

Landed Ideas, Snapping, and Passion Voting

A **landed idea** helps you visualize and articulate a creative concept. It is a simple drawing with a title and three to four bullet points describing the concept. The combination of these elements helps expand your thinking beyond simple slogans so that you can visualize and describe concepts in detail. A4- or letter-size paper could be used to draft landed ideas, and chart paper is appropriate for plenary presentations.

Snapping is a method of consolidating ideas from different participants during a brainstorming session. After sharing various ideas, similar ideas are grouped, or “snapped,” together on sticky notes or similar cards. The notes are then placed together on a wall or table where they can be easily seen. Sometimes, an idea will not snap to any other ideas. Once all ideas are exhausted, the facilitator should summarize the concept or theme that best captures the ideas as a whole. The final collection of snapped ideas can then provide a landscape of the brainstorming activity.

Passion voting is a method for prioritizing, or “shortlisting,” ideas based on criteria relevant to the activity. Each participant is given a certain number of votes that they assign to different ideas to indicate their preferences. The number of votes per person depends on the number of participants and number of options; four to five votes is usually sufficient. You can use small stickers or a marker to record tally marks as votes. It also may be useful to designate a space or ballot box for each idea to ensure votes are easily counted. Once all votes are cast, the facilitator counts the votes for each idea and writes the grand total on a paper.

During a workshop, participants sit at tables of three to five and spend up to 10 minutes thinking of creative concepts that align with the audience insights and SBC objectives. Working independently, each group member uses regular paper to write and draw out their landed ideas. At the end of the 10 minutes, they share these ideas with their group and snap together similar ones. After another 20 minutes of snapping ideas together, the group identifies their best three or four ideas and creates a new landed idea on flipchart paper for each concept. If possible, a professional illustrator should be assigned to each table.

Next, each group presents their landed ideas to the plenary. The facilitator guides discussions about how well the ideas align with audience insights and SBC objectives and whether the concept could be used as a campaign. For example, a first draft of a landed idea could be a sketch for a TV or radio spot. The facilitator should help the group expand on and contextualize the idea by asking how it would fit into a campaign with four or five or more spots and what overarching idea ties everything together? It is important to do this work at the beginning so that the concepts are tightly aligned with SBC objectives.

Each group presents and receives feedback, then returns to their smaller groups to continue working on their landed idea. This group work should continue until the end of the day and into the next morning, giving participants time to think creatively outside of a conference room.

The group work, presentations, and feedback loop can proceed as long as time allows or until enough landed ideas are available for discussion. The final drafts of the landed ideas are to be placed on the wall where everyone can see them. Passion voting is then conducted to identify the landed ideas that best address the campaign's SBC objectives and are most likely to capture the audience's attention. Typically, four ideas are selected, but the final number can vary from five to six ideas (if votes are close) or no fewer than three ideas (if a significant gap exists between the top third and fourth ideas). Refinement of these landed ideas will still be required after the workshop.

Here is a [link to a folder](#) with a summary of ideas, along with larger images of the landed ideas that received the most or least votes in the passion voting exercise.

The images below are examples of landed ideas selected by participants at a creative concept workshop for a COVID-19 SBC campaign. As shown, each landed idea has a title, an illustration to visualize the idea, and a few bullet points describing the idea. The colored stickers indicate the passion voting results.

