

Berezhna Y.
K. P. Pilova, research supervisor
S. I. Kostritskaya, language advisor
National Mining University

CREATIVE BRAINSTORMING TECHNIQUES AS NEW MARKETING CONCEPT

Brainstorming is a group creativity technique that was designed to generate a large number of ideas for the solution of a problem. Due to this definition brainstorming business ideas should be uncensored – nothing is dumb or impossible, and each person's contribution is equally valuable.

Brainstorming is a great technique for generating creative propositions. The focus is based on quantity of ideas – the more ideas are generated, the greater the chance of turning out a radical and effective solution is.

You can brainstorm either individually or in a group. With group brainstorming the participants are encouraged and often expected to let the others in on their ideas as soon as they are generated.

The secret to brainstorming is to not disturb the thought process. As ideas come to mind, they are captured in written form, which will eventually provide the history of the session, and the stimulation for the development of better alternatives.

Brainstorming can be applied to:

- ✓ Creative projects – fine art, commercial art, inspiration for media projects, web projects, multimedia, performance-based art;
- ✓ Creative writing tasks – stories, books, scripts, articles;
- ✓ Business ideas – new businesses, new products, new markets for existing products, methods for adapting existing products, advertising campaigns, marketing and promotion, sales force motivation;
- ✓ Business names – find the supreme, extreme name for your next profit-pulling venture;
- ✓ *Scientific or technical research* that gives an opportunity to win a grant or publish a novel.

Here are some effective brainstorming techniques to come up with terrific ideas for marketing your own business:

- *Suspend criticism.* All ideas, no matter how crazy they may seem, should be encouraged and recorded without comment or criticism from the group. The general goal of brainstorming is to collect as many ideas as possible, making quantity much more important than quality at this initial stage.
- *Postpone evaluation.* Brainstorming sessions are not the time or place to evaluate the merits of the ideas suggested.
- *Build on others' ideas.* At their best, brainstorming sessions are fast-paced and fun, in which participants should try to build each consecutive idea on the previous ones.

Though all brainstorming sessions should follow these basic ground rules, there are numerous ways to approach the idea-generation process. Anyway, it can help to create the best catchy marketing concept finding successful decisions that are faithful to your brand and to the nature of your business.

Although the main purpose of brainstorming is to generate ideas, there are additional benefits such as improving creative thinking, when members learn to move towards problems creatively and use association in the idea-making process, which becomes a skill they can use after the session in their own lives. The next advantage of this marketing tool is improved morale – participants work collaboratively to find a solution to a problem and every member is encouraged to take initiative. The self-worth value is immense. And the last but not least plus of using brainstorming method is enjoyment – members usually like the interactive element of this creative atmosphere.