

How to use I.D.E.A?

Speaker: The IDEA principle is fairly common in the advertising & branding world. What do you think IDEA stands for?

It stands for - Introduction, Desire, Engagement and Action. These are the 4 logical steps in the journey of a consumer, when you are trying to sell them a product or a service. It is also applicable to the Non-Profit sector because you are trying to do something similar here. Most of you do not want to use the word sell, but that is actually what you are trying to do. You are getting people to buy into a particular idea and therefore, support you in whatever capacity they can. This first impression forms the Introduction; Desire; Engagement & Action.