

CREATING CONCEPTS USING
THE 4VALUESMETHOD

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THE 4VALUESMETHOD

CREATING CONCEPTS IN FOUR STEPS.

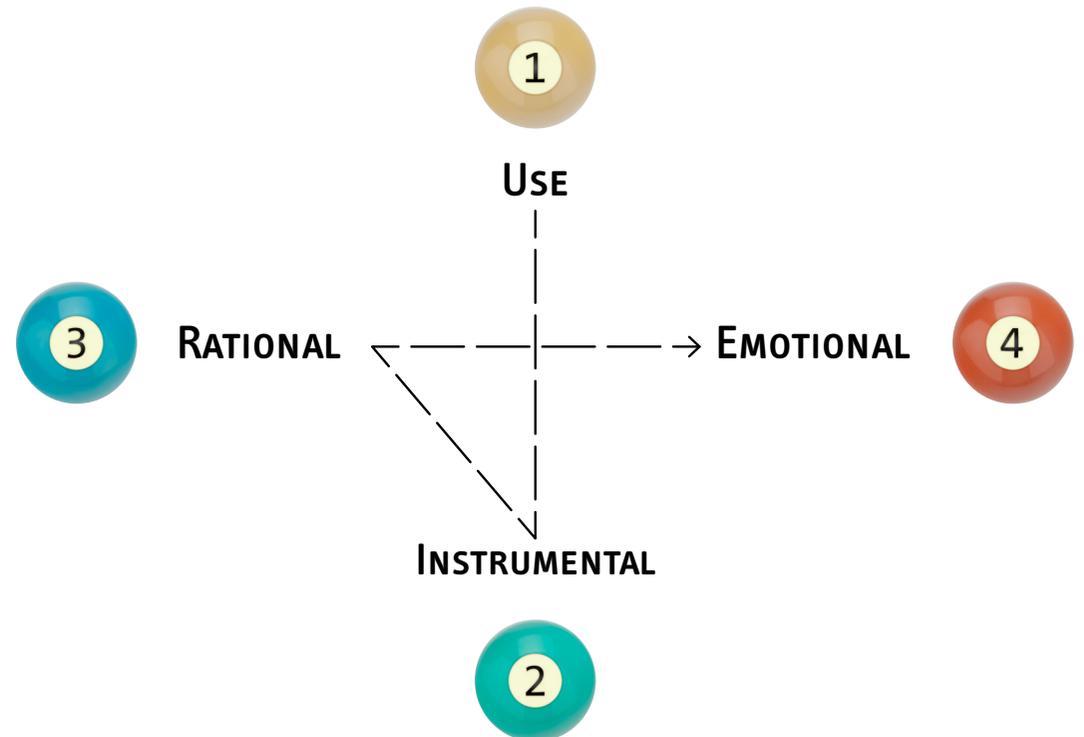
'PRODUCT': PHYSICAL PRODUCT, BRAND, SERVICE, PLAN, ACTIVITY, STORYTELLING

'CONCEPT':

*The product's core values
described in as few words as possible.*

THE FOUR STEPS:

- USE: DETERMINE CORE VALUES OF THE CONSUMER DESIRE
- INSTRUMENTAL: DETERMINE CORE VALUES REALISATION + WOW FACTOR
- RATIONAL: DETERMINE CORE ARGUMENTS AND SUPPORTING EVIDENCE
- EMOTIONAL: DETERMINE CORE EMOTIONAL VALUES PRODUCT AND BRAND



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USE / THE DESIRE

STARTING POINT: RESEARCH DATA, ASSUMPTIONS, IDEAS

*What is the target audience's desire?
Why do they want it?
What else might the target audience want?*

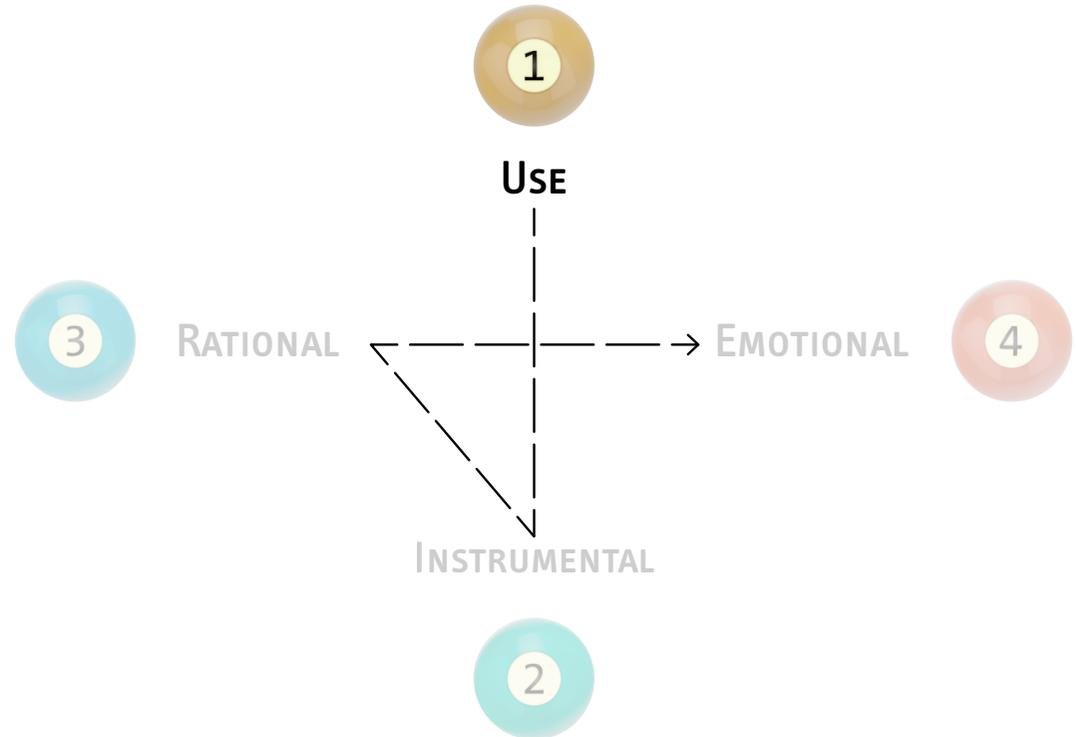
PROCEDURE: LIST TARGET AUDIENCE'S DESIRES (MAX. 3 WORDS PER ITEM)

- STEP 1: BRAINSTORM; COME UP WITH AS MANY IDEAS AS POSSIBLE
- STEP 2: SELECT THE MOST IMPORTANT ONES
- STEP 3: FIND COMMON DENOMINATORS, ELIMINATE SYNONYMS
- STEP 4: REDUCE LIST TO A MAXIMUM OF THREE CORE DESIRES

The method helps you create clear-cut concepts. Choices you make while determining the 'desire' may lead to more than one concept. The example below illustrates how selection leads towards and innovative and surprising product.

-Below an example of a flow-

DESIRES	SELECTION	KEY WORDS	CONCEPT KEYS
GENERIC	GENERIC	GENERIC	GENERIC
IMPROVEMENT	IMPROVEMENT	IMPROVEMENT	IMPROVEMENT
INNOVATIVE	INNOVATIVE	INNOVATIVE	INNOVATIVE
REVOLUTIONARY	REVOLUTIONARY	REVOLUTIONARY	REVOLUTIONARY
OUT OF THE BOX			
SUSTAINABLE	SUSTAINABLE	SUSTAINABLE	SUSTAINABLE
SIMPLE	SIMPLE	SIMPLE	SIMPLE
ERGONOMIC	ERGONOMIC	ERGONOMIC	ERGONOMIC
EXPENSIVE	EXPENSIVE	EXPENSIVE	EXPENSIVE
UNREALISTIC	UNREALISTIC	UNREALISTIC	UNREALISTIC



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INSTRUMENTAL / THE REALISATION

TARGET: MATERIALISING DESIRES, CREATING THE WOW-FACTOR

*Which demands should the product meet?
Which added qualities are possible?
Which elements create the wow-factor?*

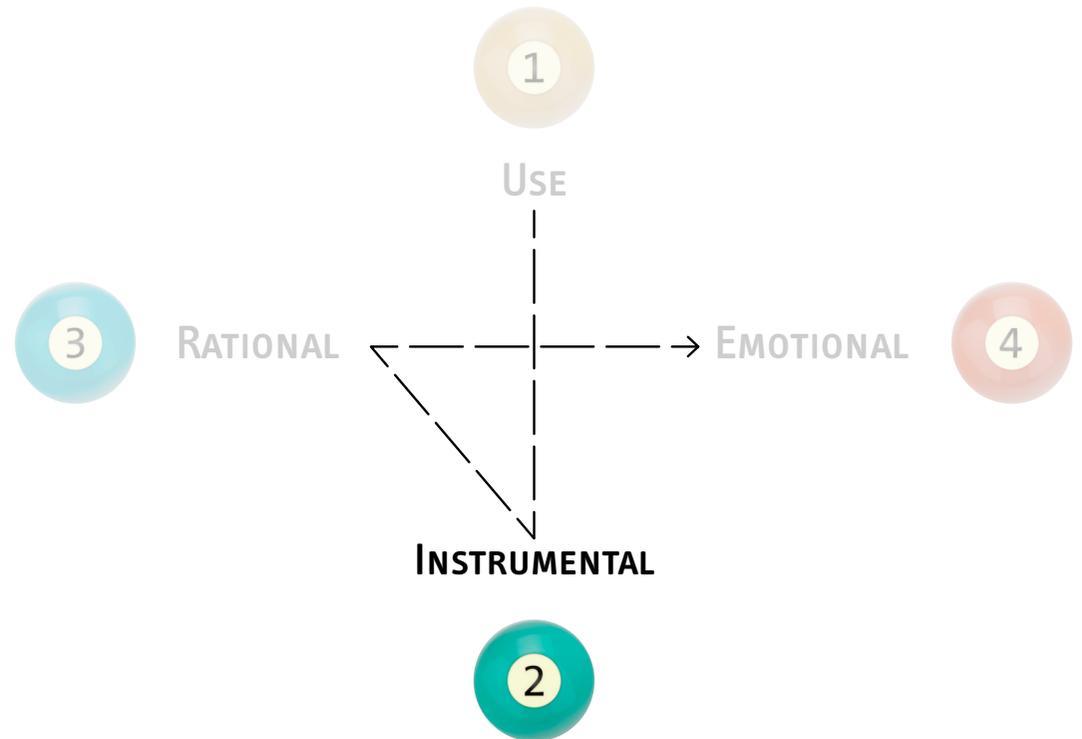
PROCEDURE: TRANSLATE DESIRES INTO INSTRUMENTAL FEATURES (MAX. 3 WORDS PER ITEM)

- STEP 1: CREATE ADDITIONS THAT MAKE FOR THE WOW-FACTOR
- STEP 2: SELECT MATCHING REALISATIONS
- STEP 3: FIND COMMON DENOMINATORS, ELIMINATE SYNONYMS
- STEP 4: REDUCE LIST TO NO MORE THAN 3 KEY REALISATIONS

The choices made in the value section 'Use/Desire' result in innovating an existing product or product type. The 'Instrumental' section is about making the desire instrumental, tangible plus creating the wow-factor.

-Below an example of a flow. Sorry, can't be more specific here.-

REALISATIONS	SELECTION	KEY WORDS	CONCEPT KEYS
INNOVATING 1	INNOVATING 1	INNOVATING 1	INNOVATING 1
INNOVATING 2	INNOVATING 2	INNOVATING 2	INNOVATING 2
INNOVATING 3	INNOVATING 3	INNOVATING 3	INNOVATING 3
INNOVATING 4	INNOVATING 4	INNOVATING 4	INNOVATING 4
INNOVATING 5	INNOVATING 5	INNOVATING 5	INNOVATING 5
OUT OF THE BOX 1			
OUT OF THE BOX 2			
OUT OF THE BOX 3			
OUT OF THE BOX 4			
OUT OF THE BOX 5			



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RATIONAL / THE ARGUMENTATION

TARGET: CREATE COMPELLING ARGUMENTS, SUPPORTING EVIDENCE AND PRODUCT PROPOSITION

*Which arguments are essential?
Which arguments are distinctive?
What is the product's meaning to the user?*

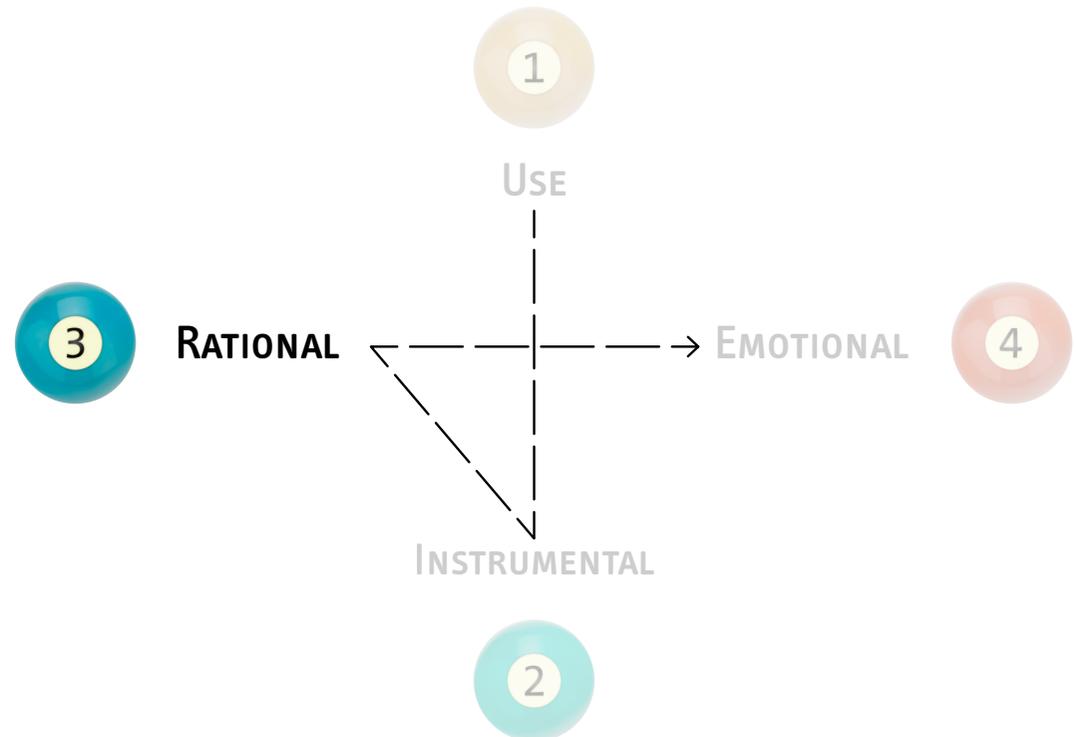
PROCEDURE: LIST COMPELLING REASONS TO CHOOSE THIS PRODUCT

- STEP 1: LIST VALUES COMMUNICATED BY THE PRODUCT
- STEP 2: SELECT THE ESSENTIAL ARGUMENTS
- STEP 3: SELECT SUPPORTING ARGUMENTS
- STEP 4: REDUCE LIST TO NO MORE THAN 3 KEY ARGUMENTS

If visual characteristics of the product communicate core values, then focus in the 'Rational' segment of the method on values that the product does not communicate by itself.

-Below an example of a flow-

RATIONAL	SELECTION	KEY WORDS	CONCEPT KEYS
VALUE FOR MONEY STRONG SUSTAINABLE COOL ADDING TO STATUS REVOLUTIONARY STATE OF THE ART BEAUTIFUL INTELLIGENT SOCIAL	VALUE FOR MONEY STRONG SUSTAINABLE COOL ADDING TO STATUS REVOLUTIONARY STATE OF THE ART BEAUTIFUL INTELLIGENT SOCIAL	VALUE FOR MONEY STRONG SUSTAINABLE COOL ADDING TO STATUS REVOLUTIONARY STATE OF THE ART BEAUTIFUL INTELLIGENT SOCIAL	VALUE FOR MONEY STRONG SUSTAINABLE COOL ADDING TO STATUS REVOLUTIONARY STATE OF THE ART BEAUTIFUL INTELLIGENT SOCIAL



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EMOTIONAL / THE APPRECIATION

TARGET: SELECTING CORE VALUES FOR PRODUCT, BRAND, COMMUNICATION AND STORYTELLING

*Which emotion should the concept arouse?
Which valuation should the concept arouse?
Which valuation fits the product?*

PROCEDURE: LIST THE DESIRED AND PROBABLE CONSUMER RESPONSE TO THE PRODUCT OR BRAND

- STEP 1: BRAINSTORM, ANYTHING YOU CAN THINK OF
- STEP 2: SELECT THE MOST LOGICAL OR DESIRED EMOTIONS
- STEP 3: FIND COMMON DENOMINATORS, ELIMINATE SYNONYMS
- STEP 4: REDUCE YOUR LIST TO NO MORE THAN 3 CORE EMOTIONS

Consumer perception can not be managed but it is possible to nudge your target audience. Establishing the 'Emotion' value determines the product's or brand's communication and look and feel.

-Below an example of a flow-

LISTING

I AM SMART
I AM AN EARLY ADOPTER
I AM COOL
I AM RICH
I AM A PRO
THE BRAND SUITS ME
THE BRAND IS COOL
THE BRAND IS QUALITY
THE BRAND IS INTELLIGENT
THE BRAND HAS HERITAGE

SELECTION

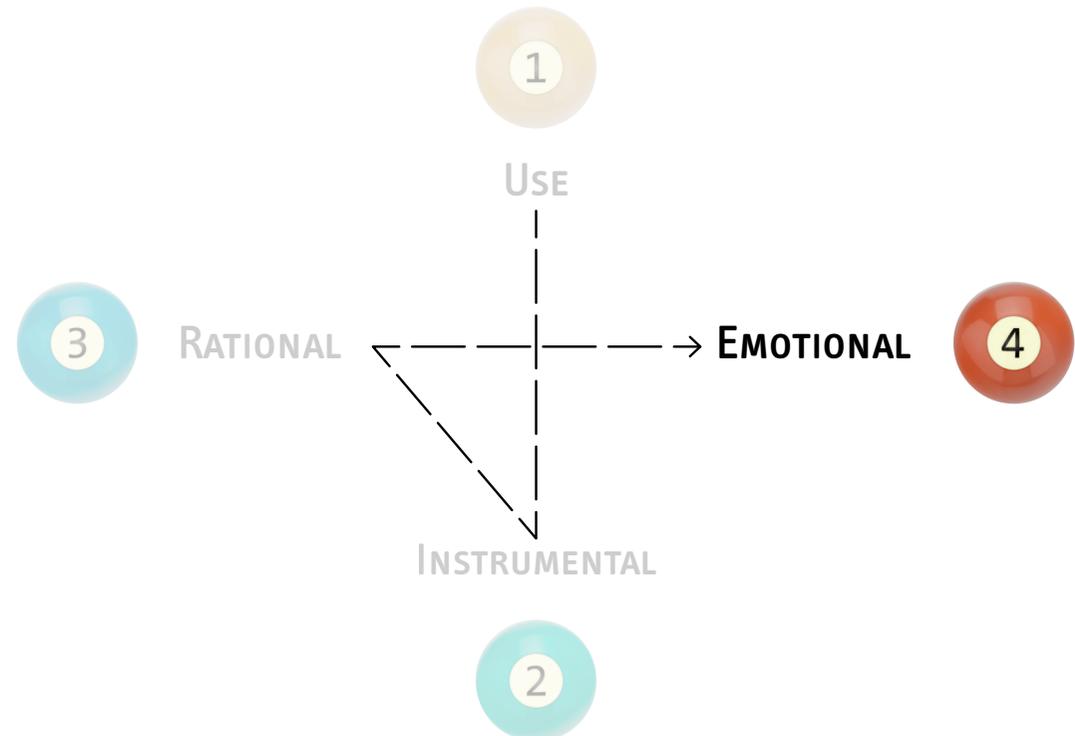
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I AM A PRO
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KEY WORDS

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I AM AN EARLY ADOPTER
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THE BRAND SUITS ME
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CONCEPT KEYS

I AM SMART
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THE CONCEPT:

TARGET: COMBINE YOUR CONCEPT KEYS IN A PHRASE THAT CONSISTS OF NO MORE THAN 5 WORDS

*This is not about copy writing, it is about selecting the right keys.
Take your time, concepts are designed for prolonged use.
Don't chicken out when you come up with a simple concept.
Most strong concepts are simple.*

PROCEDURE: USE YOUR ASSOCIATIVE AND CREATIVE COMPETENCIES TO CREATE YOUR CONCEPT LINE

- STEP 1: USE CONCEPT KEYS TO CREATE A ROUGH CONCEPT LINE
- STEP 2: FIND COMMON DENOMINATORS, ELIMINATE SYNONYMS
- STEP 3: CONDENSE CONCEPT LINE INTO NO MORE THAN FIVE WORDS
- STEP 4: DOES THE CONCEPT CAPTURE THE PRODUCT'S ESSENCE?

[A concept provides you with building blocks (substance) for product development, communication and storytelling.]

A concept creates a future and clarity.

A concept determines shape and contents.

-Strong concepts are simple-



DURACELL CONCEPT

PRODUCT LEVEL:
POWERFUL BATTERY

COMMUNICATIONS LEVEL:
LASTS LONGER



COCA COLA CONCEPT

PRODUCT LEVEL:
THIRST QUENCHER

COMMUNICATIONS LEVEL:
HAPPINESS



RED BULL CONCEPT

PRODUCT LEVEL:
ENERGY DRINK

COMMUNICATIONS LEVEL:
EXTRAORDINARY PERFORMANCE

THE ART OF CONCEPTUAL THINKING



TARGET: CREATING A FIRM GROUND FOR PRODUCT MARKETING AND COMMUNICATION

Any intelligent professional can master the art of conceptual thinking. You don't have to bring creative super powers. Creating concepts is a matter of making logical choices and combining them.

PROCEDURE: CLICK ANY OPTION THAT SUITS YOU

- OPTION 1: ORDER THE BOOK
- OPTION 2: SIGN UP FOR THE ONE DAY COURSE
- OPTION 3: CONTACT US FOR AN IN-COMPANY COURSE
- OPTION 4: CONTACT US FOR TAILOR MADE SOLUTIONS

DICK HOLZHAUS: WWW.HOLZHAUSINTERNATIONAL.COM

PUBLISHER: LEPORELLO THE NETHERLANDS

Review by: Louis Smit-NDB Biblion:

'The book enables you to create a concept that will make money. The author is a seasoned advertising professional. In over 35 years Holzhaus developed concepts for Dutch and international corporations.

The book showcases the 4ValueMethod that transforms creativity into a product or a service. Its contents, both structured and offering many a creative leap, offers the reader a firm grip on the subject and invites him to give the art of developing concepts some serious thinking. Both the illustrations and the cases make the process of generating and canalizing associations tangible.

This book will most certainly help business owners, product developers, advertising and communication specialists and anyone interested in developing their creative competencies. Conceptual Thinking is a valuable addition to the existing literature on marketing, advertising and branding.

