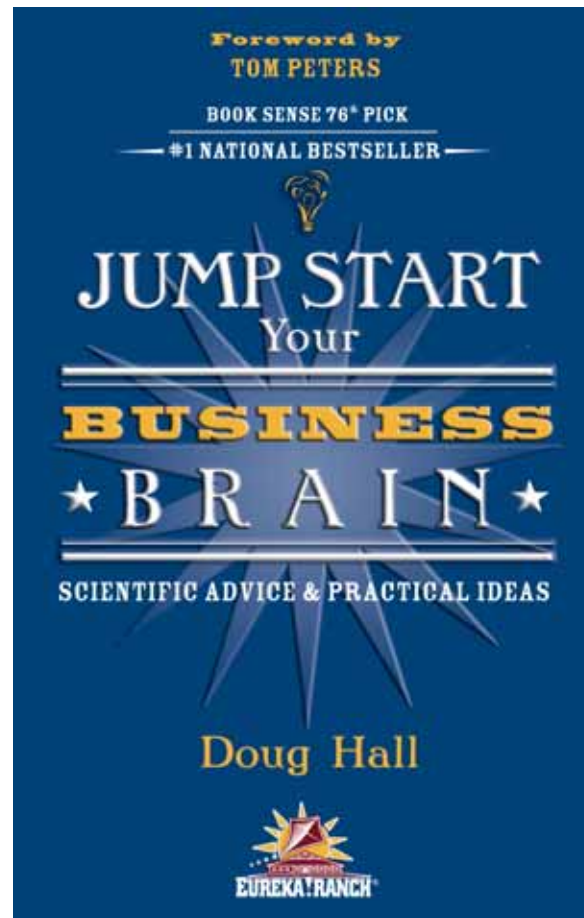




Business Creativity Program

Based on wisdom of



Through Intense Investment of



Time
Money
Effort

Anyone can make a sale
of just about anything



Our Mission Today

To show you how to bring more
creativity to your business &
Invent MEANINGFUL IDEAS

that make it easier to
Sell MORE with LESS Effort

So you can be the most EFFICIENT and EFFECTIVE at
creating ideas for your objective

- **Your BRAND**
- **Your IDEAS**
- **Your Product**
- **Your Service**
- **Your Self**



The US Location



Cincinnati, Ohio USA

Est. 1986

*Invention & Research of
Meaningfully More Effective
Ideas for Growing Your Business.*

"A rigorous, quantifiable process for inventing breakthrough ideas for clients. Unlike many creative gurus hustling ideation wares in the corporate marketplace, Eureka! Inventing processes are quantified every step of the way."

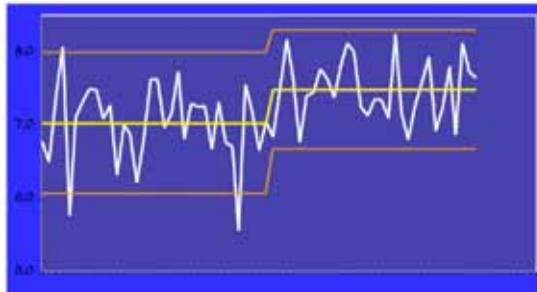
- CIO Magazine

What Makes Us Unique Is That Data Drives All Our Methods.



Over 4,000 Business Development Teams

Over 10,000 Marketing, New Product & Service Ideas



Concept Name	Probability 100 = Average	Overt Benefit	Reason To Believe	Dramatic Difference
Concept 1	65	Opportunity	Opportunity	
Concept 2	191	Strength	Strength	Strength
Concept 3	112	Strength		Opportunity
Concept 4	43	Opportunity	Opportunity	Opportunity
Concept 5	176			Strength

Wow!
Strong
Weak
Ugh

Today's Success Rates



It's Madness

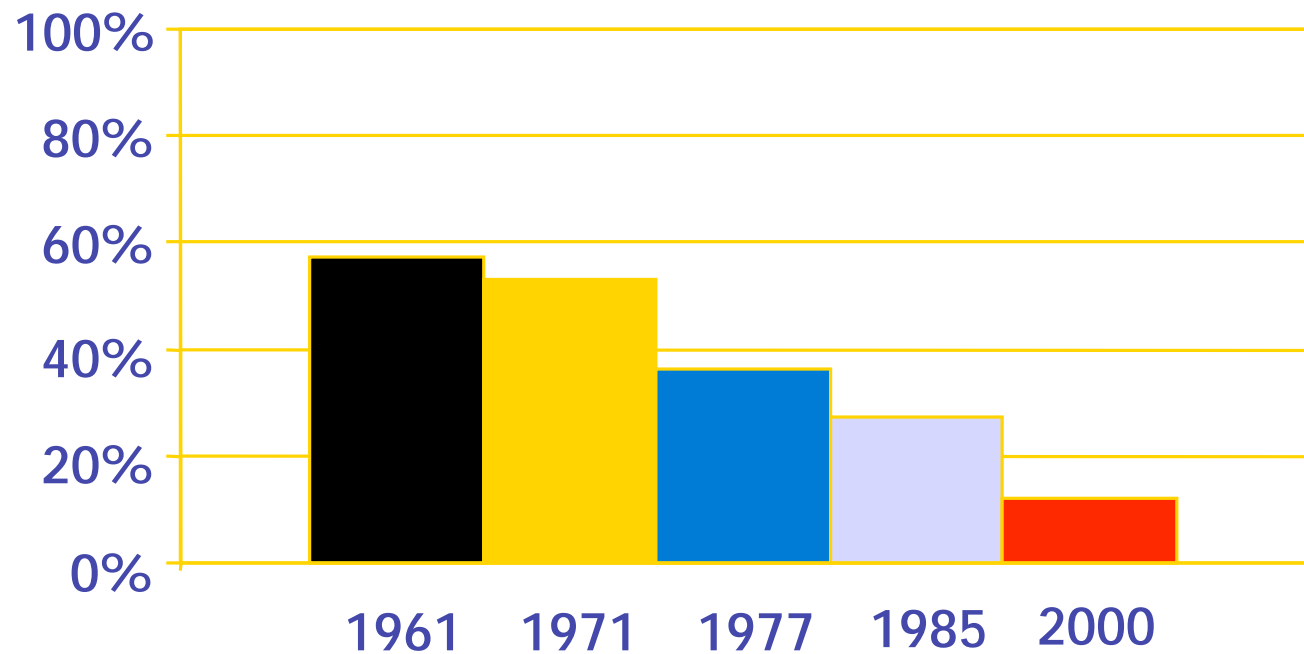
	<u>Odds of Winning</u>
New Product/Service Success	15 %
Venture Capital Investment	10 %
Slot Machine	32 %



The Long Term Trend is Ugly



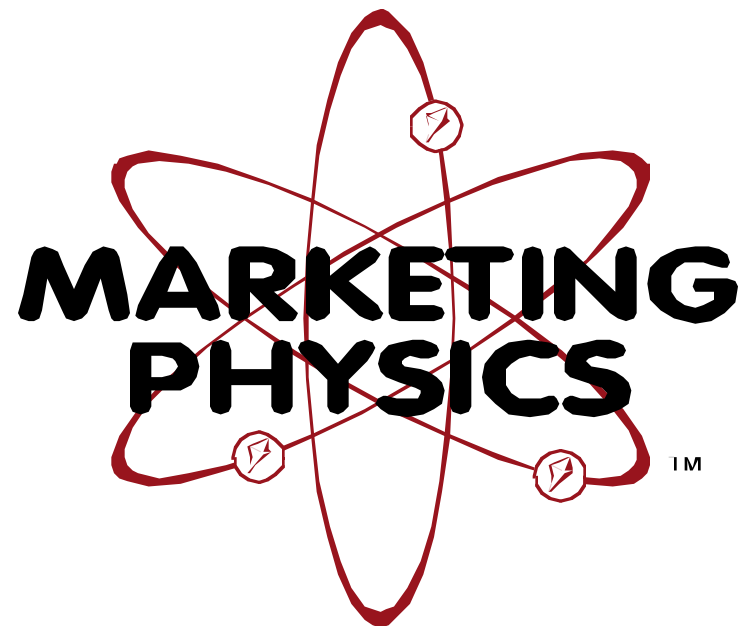
New
Product
SUCCESS
Rate



Creating MEANINGFUL Ideas



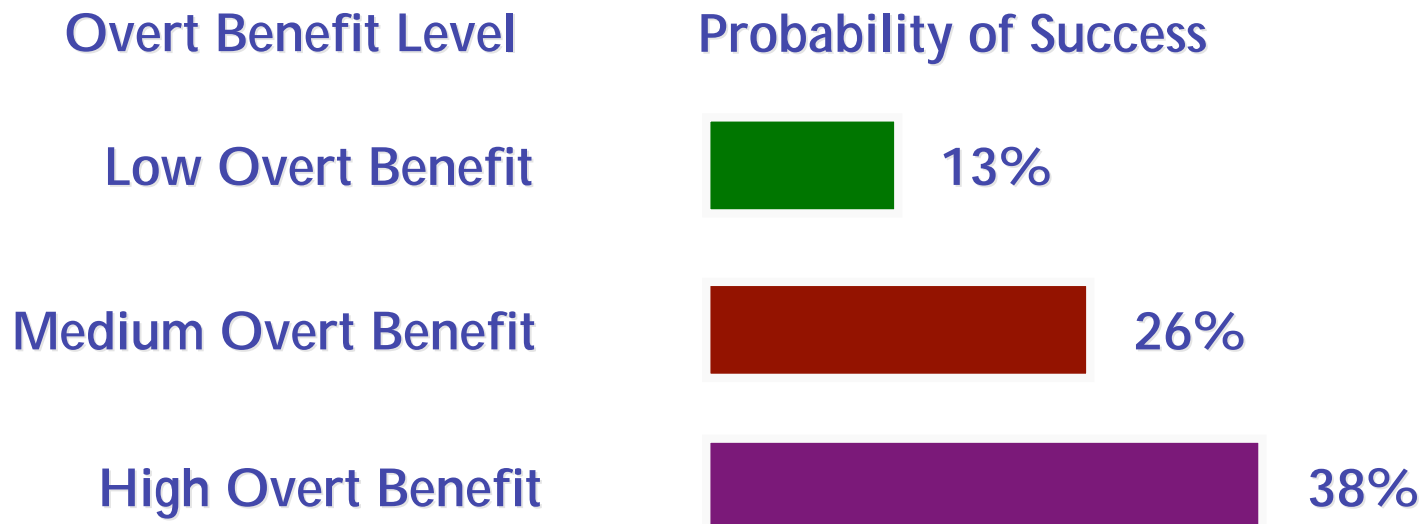
Using the 3 Simple
Laws Of



First Law: Overt Benefit



You TRIPLE the effectiveness of your marketing efforts by OVERTLY communicating your customer benefit



Benefits are “What’s In it for the Customer”

What they will

Receive, Enjoy, Experience

In exchange for their

Time, Trouble, Trust and Money

Features Are NOT Benefits



Features are the

- **Facts**
- **Figures**
- **Technology**
- **and Details**

That make up your offering

Benefits vs. Features



Example - New Automobile Suspension System

Features

- Stabilization Control
- Reduced wheel stiffness

Benefits

- Reduced Roll Over Risk
- Improved Ride Comfort

In the Old Days



All You Had To Say Was What You Did



Customers are overwhelmed with 3,000 advertising messages a day



The NEW NEWS is
the importance of
OVERTNESS

Quick example...What is it?



Overttness



Confusion is not a good strategy for success.

Golden Rule of Clarity



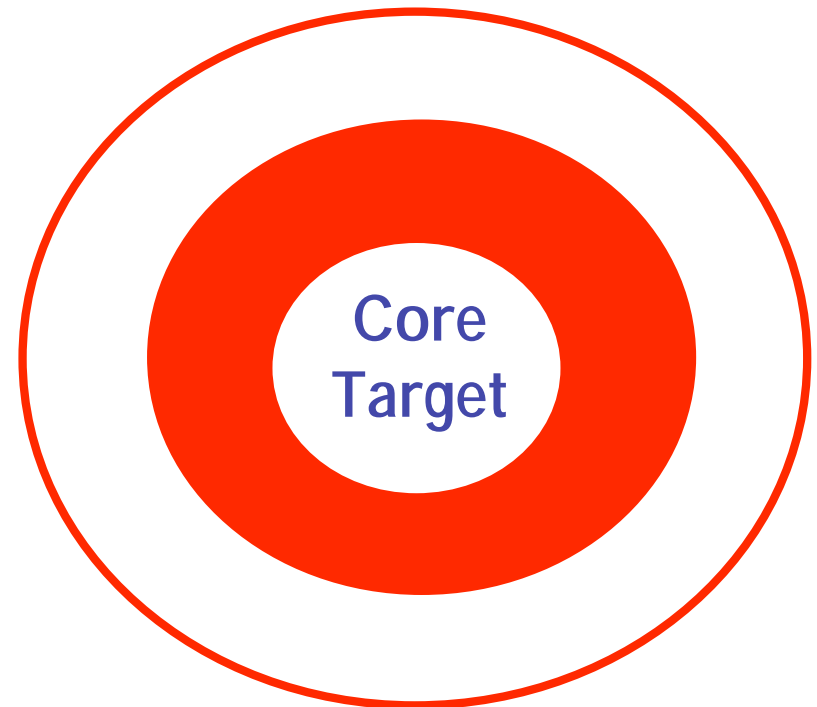
Let a customer say NO because what you offer doesn't apply to them.

But NEVER let a customer say NO because they don't understand what you're offering.

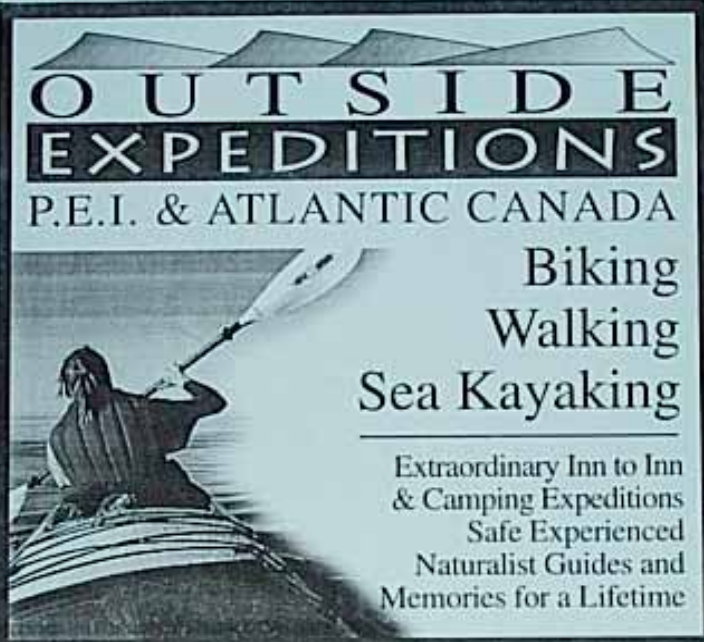
Benefits Are All Relative



Target Audience
Target Occasion
Target Problem



Target Audience ?



**OUTSIDE
EXPEDITIONS**
P.E.I. & ATLANTIC CANADA

Biking
Walking
Sea Kayaking

Extraordinary Inn to Inn
& Camping Expeditions
Safe Experienced
Naturalist Guides and
Memories for a Lifetime

For a complete brochure
1-800-207-3899
www.getoutside.com

The advertisement is a vertical rectangular graphic with a light blue border. It features a central image of a person kayaking on a body of water, with a stylized mountain range in the background. The text is arranged in a clean, professional layout, with the company name and location at the top, followed by a list of activities, a descriptive paragraph, and contact information at the bottom.

New Brochure - OVERT



Day Trips for those New to Outdoor Adventure

Beginner's Bay Kayak Tour – 1-1.5 hours
North Rustico Harbour, Brudenell River Provincial Park, Charlottetown
Beginners will enjoy the calm, sheltered waters of Rustico Bay. We'll paddle along wharves where you'll see many shorebirds and maybe even the endangered piping plover. Your excursion will begin with an introductory session on land, followed by a leisurely paddle around our scenic bay.
Time: 10am-12pm
Cost: \$29

Harbour Passage Kayak Tour – 3 hours
North Rustico Harbour, Charlottetown Harbour & Brudenell River
Our tour begins in the picturesque North Rustico Harbour. After an on-shore safety and instruction session, we'll paddle out the channel and hug the shoreline along PEI's National Park. Tuesdays & Fridays join us with our partners, Prince Edward Island National Park interpreters.
Time: 9am, 2pm and 5pm Daily Beginning Aug. 1 - Sun, 1pm and 5pm
Cost: \$35

Campbell's Pond Kayak Tour – 3 hours
Prince Edward Island National Park



Call today for your reservation.
1-800-3899 or 963-3366

Day Trips for those with Outdoor Adventure Experience

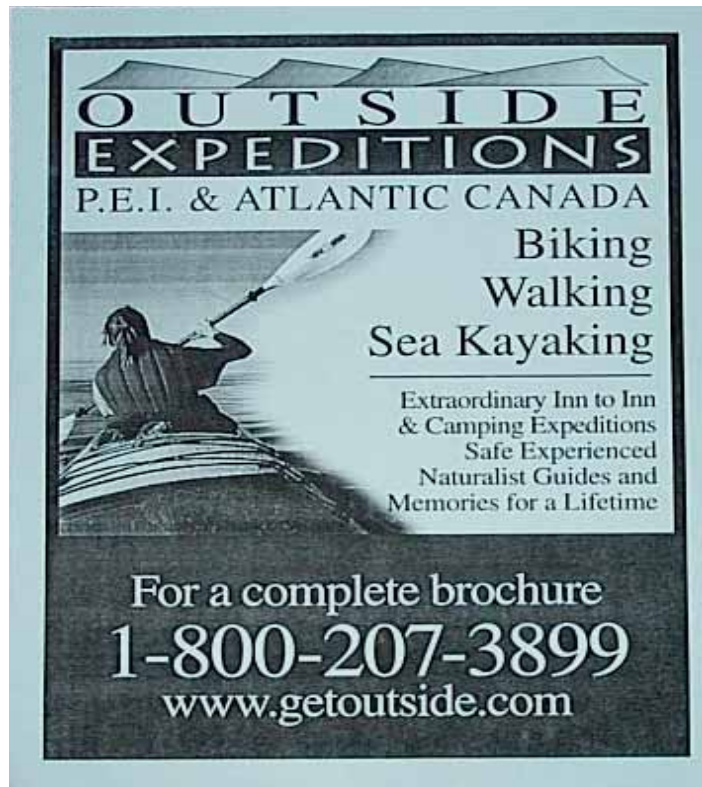
Harbour Passage Kayak Tour – 3 hours
North Rustico Harbour, Charlottetown Harbour & Brudenell River
Our tour begins in the picturesque North Rustico Harbour. After an on-shore safety and instruction session, we'll paddle out the channel and hug the shoreline along PEI's National Park. Tuesdays & Fridays join us with our partners, Prince Edward Island National Park interpreters.
Time: 9am, 2pm and 5pm Daily Beginning Aug. 1 - 9am, 1pm and 5pm
Cost: \$50

Seal Watch Kayak Tour – Full day
Brudenell River Provincial Park
From Brudenell Provincial Park, we'll paddle down the quiet Brudenell River to St. Andrew's Point to watch seals frolic in the water and great blue herons fish the river's edge. Enjoy a delicious "Island Tastes" picnic lunch on one of the area's many long, sandy beaches.
Time: Sunday at 9am & by reservation with minimum group size
Cost: \$95

Robinson's Island Kayak Tour – Full day – North Rustico
We'll leave from quiet North Rustico Harbour with its brightly-painted boats tied at the wharf to explore Robinson's Island, part of Prince Edward Island National Park. This is a great opportunity to learn more about the ecology and natural history of the area. We'll stop on a sandy beach for an "Island Tastes" picnic lunch when you'll have the chance to relax or go for a swim or an inland hike.
Time: 9am daily
Cost: \$95

BLUNT
Target
Audiences

The Power of Clear Targets



**OUTSIDE
EXPEDITIONS**
P.E.I. & ATLANTIC CANADA

Biking
Walking
Sea Kayaking

Extraordinary Inn to Inn
& Camping Expeditions
Safe Experienced
Naturalist Guides and
Memories for a Lifetime

For a complete brochure
1-800-207-3899
www.getoutside.com



Outside
Expeditions

Kayaking • Biking • Canoeing
PRINCE EDWARD ISLAND

Overall Tourism off 30%
Most rain days in 20 yrs.
Sales UP 40% !!!

Overt Benefit
is relative to a
Target Audience
Target Occasion
or Target Problem

2nd Law: *REAL Reason to Believe*



You DOUBLE your ability to
"close the sale" by communicating a
REAL REASON TO BELIEVE.

Real Reason To Believe

Probability of Success

Low Real Reason to Believe



18%

Medium Real Reason to Believe



29%

High Real Reason to Believe



42%

*Lack of trust is at
EPIDEMIC PROPORTIONS*



93% of consumers do not have confidence in the advertising messages of major corporations.

Yankelovich

The New News



	<u>Benefit</u>	:	<u>RTB</u>
20 Years Ago	4	:	1
Today	1	:	1
www	1	:	4

#1 Credibility Strategy



BE REAL

Tell the

TRUTH &

do what

we promise.

Benefit = **WHAT** you are promising

RTB = **HOW** you are going
to deliver promise.

Success Comes From
WHAT times **HOW**

3rd Law: Dramatic Difference



You TRIPLE your chances of Profitable success when you have a DRAMATIC DIFFERENCE

Dramatic Difference

Probability of Success

Low Dramatic Difference



14%

Medium Dramatic Difference



40%

High Dramatic Difference



53%

Dramatically Different

(Harvard Business Review)

370%

**Greater chance of profitable success
for ideas that are
Extremely/Very Unique**

Impact of order of entry

<u>1st</u> to Market	100 %
<u>2nd</u> To Market	71 %
<u>3rd</u> to Market	58 %
<u>4th</u> to Market	51 %

Profit differences are probably even greater!

Box Office Revenues

<u>Original Movie</u>	100 %
Sequels	67 %
2nd Sequels	43 %

**Profit differences are probably even greater!
Stars rarely get paid less money.**

It's all about NEWS.



THE FIRST _____
THE ONLY _____

(Make a legal claim)

Customers love **NEWS** & hope

Dramatically Different Ideas Are



Relevant yet Unexpected

Meaning

Purpose

Applicability

Customer Value

Novel

Unusual

Original

Unique

The Key to Dramatic Difference



The DRAMA Must
Flow From Your
BENEFIT & RTB Pair

Now Let's APPLY



Target Focus (*Individual*)

Page 8-9

Features to Benefits (*Individual*)

Page 10-11

Why? How? (*Pairs*)

Page 12-13

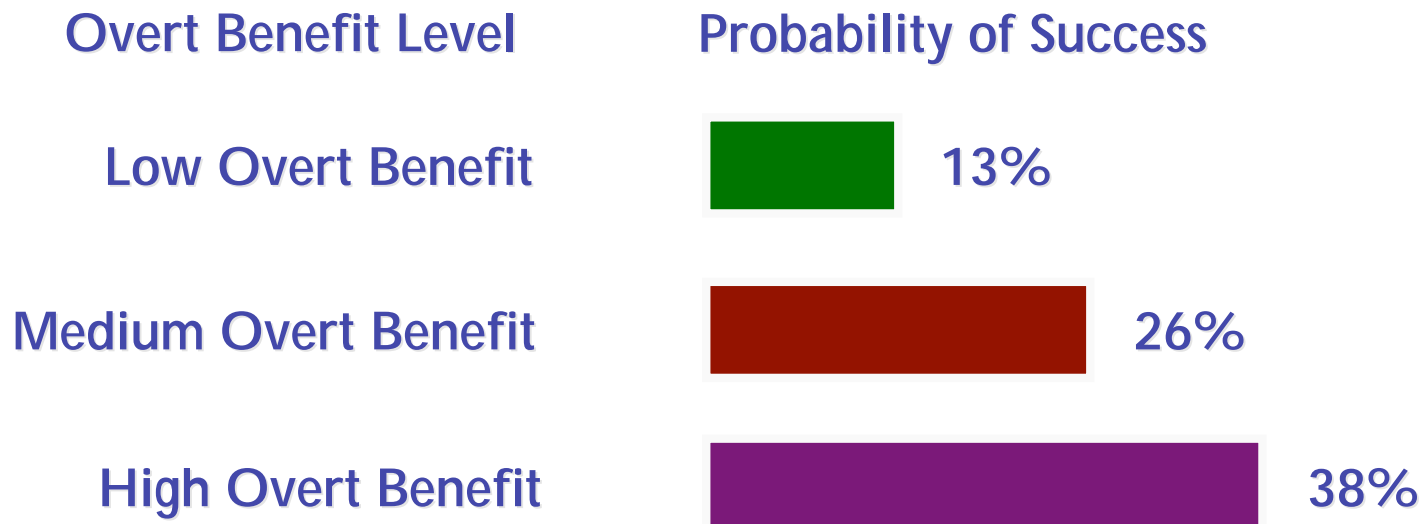
Kick it Up a Notch (*Team*)

Page 16-17

First Law: Overt Benefit



You **TRIPLE** the effectiveness of your marketing efforts by **OVERTLY** communicating your customer benefit



Features . . .

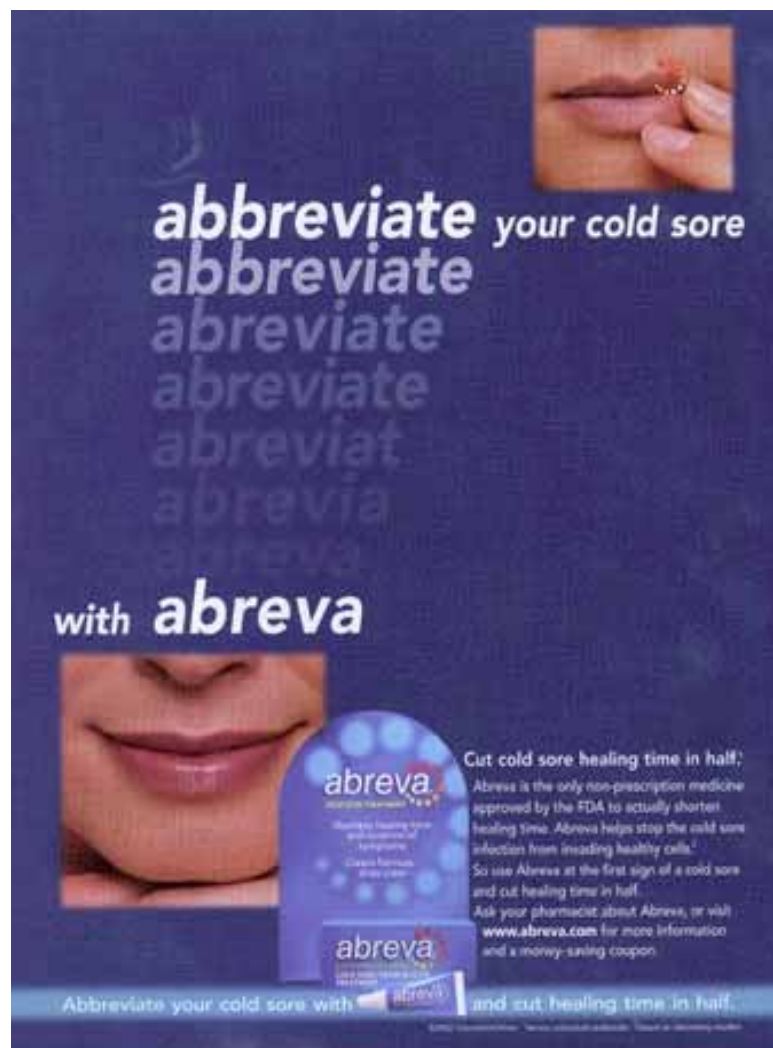
Benefits . . .

Clear Benefits . . .

Overt Benefits. . .




Specific & Numeric Benefits. . .

Examples of specifics



abbreviate your cold sore
abbreviate
abreviate
abreviat
abreva
abreva

with **abreva**



abreva
Acyclovir Cream

Shortest healing time
with no irritation or
stinging

Cleans, soothes,
and heals

abreva
Acyclovir Cream

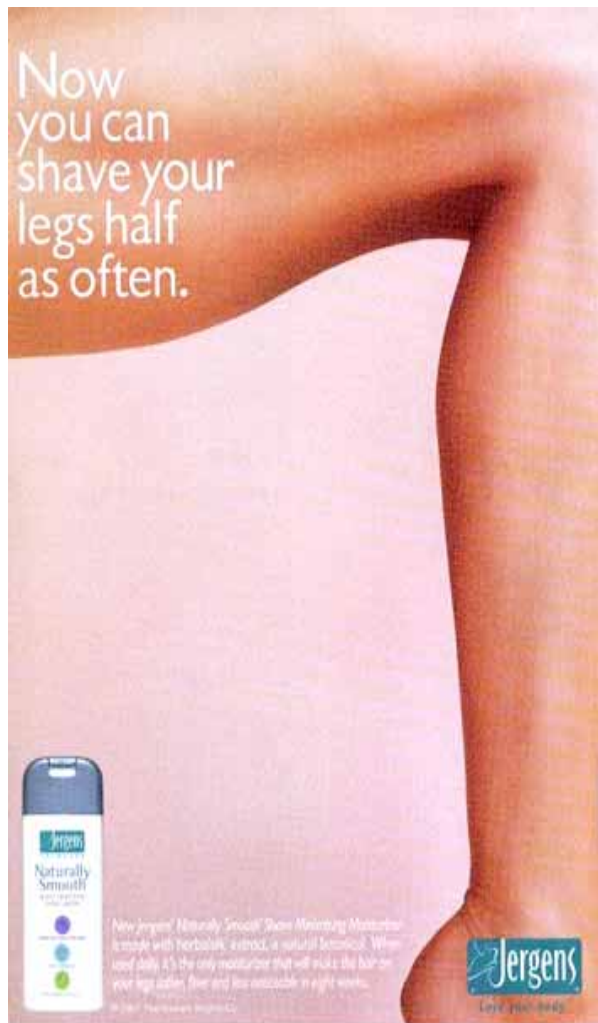
Cut cold sore healing time in half!
Abreva is the only non-prescription medicine approved by the FDA to actually shorten healing time. Abreva helps stop the cold sore infection from invading healthy cells.¹ So use Abreva at the first sign of a cold sore and cut healing time in half. Ask your pharmacist about Abreva, or visit www.abreva.com for more information and a money-saving coupon.

Abbreviate your cold sore with **abreva** and cut healing time in half.

©2005 Abbott Laboratories. Terms, conditions, and restrictions apply. See package insert for details.

“Cut Cold Sore
Healing Time
In Half”

Examples of specifics



“Now you can
Shave your
Legs half
As often”

But

my customers are only
interested in low price!

Low Price is Specific & Numeric



To Fight Low Price



You must be just as
Specific & Numeric

Specific Price

Save 25%

Specific Benefit

Lasts 4 times longer

Double Warrantee

Takes half as long to set up

50% lower maintenance costs

2nd Law: *REAL Reason to Believe*



You **DOUBLE** your ability to
"close the sale" by communicating a
REAL REASON TO BELIEVE.

Real Reason To Believe

Probability of Success

Low Real Reason to Believe



18%

Medium Real Reason to Believe



29%

High Real Reason to Believe



42%

Five Strategies for adding Real Reason to Believe



Probability of Success

Holding all else constant

- | | |
|-------------------------------|-----|
| 1. <u>Kitchen Logic</u> | 42% |
| 2. <u>Personal Experience</u> | 45% |
| 3. <u>Pedigree</u> | 41% |
| 4. <u>Testimonial</u> | 41% |
| 5. <u>Guarantee</u> | 60% |

Reason To Believe Story



Reason To Believe Story



*3 Chefs - 3 Years -
World Cooking Competition Medalists*



3rd Law: Dramatic Difference



You TRIPLE your chances of Profitable success when you have a DRAMATIC DIFFERENCE

Dramatic Difference

Probability of Success

Low Dramatic Difference



14%

Medium Dramatic Difference



40%

High Dramatic Difference



53%

*How do you KNOW an idea is
DRAMATICALLY DIFFERENT?*



*How do you KNOW an idea is
DRAMATICALLY DIFFERENT?*



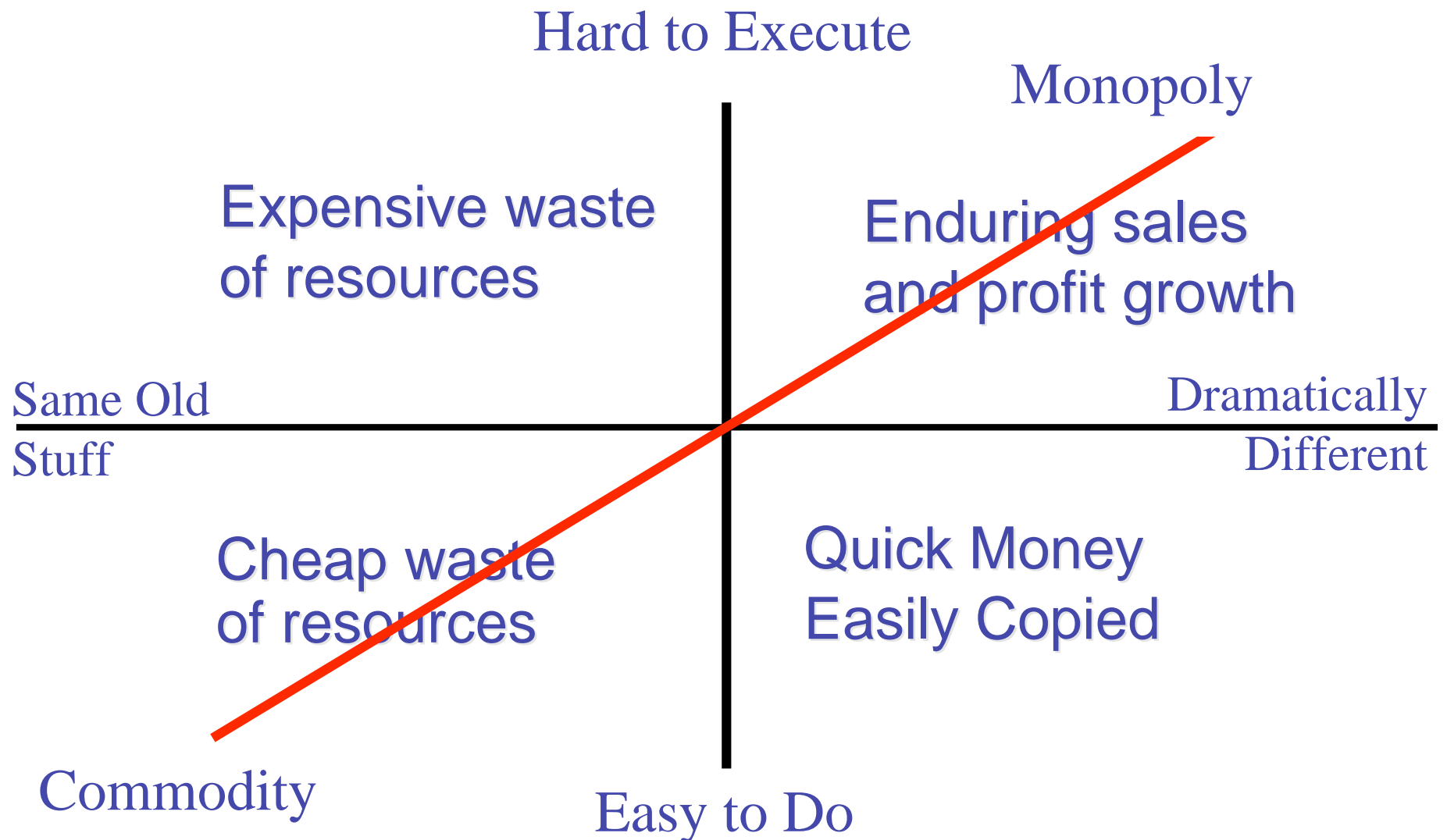
DRAMATICALLY DIFFERENT IDEAS

Cause

Operational

CHAOS

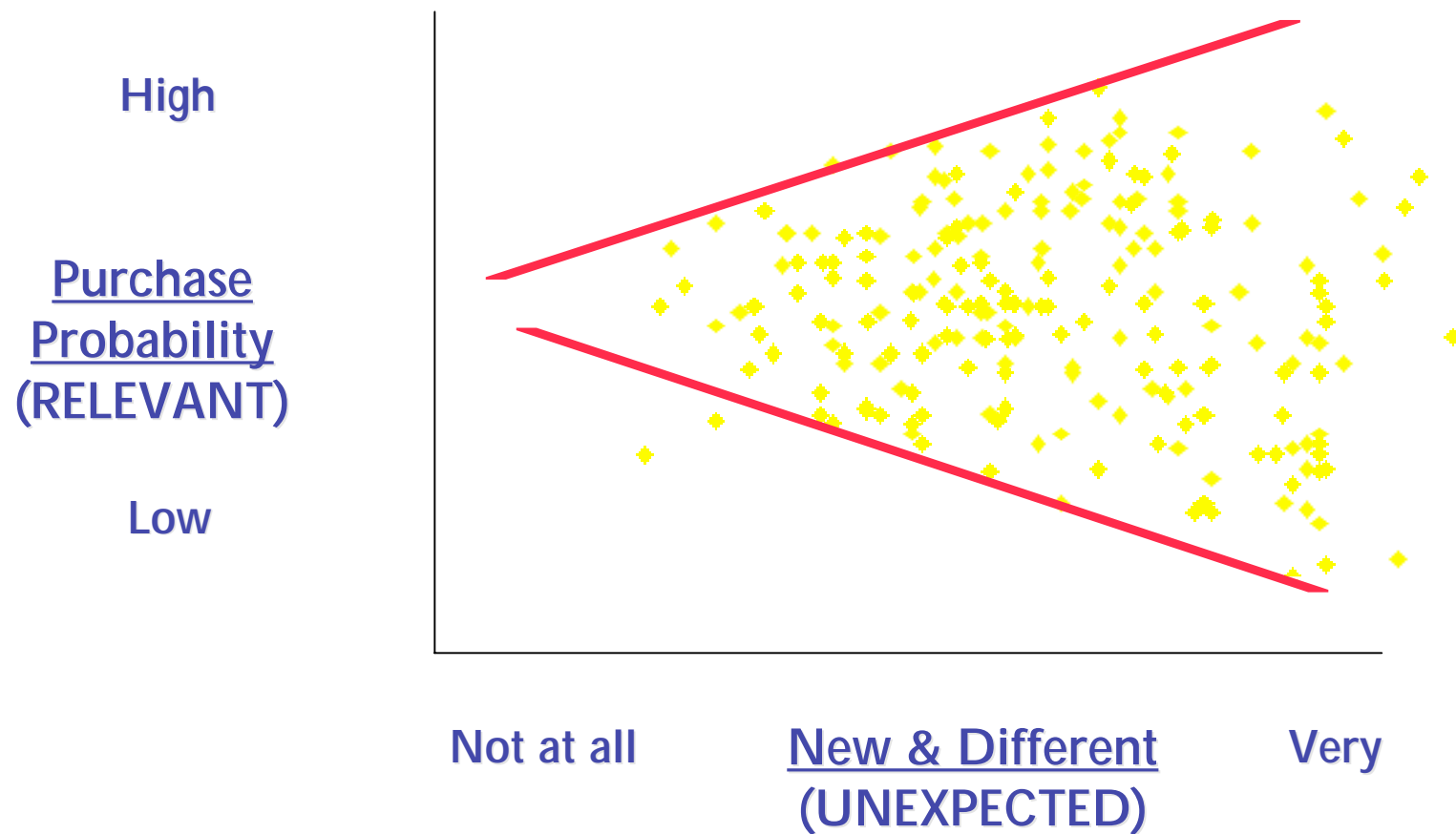
How do you KNOW an idea is DRAMATICALLY DIFFERENT?



NO GUTS -- No GLORY



Relevant yet Unexpected Ideas make money



The Real Keys To Success

Key word is first one



Winning Customers

Law #1: Overt Benefit

- What's in it for me?

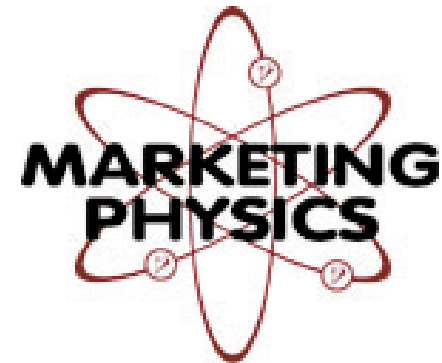
Law #2: Real R.T.B.

- Why I should believe you?

Growing Profit Margins

Law #3: Dramatic Difference

- The first to....



It's about Storytelling...

Now Let's APPLY



Don't Sell Me (*Individual*)

Page 20-21

Secondary Credibility Methods (*Pairs*)

Page 22-23

*How to invent
measurably smarter ideas?*



Using the Three Laws of

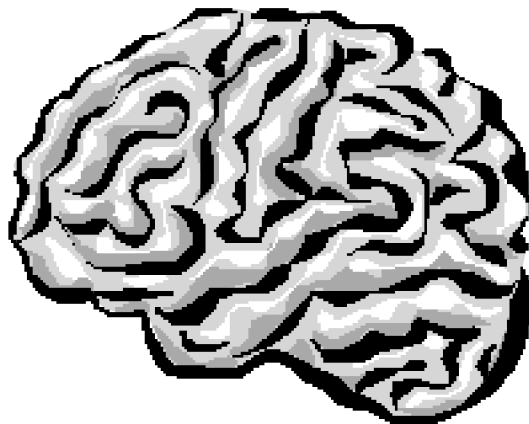


Traditional Model



Individual Brainstorming ~~draining~~

Before



After



The Suck Method

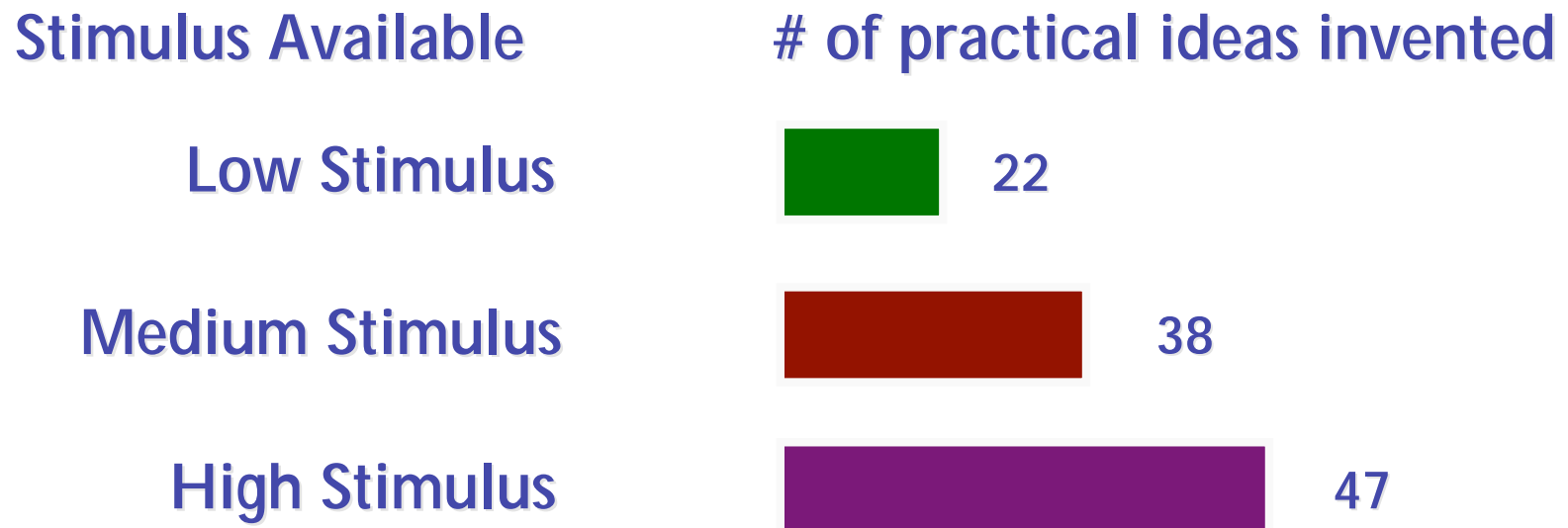
Uses Your Brain Like A

LIBRARY

Law #1: Explore Stimulus



- Fuel Your Brain
- Sights, Sounds, Smells
- Stretch beyond your boundaries
- Customer Needs & Aspirations

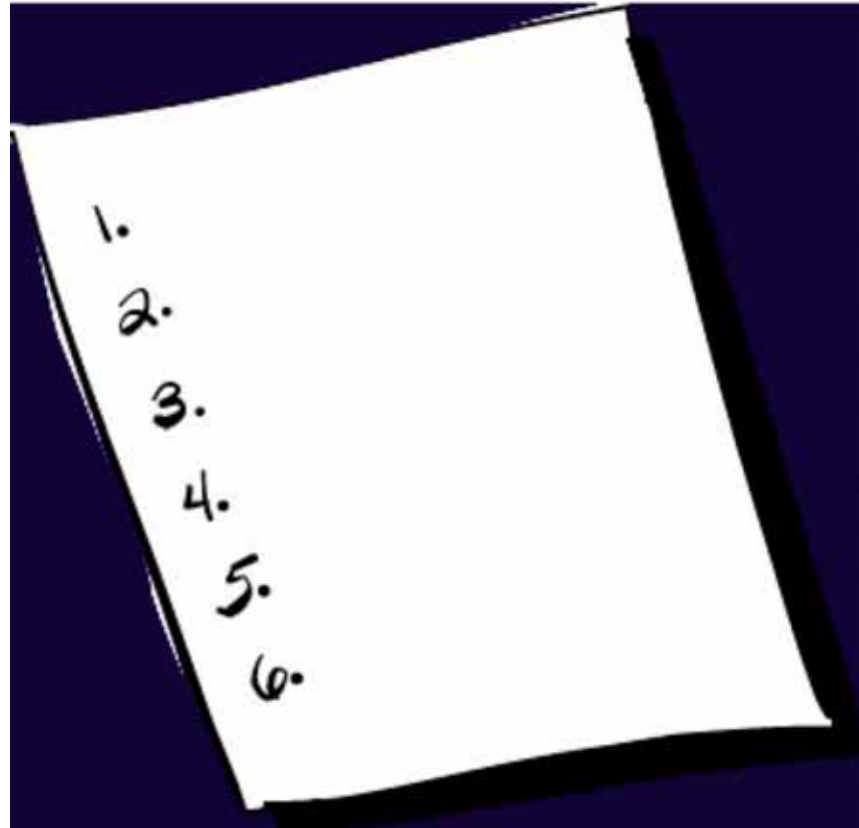


Use your brain like a **COMPUTER**

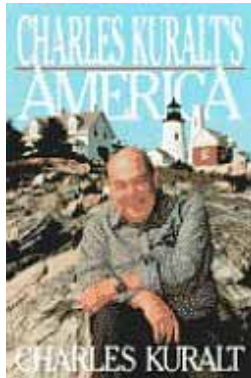


Stimulus sets off a **CHAIN** Reaction!!!

Where To Go On Vacation?



Where To Go On Vacation?



Explore At Last...
The Road Not Taken



There are 2 Different Types of Stimulus



Stimulus That's **RELATED** To The Challenge



Stimulus That's **UNRELATED** To The Challenge



Related Stimulus



Innocently review the existing situation.

Move from RELATED stimulus to UNIQUE ideas.

- Start with the obvious - First Person

"We find ourselves still looking at the same old data, but we now see those data in a dramatically different way. We experience another valid -- and sometimes more significant way of understanding what is."

Copthorne Macdonald
Philosopher

CAPITALIST!
Creativity★

*Relevant Yet Unexpected
Ideas*



Related Stimulus

Taken to Unexpected

Unrelated Stimulus

Taken to Relevant

Unrelated Stimulus



Strategic Overview:

- To Stretch the Mind With Unexpected Connections.
- Move From Unrelated & UNIQUE to Practical

When we allow our minds to play with the illogical we increase our odds of making original connections.

- Approach it like an adventure
 - You shouldn't know how it ends before you start
 - Be adventurous instead of cautious
 - Adventurous types created 72% more ideas

Unrelated Stimulus



Example

Task: Invent A New Candy for Kids

Client: VanMelle Candy Company

Location: Netherlands

Participants: 26 VanMelle Country Managers and Eureka! Trained Brains®

WARNING: NOT POLITICALLY CORRECT

Unrelated Stimulus...



Initial Stimulus: A Toy Gun

Response: Make Candy You Can Shoot

Response: Make Bullets Kids Can Bite With Red Blood Inside

Response: Make Silver Bullets Like the Lone Ranger Had

Response: Make Little Candy Bullet Wounds that Bleed

Response: Make Candy Named After Famous Assassins

Response: Make a Gun that You Shoot Into Your Mouth

Response: Make a Gun that Shoots Sometimes and Other Times
It Doesn't

Response: Make a Russian Roulette Gun

Response: Make a Russian Roulette Candy With Surprises Inside

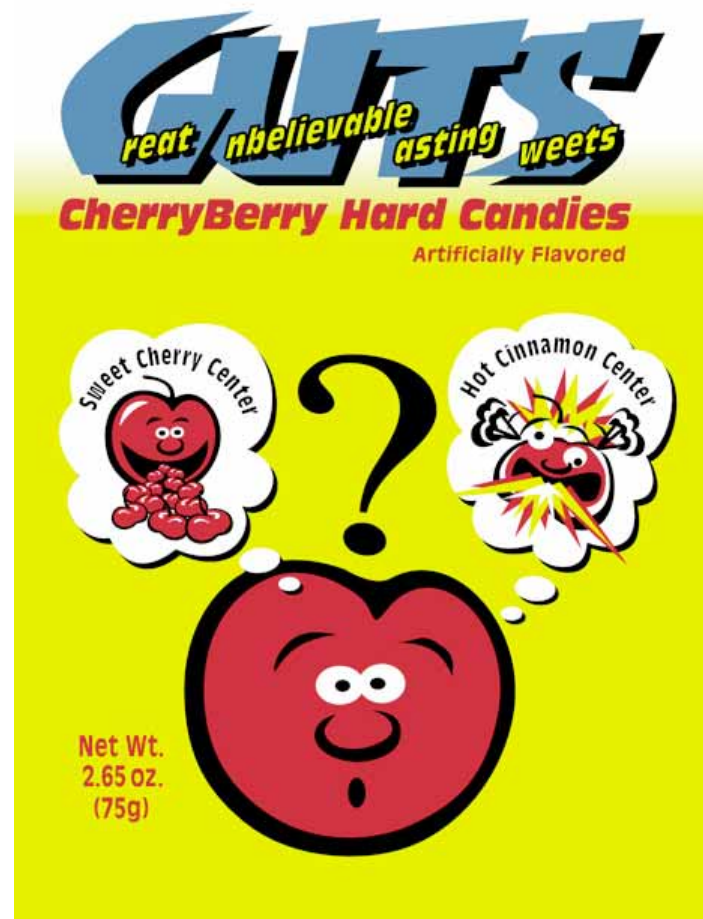
Response: Make Candies that Are Like Fire Balls or Fruity Fruit

Response: Make It So You Can't Tell If It's Hot or Fruity



This Led To...

Unrelated Stimulus



Unrelated Stimulus



Campbell Soup Company

Stimulus was a random word from Dictionary
"HANDLE"



Unrelated Stimulus



Campbell Soup Company

Free associating, it became FORK...



Unrelated Stimulus



Campbell Soup Company

Thus was born - Campbell's Chunky Soup
So Chunky You Can Eat It With A Fork.



Related Stimulus Sources



Create a Competitive Strength Balance Sheet

- Compare Ingredient Lists
- Montgomery Inn BBQ Sauce
- What does your name say vs. theirs



THE GROCERY THE BEST KING

MONTGOMERY INN

BARBECUE

Sauce

HEAT SEPARATELY • FAT FREE

Nutrition Facts	
Serving Size (1/2 cup) (24g)	
Amount Per Serving	
Total Fat	0g
Sodium	100mg
Total Carbohydrate	24g
Protein	0g

***Percent Daily Values are based on a 2,000 calorie diet.**

1 (800) WWW

INGREDIENTS: TOMATO PASTE, DISTILLED VINEGAR, CORN SYRUP, SUGAR, WATER, SALT, SPICES, DEHYDRATED ONIONS, DEHYDRATED GARLIC, MOLASSES, NATURAL FLAVORS, CARAMEL COLOR, ANCHOVIES & TAMARINDS.

***ACCORDE AND RES DISTRIBU CINCINN**

Related Stimulus Sources



Visit the Scene of the Crime

- Focus on the actual tangible “stuff”
 - Actual products, brochures, data
- Genuine, first person types of stuff
- What are people most proud of



Review the Next Best Option

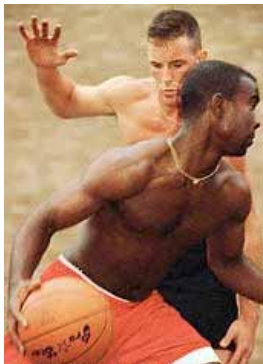
- What is the “next best option” to your category

Related Stimulus Sources



Kitchen Chemistry

- Gather the physical props of your situation.
- *"Cook Chicken When Working On Chicken"*
- *"Work up a sweat when working on Gatorade"*
- Use and abuse your product/service



Unrelated Stimulus Sources



Great Ones

- Best of anything
- List of award winning advertisements
- Most popular web sites
- Fastest growing companies

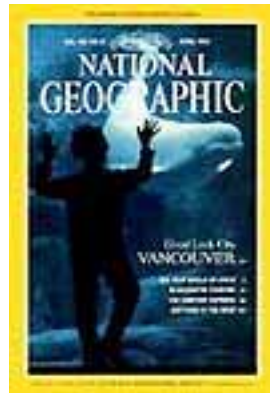


Unrelated Stimulus Sources



Pump Up Your Brain

- Smithsonian, National Geographic
- Book Stores, Video Rental Stores
- Libraries, Museums, Art Galleries
- Fairs, Carnivals, Festivals

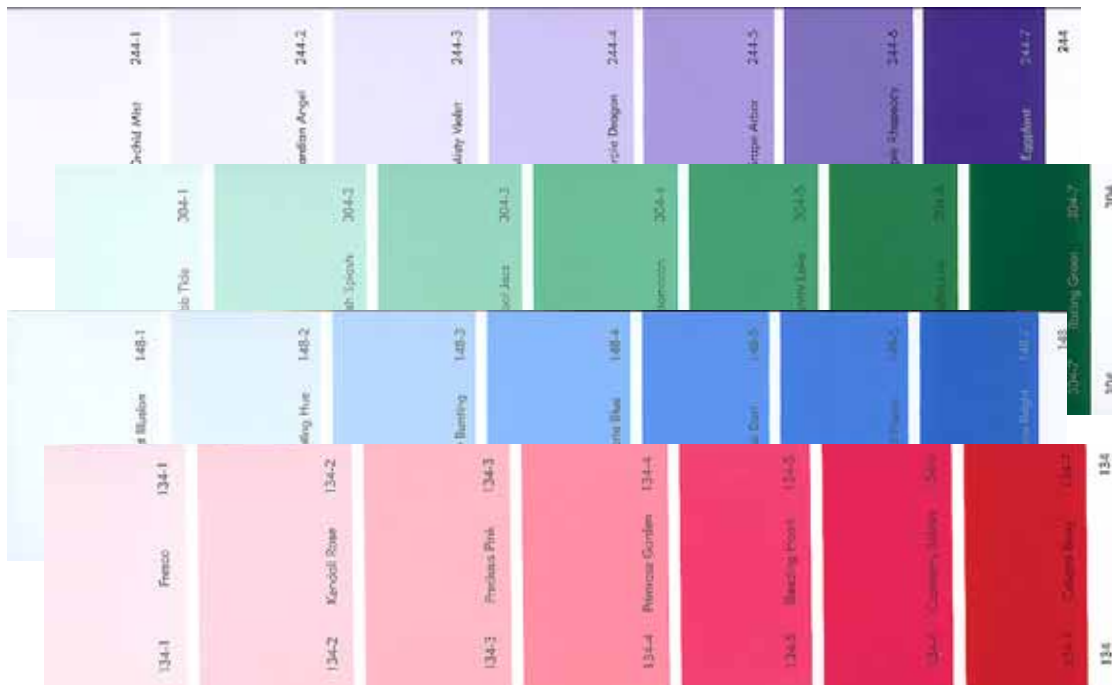


Unrelated Stimulus Sources



Expert Portfolios

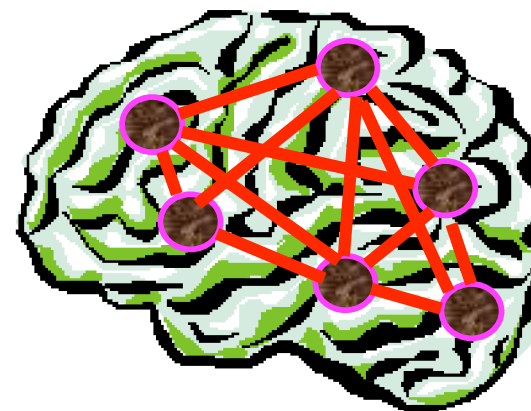
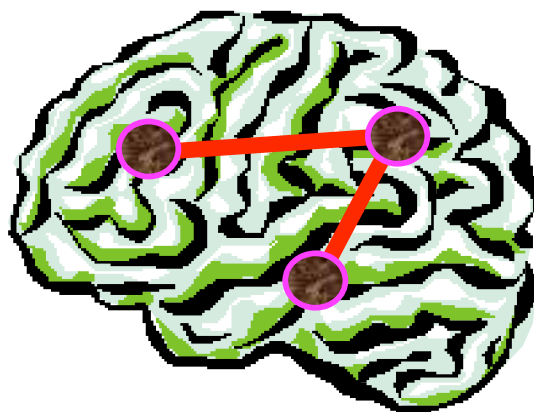
- Paint chips for colors and names
- Greeting cards for ways to express emotions
- Cookbooks & Restaurant Menus



Stimulus Response Is Similar To How The Brain Works



- We all have about 10 Billion Neurons
- Stress Kills Brain Cells
- Difference in brain power is the # of Synapses
 - Connections between the brain cells



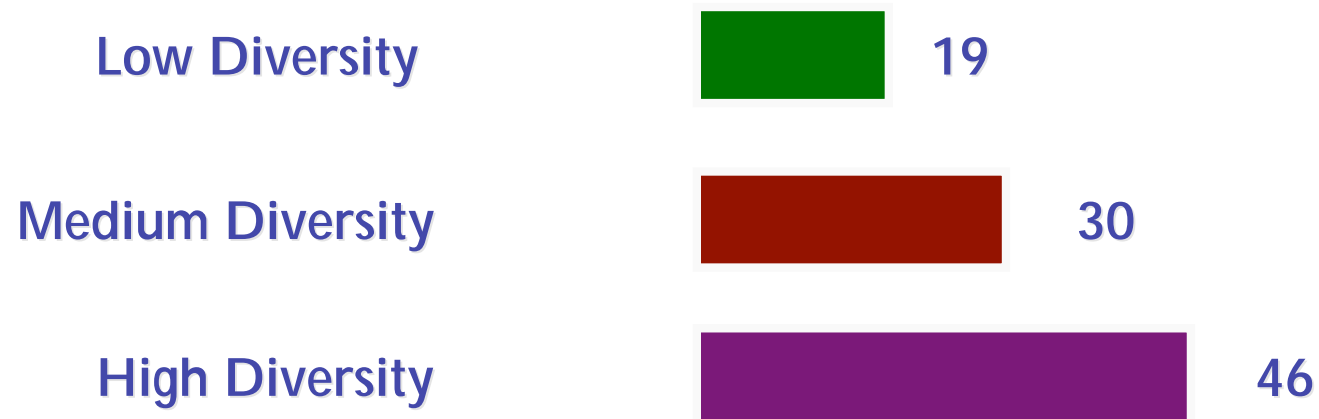
Law #2: Leverage Diversity



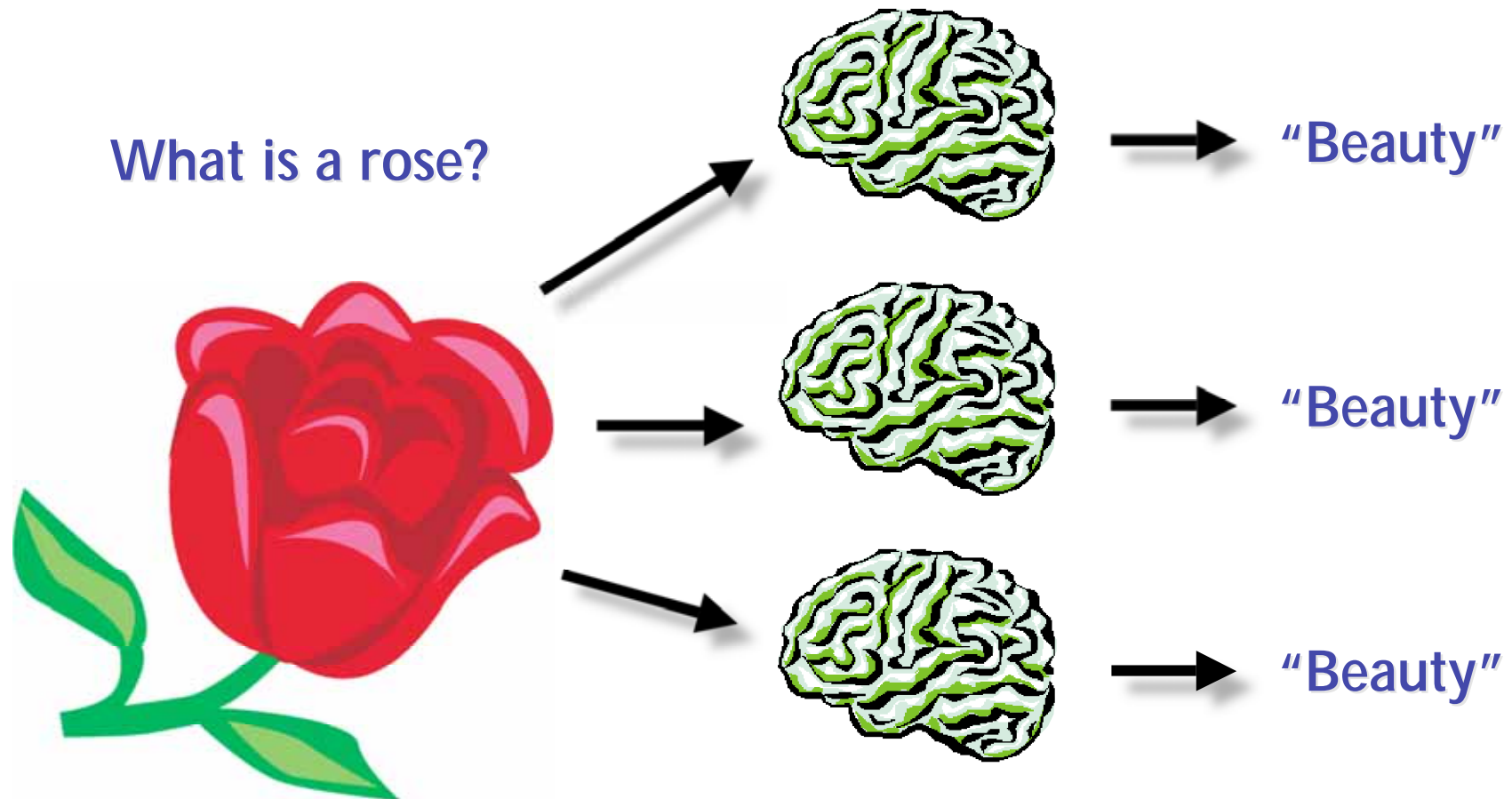
Multiplies the impact of Stimulus

Diversity of Thinking

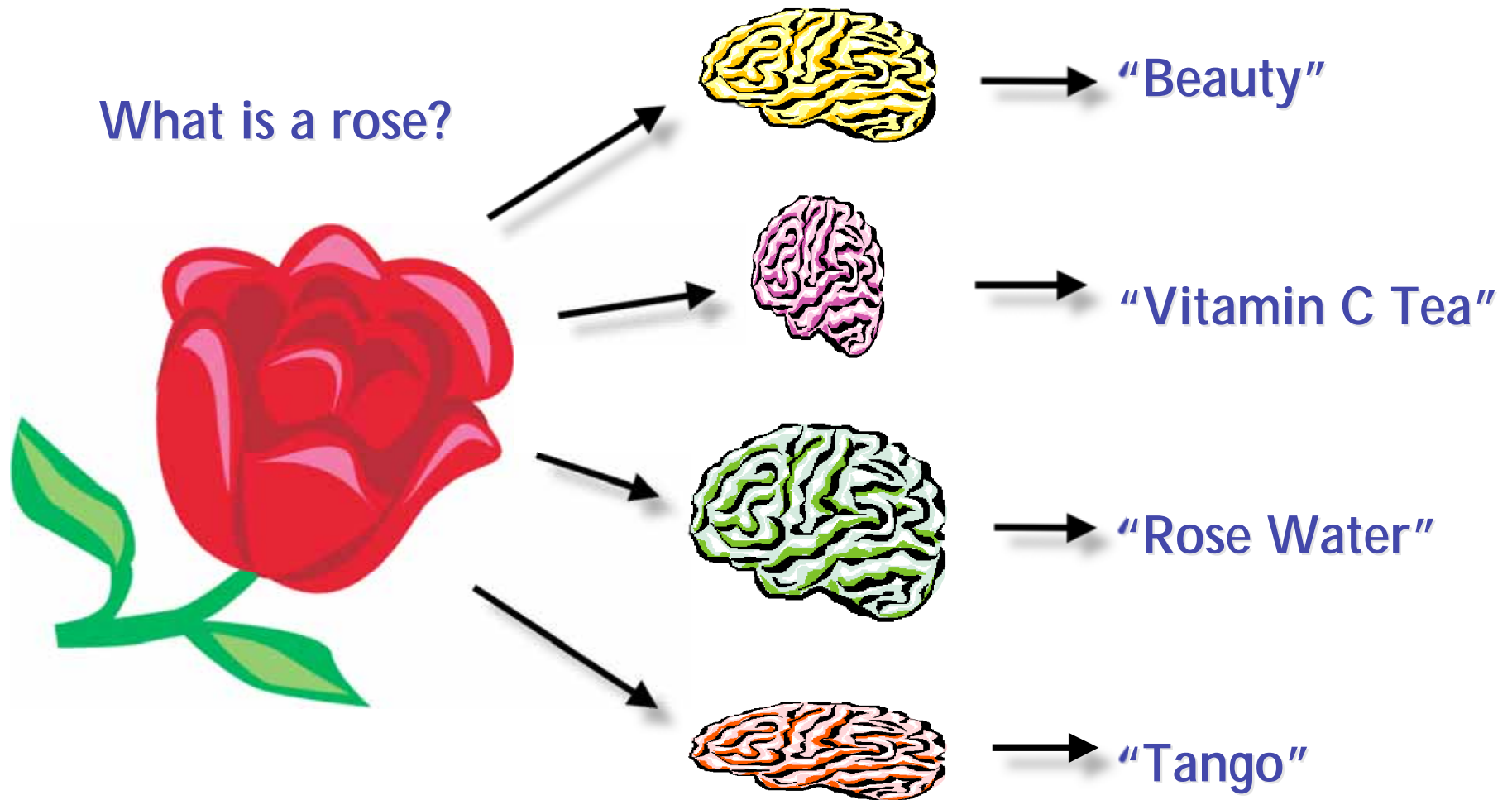
of practical ideas invented



Clones Create Clones



Diversity Multiplies Stimulus



Leveraging thinking-
style Diversity
takes personal
courage!

Thinking Styles Defined (95% confidence level)



Logical LEFT Brain

- DETAILS
- Asked about business
- Neat & Organized
- Trust the Facts



Radical RIGHT Brain

- DREAMS
- Asked about new ideas
- Messy and Chaotic
- Trust Gut Instinct



Preferred Creative Approach (95% confidence level)



Logical LEFT Brain

- Structured Techniques
- Love Step by Step Processes
- RELATED Stimulus
- Work from Realistic Premise

Radical RIGHT Brain

- Unstructured Approaches
- Love People & Emotions
- UNRELATED Stimulus
- Work from Fantasy

Relevant
Taken to Unexpected

180 Degree
Opposite



RIGHT Brainers are Energy Source



Logical LEFT Brain

- Cautious
- Common Sense
- Silent Supporter
- Rule Maker
- Predictable



Radical RIGHT Brain

- Adventurous
- Big Dreams
- Cheerleader
- Rule Breaker
- Spontaneous

**The Energy
Source for
CHANGE**

LEFT Brainers Make Ideas REAL



Logical LEFT Brain

- Planner
- Rational
- Process Oriented
- Lead with Head
- Ready, Aim, Fire

Radical RIGHT Brain

- Dreamer
- Emotional
- People Oriented
- Lead with Heart
- Fire, Aim, Ready



**They have the discipline
to turn ideas into Reality
“They SHIP...on time, on budget.”**



Diversity Sources



Opposite Internal Resources

- Those with a different perspective inside the company

- Finance
- Marketing
- Accounting
- Research
- Logistics
- IT
- Sales

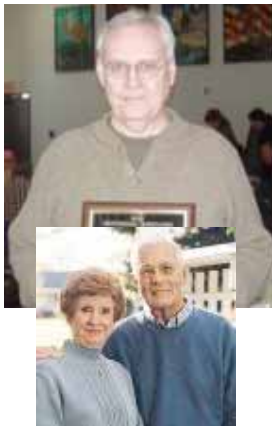


Diversity Sources



Rookies

- Not hampered by the “system” or “how things are done around here”



Retired Workers

- Have seen the company grow up
- Have the Long View
- Not hindered by effects of ideas

Law #3: Minimize Fear



- It takes courage to change
- Live an adventurous attitude
- Drive out fear



NOTE: Differences are probably greatly understated

3 Ways to Gain Courage



Do What's Right

Personal

Will you feel regret at age 75 if you don't do it?

Business

Focus on serving customers

What is the real true need they have?

Instinct

What's the right thing to do?

3 Ways to Gain Courage



Reduce The Cost/Pain of Failure By PROTOTYPING

Build a system for Failing Fast & Failing Cheap

How can we prototype parts of the challenge?

How can we get "customer" feedback cheaply?

How can we Make A little, Sell A Little, Learn A Lot?

3 Ways to Gain Courage



Reduce Uncertainty By GAINING KNOWLEDGE

Make the Unknown Known

How can we make the unknown known?

Where can we study and gain wisdom?

Who could we talk to who has experience?

Universal Law of Creativity



Validated at 99.9% Confidence Level

$$E = \frac{S^D}{F}$$

E = Eureka! - The idea

S = Stimulus

D = Diversity

F = Fear

Recap the Six Laws



- 
1. Overt Benefit
 2. Real R.T.B.
 3. Dramatic Difference

- 1 . Explore Stimulus
- 2 . Leverage Diversity
- 3 . Minimize Fear

Take Responsibility



“Did customers ask for the electric light? No. They never asked for it, the producer produced it. No one asked for a car, nor a telephone. No one asked for a copying machine or a fax machine.

Innovation does not come from the customers. Innovation comes from the producer, from people who are responsible for themselves and have only themselves to satisfy.”

Dr. W. Edwards Deming





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