

# Reaction Diary



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**D&AD Creative Workshop**  
**tuesday aug 19th at FEEL**

# the Reaction diary



When I was a student I had a great mentor called Rob Morris. Rob was one of the top creative directors in the ad industry and a really nice guy who really cared about doing great work.

He taught me a valuable lesson. There is no place for wallpaper. Except on walls.

Great advertising, like great art, music, literature, TV, films and performers, gets a reaction.

Anything that doesn't is boring. Do you want to bore people? Or would you rather excite them, thrill them, make them laugh, cry, even scared?

There are many human reactions. Yet how many can you think of right now?

Whereas a comedian only needs to focus on what makes us laugh, or a theme park designer on what thrills us, you need to be an expert in all emotional reactions.



Nobody teaches you this at college. Few will tell you even when you get a job.

Ironically people spend a fortune on getting a reaction. From the cinema to theme parks, music to art, we are all looking for that buzz. So why would anyone think that something that was dull would be of any interest to a consumer? It isn't. No one talks about bad ads, they talk about the ones that get a reaction. Ones that emotionally engages people. "95% of ads don't work". Apparently John Hegarty said that. He's probably right. So if you want to make that 5%, read on.

By using this diary you'll soon develop an awareness of how and why people react. And with that you'll soon be able to manipulate people to react how you want. Which will give you a massive advantage over others.



# how to use the diary

## Look. Listen. Observe.

These are the three things you need to do.

When there's a crashing noise everyone turns around. They are fascinated. Look at their faces. Try and connect with that emotion. Study their reaction. What is it that generates the reaction? Why do people react?

When a beautiful man or woman gets on a train, how does the opposite sex react?

When a dirty, smelly tramp gets on, how do they react. Or a policeman? A woman with a baby and a begging cup?

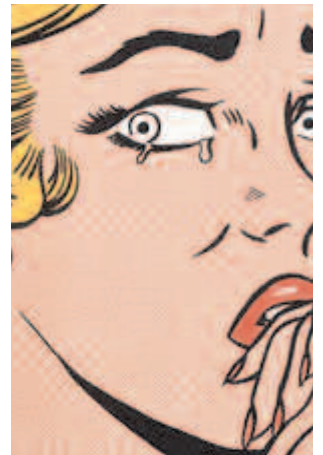
What makes people laugh? Shocked? Angry? Smile? Weep? Or run?

How many reactions are there? What are the two most powerful?

If you want to frighten someone, how would you do it? Or make them happy?

How do different things like experience, images, words, speech, sound work?

Is comedy better visually (Charlie Chaplin) or verbally (Eddie Izzard)? Or both? Did you know there are deaf comedians that use sign language to tell jokes?



Write down your observations, ideas, conclusions in this book. By doing this you are starting to see and experience what others don't.

Within a few days you'll not need the book anymore because you'll have developed a natural sense for it.

And then with that new sense be able to produce more powerful creative work.

your name:

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reaction

caused by

observation

circumstance

what can you use from this experience to create a more powerful communication experience?



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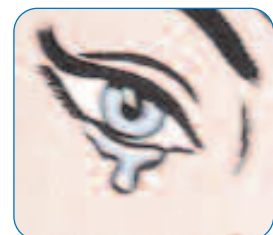
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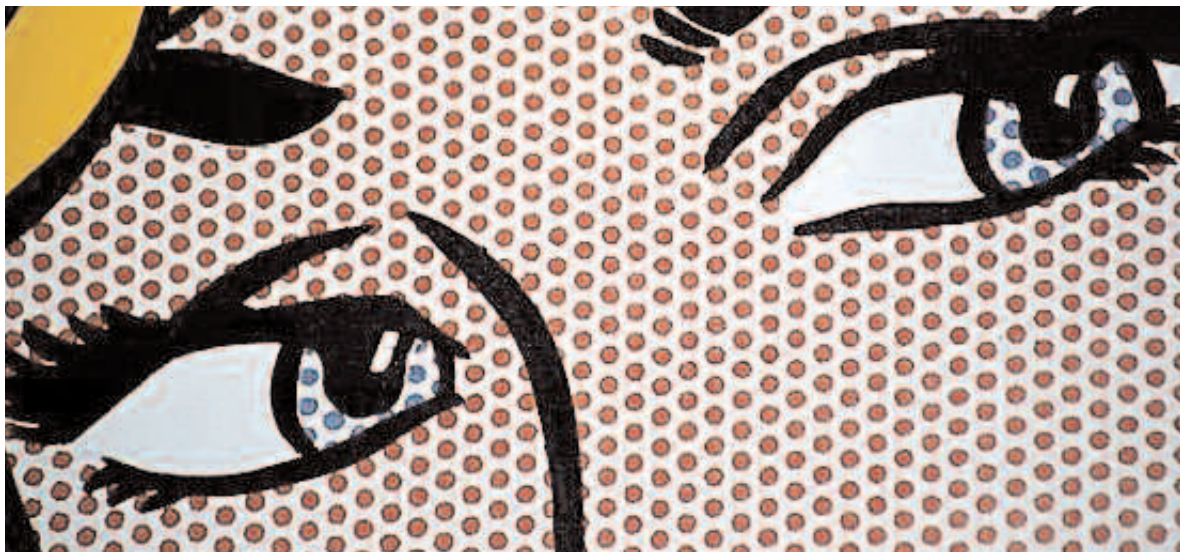


# how many reactions?

write down as many reactions as you observed and its opposite

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# the Creative workshop



Please bring your diary, and an open mind, with you next tuesday to the D&AD Creative Workshop at Feel.

One New Oxford Street (4th Floor), WC1A 1NU. Opp Holborn tube.

Bring along any ads, images - any example - of things that get a great reaction.

See you there,

Chris Arnold  
Creative Partner & Founder

**FEEL**

