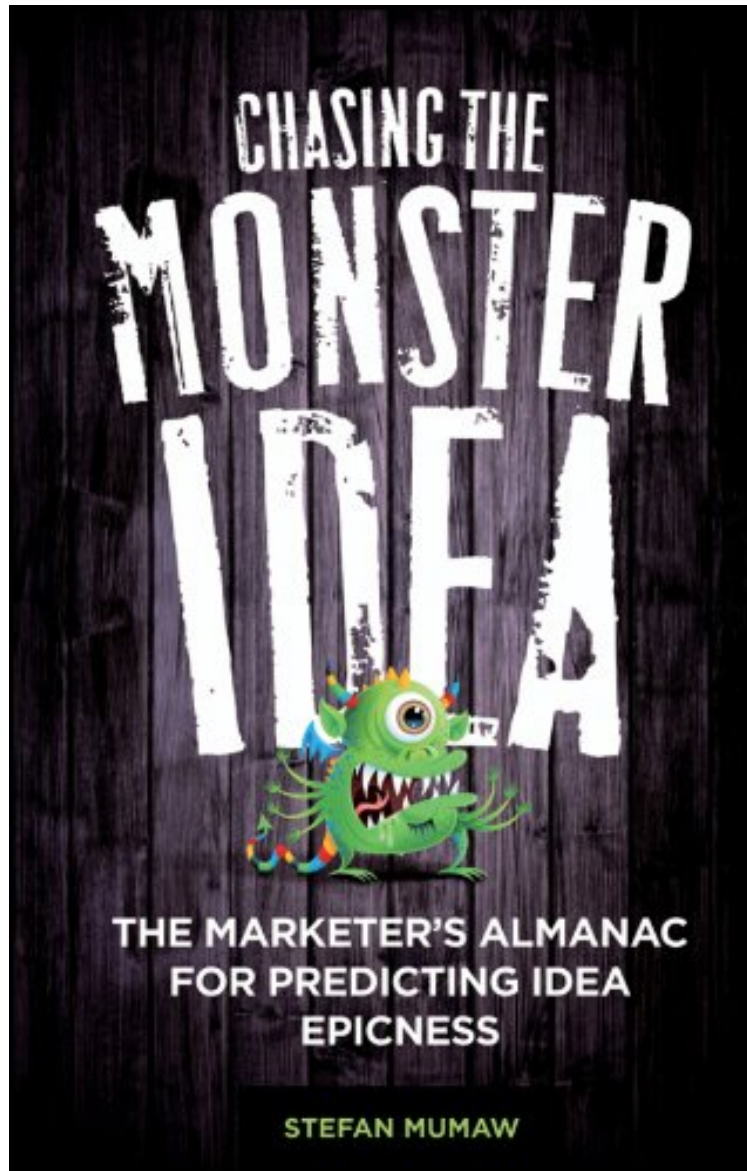


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# Chasing the Monster Idea: The Marketer's Almanac for Predicting Idea Epicness

*Stefan Mumaw*

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**Stefan Mumaw : Chasing the Monster Idea: The Marketer's Almanac for Predicting Idea Epicness** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Chasing the Monster Idea: The Marketer's Almanac for Predicting Idea Epicness:

0 of 0 people found the following review helpful. Solid Book Polluted With Puns and ParanthesesBy Eric GorodetskyAt R/GA they have a house rule: when you're reviewing your ideas, ask yourself, "Is what I'm creating

adding something to someone's life? Is it useful, entertaining, or beautiful?" For most of "Chasing The Monster Idea" we delve into each of these questions, as well as a few more. Is it novel? Is it authentic? Does it tell a story? Even, does it scare you? The latter I've not seen in any other book and found Stefan Mumaw's personal tale quite moving. And the chapter about authenticity was one of the best, providing excellent examples of company successes and failures. A Target vs. Wal-Mart case study shows what happens when the medium the audience is using to experience the brand (in this case, social media) isn't used authentically. I chuckled upon reading that McDonald's, in an attempt to be hip, used the headline, "I'd Hit It," not realizing they were promoting hamburger sex. Plus, there's mention of the movie The Joneses. Great movie. Apparently, "going monster" can also come at the expense of quality. Anyone I know in advertising groans at the Swagger Wagon rap video, but as of this writing it's amassed 12,695,808 views. Because it's entertaining. But I don't identify with the parents and it doesn't make me want to buy a minivan. Though it went monster, as Mumaw put it, "the end goal of brand messaging became secondary to entertainment." The author knows his stuff. That being said, how do you mess up the tag line for Dos Equis? The book quotes it as, "I don't always drink beer but when I do, I drink Dos Equis." But that's not it. The phrase is: "I don't always drink beer; but when I do, I prefer Dos Equis." The subtle difference means everything in portraying the Most Interesting Man In The World as a person of sophisticated discernment. Dos Equis is a matter of superior preference. Sorry, that mistake just really bothered me. So why three stars? I love puns. LOVE them. What I don't love is that the author felt it necessary to not only call out each of his puns, but also proclaim how genius they are. Literally. From page 36: "JWT was brought in to once again take this concept of love and marry that (pun intended. C'mon, that was good!) to the concept of "forever." Or sometimes he'll go on a tangent. From page 85: "Think of it like a singing telegram (sidenote: whatever happened to singing telegrams? This seriously is one industry that needs to make a comeback. Who's with me? Okay, nevermind.)." Joking or not, these parenthetical prose distract heavily from the rest of the content. I often found myself having to reread the first half of the sentence and then jumping past the parentheses to finish it. I'd actually be inclined to recommend this book to a friend if it came sans parentheses. Or maybe I should just get a Sharpie. 3 of 3 people found the following review helpful. Ready to transition from a "just" person to a "what if" person! By Melissa Morris I recently ordered a mountain of marketing/advertising/design books in hopes of taking my career to another level because I've been in a professional slump lately. I began my career quest with Stefan Mumaw's "Chasing the Monster Idea," and it was a great way to start! First, I will admit the incriminating fact that I am not much of a reader. I switched my major to design in college because psychology involved too many darn books. That being said, it should mean a lot to know that I had trouble putting this book down, and not because I was stuck to it from simultaneously eating a jelly doughnut. Aside from the fact that Stefan had me cracking up (which he fantastically gloriously did), I was applying each "rule" of monster ideas to my own ideas (past and present) as I read, sizing them up as I made my way through the book. And the corporate examples that were given as support were so interesting and inspiring that I would interrupt the highly important baseball game that my husband was watching to tell him all about it. He was thrilled. I didn't just read this book. I studied it. I took notes. Pages and pages of notes, so I could commit these concepts and questions to memory. I now feel prepared to test my ideas so that at least I know that if they fail, it will be a smart failure. I even got a bit choked up in the last chapter because I came to the conclusion that I have been a "just" person who's terrified of failing for years instead of a "what if" person who realizes that greater risks bring greater rewards. And that needs to change NOW. 0 of 0 people found the following review helpful. I loved this book! By Trish Marie Stefan's writing style is funny and personable, making the information he presents easy to digest. He takes you through the process that will help you to recognize your own Monster ideas, pulling you into the action using dynamic narrative and relevant, real world examples. The overview given for each example is detailed but if you need more info, corresponding online links are included for most. I plan on incorporating what I've learned from Stefan into my own creative process. I believe anyone involved in generating ideas for marketing would absolutely benefit from reading this book!

The latest from the author of the bestselling Caffeine for the Creative Mind How do you develop solutions that rock? Ones that surpass their initial purpose and grab an industry by its throat, turn interested parties into concept evangelists, and influence behaviors and alter perceptions? Read Chasing the Idea Monster and find out. This fun and insightful book sorts out the hallmarks of a monstrous idea by providing the author's "idea measurement" tools in the form of seven primary questions to gauge the potential of any idea. These seven questions are supported by real-world examples of ideas that succeeded in winning over their audience, as well as those that ignored the measurement and failed miserably. Features warnings and anecdotes from some of the world's most prominent creatives, marketing teams, and business professionals A proven method for determining if an idea will be a "big idea," or else will die a painful death Author is a respected industry expert whose Caffeine for the Creative Mind successfully reached an audience both in the creative community and beyond Want to get a better sense of what makes a successful idea, and how yours measures up? Start Chasing the Idea Monster and scoring big creative wins today!

From the Inside Flap What's the difference between a decent idea and a monster of an idea? The truly monster idea is

more than just good; it transcends the boundaries of the problem to solve it so simply that it almost sells itself. It's the game-changer that grows on its own, powered by those evangelists who first discover its true value, and it forces everyone else to catch up with it—if they can. So, how can you tell a monster idea from a mediocre one? In the world of business, particularly in advertising and marketing, that's not as simple a question as it seems. Sure, with the benefit of hindsight, it's easy to see a monster idea for what it is. But what about before you take the leap of faith and invest resources and energy in your idea? In *Chasing the Monster Idea*, ad man Stefan Mumaw provides a seven-step process for gauging the potential of any big idea. Based on real-world examples and anecdotes from some of the world's most prominent marketers and businesspeople, Stefan presents seven questions for determining whether you've got the potential for a truly explosive idea or the makings of a fizzling dud. You know a good idea when you see one, right? Of course you do—as long as it's someone else's idea. But what about your own? When you create something, you're its most passionate advocate. But passion clouds reason. This book gives you a concrete way to remove yourself and your passion from the equation, so you can judge your idea on its own merits, without bias or emotion. If you're a marketer, advertiser, product developer, or creative, your job depends on knowing whether your idea will change the world or barely make a mark. *Chasing the Monster Idea* shows you how to test your ideas in a systematic manner to see if you have what it takes to change the world.

**From the Back Cover** This is your idea and it's **THIS CLOSE** to going monster. This is more than just another big marketing idea, this is **YOUR** big marketing idea. You bore it like a child (didn't hurt nearly as much), you nurtured it, you held it up against the other ideas its age, and said, "You're waaaay prettier than those warthogish-looking ideas." You **KNOW** this is a big idea—you can feel it in the tingly parts of your body that you forgot knew how to tingle. This idea, you say to yourself (and anyone else within earshot) is a monster idea. So you let it loose into the world, sit back, and wait for the shrieks and screams to rise like applause. Only, there aren't any shrieks. No blood-curdling howls. Not even a sniffled whimper. There was a yawn—you heard that. What happened? Or better yet, what didn't happen? The idea didn't grow monstrous like you thought because it lacked what all monster ideas need: monster parts. There are seven characteristics marketing and advertising ideas need to have the potential of going monster. The more monster parts the idea sports, the more monster the idea becomes. Does your idea have what it takes **TO GO MONSTER**?

**About the Author** **STEFAN MUMAW** is cofounder and Creative Director for Reign, a boutique advertising agency that has worked with clients such as Johnson Johnson, Silpada, Coca-Cola, and Sony. He is the author of four other books, including the bestseller *Caffeine for the Creative Mind*.