

**IDEAS MATTER!
THE THIRTEEN CRUCIAL FEATU-
RES OF ANY SUCCESSFUL IDEA,
SUMMED UO IN THE ACRONYM
B.E.S.T.O.F.A.L.L.T.I.M.E.**

a book by Jacopo Perfetti

**BEST
OF ALL
TIME**

THE BOOK

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IDEAS MATTER!

An e-book about idea generation and creativity in which I sum up in the acronym B.E.S.T.O.F.A.L.L.T.I.M.E. the thirteen crucial features of any success idea and I tell the stories of companies, artists, and marketing campaigns that expressed those features and were able to put them to good use.

The America entrepreneur Thomas Edison used to say that genius is one percent inspiration and ninety-nine percent implementation. True, nevertheless It's worth taking a moment to clarify that without that one percent inspiration there would be no implementation. In other words, without ideas there would be no value. Every product, every project, every service, everything is based on an good idea. So to sum up: Ideas Matter! Now the point is how to have the right idea? How to be sure that our idea will be a success? Clearly there are many answer to these questions. Within this e-book, I sum up in the acronym B.E.S.T.O.F.A.L.L.T.I.M.E. the thirteen crucial features of any success idea and I tell the stories of companies, artists, and marketing campaigns that expressed those features and were able to put them to good use.

Starting from the TNT marketing campaign «A Dramatic Surprise on a Quiet Square», I tell the stories of companies,

artists, and marketing campaigns that expressed those features and were able to put them to good use: from English artist Banksy to Abraham Lincoln's Gettysburg Address, from the wow evoked by Dove to the one by Microsoft, from Jeff Koons to Damien Hirst, from Barbie to Kodak, from Charles Saatchi to the 80,000 artists living in London and New York City, and from AC/DC to Marina Abramovic.

01. The 13 features

Beyond the medium

B

A successful idea goes beyond the medium used to express it. Its strength lies in the possibility to be stated in any possible medium without it losing its value.

Engaging

E

Telling a story, even when it is true and potentially successful, is not enough. You have to make it and, mostly, make it alive in order to involve your interlocutor.

Simple

S

A valuable idea will be successful even if sketched on a blank paper by someone who cannot draw.

Tell

Great stories happen to those who can tell them. And not all stories can be told. An idea will work if we can turn it from a true story to based on a true story.

Oh My God

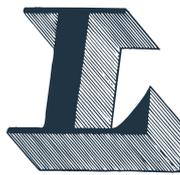
There are three kinds of idea: There's the «Oh» idea, the «Oh My» idea and the «Oh My God» Idea. Only the last one will be a successful idea.

Feasible

An idea cannot simply remain an idea. Just like there is no implementation without ideation, there cannot be ideation without implementation.

Adaptive

A true story is forever. Not its proposition. One must adjust it to different times, trends and changing and evolving consumers.

Lead

One of the key characteristics of a successful idea is being able to distinguish ourselves and emerge in our own niche leading the market.

Long-Lasting

If we have a true, credible and unmistakable story, its proposition can last years without losing its effectiveness.

True

A basic feature of a successful idea is its being real, true. Actually, be based on a true story in order to have credibility and get the right positioning.

Innovative

A successful idea changes the rule of a field innovating and creating new patterns, new markets and new benchmarks.

Memorable

A great idea is immediately recognized and remains impressed in their interlocutors' minds.

Idea in brief

IDEA

Thomas Edison used to say that genius is one percent inspiration and ninety-nine percent implementation. True, Nevertheless without that one percent inspiration there would be no implementation: Ideas Matter!

THE 13 FEATURES

«B» for Beyond The Medium. «E» for Engaging. «S» for Simple. «T» for Tell. «O» for Oh My God. «F» for Feasible. «A» for Adaptive. «L» for Lead. «L» for Long Lasting, duraturo. «T» for True. «I» for Innovative.

«M» for Memorable. «E» for Emotional.

Emotional

E

When developing an idea, emotions are an essential incentive for its value and for the involvement of people.

