



Worksheet:

Applying Goldenberg's Six Templates for Creative Advertising

(Designed to be completed in ~15 minutes)

Goldenberg and colleagues studied 200 award-winning advertisements and identified six creativity templates. By using these templates, you can quickly generate innovative advertising concepts that resonate with your audience. (See Chapter 5 or the references below for more details about these templates. We list them here to aid readers' recall.)

1. Extreme Consequences
2. Inversion
3. Absurd Alternative
4. Extreme Effort
5. Consequences
6. Competition

Each template offers a specific way to highlight or exaggerate your product's features and advantages, often in a humorous or surprising manner.

Part I: Quick Reflection (2 minutes)

1. Your Product/Service
 - What is your product or service?
 - What key benefit or selling point do you want to emphasise?
2. Target Audience
 - Who are you trying to reach with your advert?
 - What pain points or desires do they have?

Product	Key Benefit	Target Audience

Part II: Ideation with the Six Templates (10 minutes)

Use the table below to quickly brainstorm ideas for each template. The aim is to generate concise advert concepts (just a couple of bullet points or a short sentence) that fit your product or service.

Template	Brief Explanation	Your Idea (how you'd apply it)
1. <i>Extreme Consequences</i>	Show an exaggerated, over-the-top outcome of using (or not using) the product.	e.g., Depict a ridiculous scenario demonstrating a wild, comical benefit/outcome.
2. <i>Inversion</i>	Imagine life without the product, emphasising how much worse things would be.	
3. <i>Absurd Alternative</i>	Propose a ridiculous alternative to solve the same problem, making your product/service appear more reasonable or effective.	
4. <i>Extreme Effort</i>	Show how hard it would be to achieve the same result without the product, thus highlighting its convenience or efficiency.	
5. <i>Consequences</i>	Depict immediate or surprising results (positive or negative) of using or not using the product.	
6. <i>Competition</i>	Show your product outperforming a rival or alternative option, highlighting its superiority.	

(Tip: Don't worry about polishing the ideas yet—focus on quantity and originality. You can refine them later.)

Part III : Select & Develop (3 minutes)

1. Choose One Template: Which of the six feels most relevant to your audience and product?
2. Refine Your Chosen Idea: Write a short advertisement concept (no more than 2–3 sentences) or use the 5-pane storyboard template that fleshes out how you'd use this GOLDENBERG template.

Chosen GOLDENBERG Template: _____

Refined Concept:

(Example: Using Extreme Consequences for a water purifier might show an absurd desert trek to find clean water, contrasting it with the ease of using the product at home.)

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Next Steps & Real-World Application

1. **Prototype:** Turn your refined concept into a quick sketch or rough video script.
2. **Test:** Show it to classmates, colleagues, or a small focus group. Ask for their reactions—did it grab attention or convey the main benefit clearly?
3. **Iterate:** Incorporate feedback, refine visuals or messaging, and plan for a larger-scale advertisement or campaign.

References

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