

Food for Ideas *vitamins for ideas*



Andrea Bellati

Fondazione Eni Enrico Mattei
andrea.bellati@feem.it

There is nothing that fits a confused idea more than a word that you do not understand.

Emilio De Marchi

The less we know, the longer our explanations.

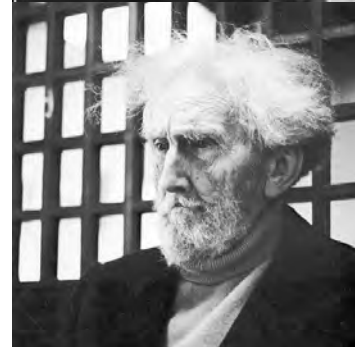
Ezra Pound

What is written with great effort, is read with ease.

Vasilij Zukovskij

A different language is a different vision of life.

Gustave Flaubert





It was July and it was hot. I was wandering around the wind turbines, counting birds.

There wasn't even the slightest breeze and the wind turbines were still.



Suddenly, a little hunched old woman came up to me, and said:

Pardon me, sir, could we turn them back on? The heat is killing me.

Gabriele Giacalone, ornithologist



For those who possess a great deal of knowledge it is very difficult to put themselves in others' shoes



A preconceived idea that we swear is true:

The Great Wall of China

The only human artifact on Earth visible from space:

Average height 10 m, width 6.5 m

Length 8,850 km

Highway

Trans Canada Highway, 8,030 Km

Average width 7.3 m





A powerful idea is :

Simple

Amazing

Concrete

Credible

Exciting

If it is part of a story

These rules define why an idea is successful.

We need new ideas, not new rules.



CUM PLICA

SINE PLICA

Simplicity

Simplicity means going to the core of an idea, the essence.

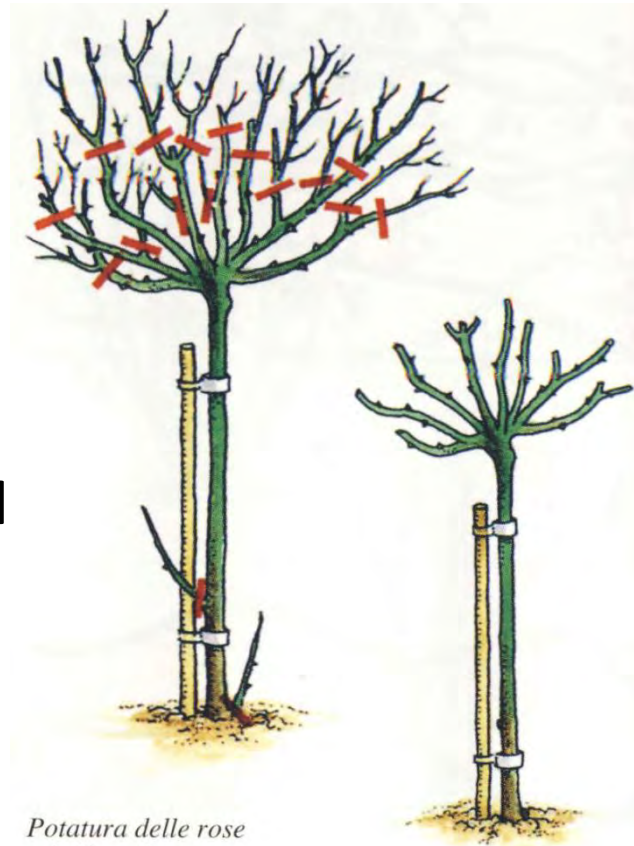
All unnecessary elements need to be removed.

Experience and concentration are required.

We need to understand how far we can trim an idea without changing its meaning.

Good morning Paolo,

I am writing you this email from FEEM account following on the recall of the notification of your address kindly provided by Giovanna, whom I've copied to this e-mail, with whom I have been working for several years.



*Potatura delle rose
ad alberello*

Simplicity...

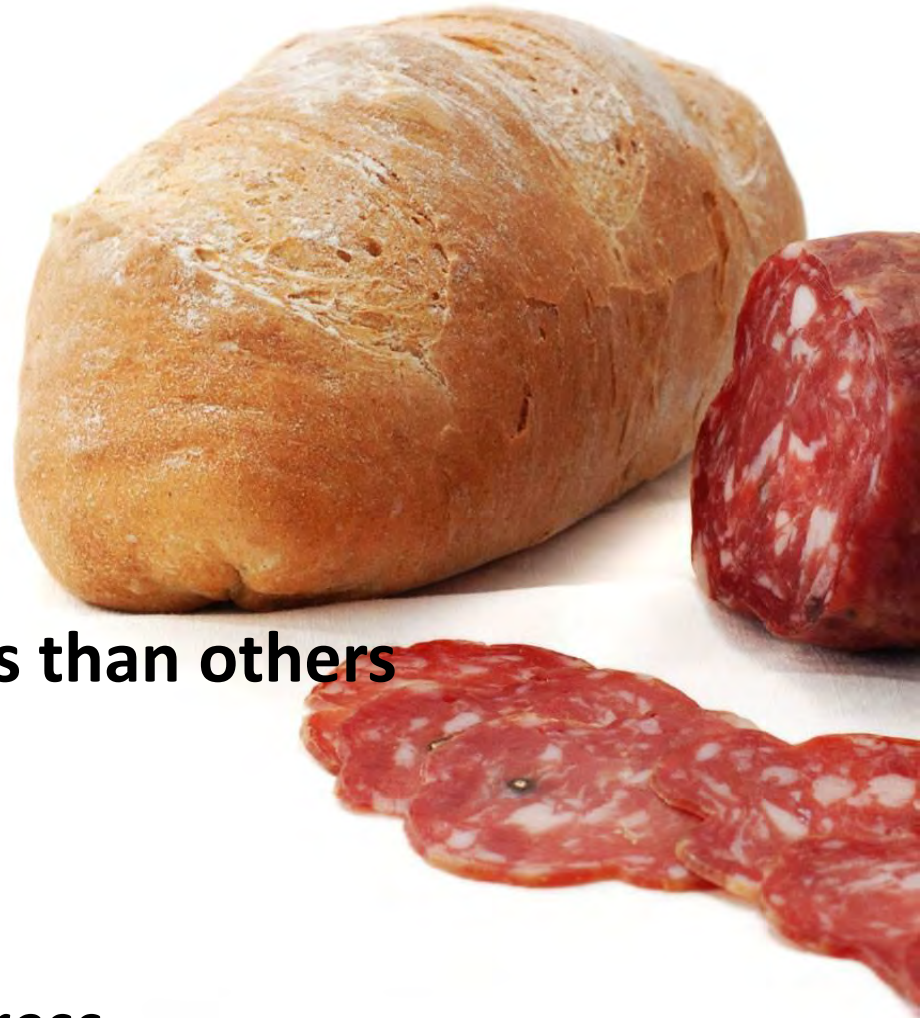
... is not a synonym of trivial

... means choice and collection

... is the core of the message

... does not mean we know less than others

*Good Morning Paolo,
Giovanna gave me your address.*



Simplicity

We can build up a complex idea by combining simple ones.

We can simplify by drawing on the memory of our audience.

But it has...:

- flattened snout
- enlarged naris
- small ears
- webbed feet
- big orange incisors
- was bred as fur-bearing animal

The nutria is a **big aquatic mouse**.

The nutria (*Myocastor coypus*)

The initial generalization is simplified **step by step**.

Similarities make a concise message understandable since they recall popular concepts



Surprise

Suspense

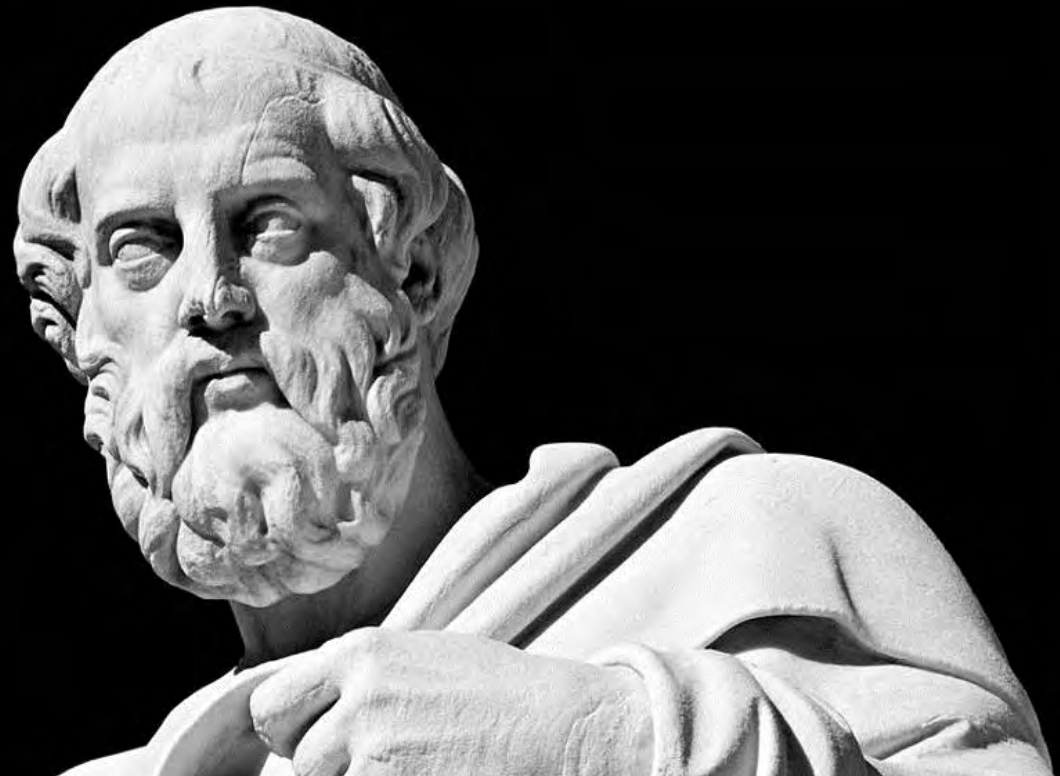
Full attention

Data collection



«wonder belongs to the philosopher, and philosophy
begins in wonder»

(Platone, Teeteto 150 d)



Amazing

Constant sensory stimulation causes a loss of sensitivity: the lights blink, the sound signals turn on and off

Our brain is very sensitive to changes

It takes a broken pattern to draw our attention



Amazing

As the song says, we have fifty ways to break up with a boyfriend, but you have only six ways to leave this plane: two front doors, two on the wings and two rear doors ...

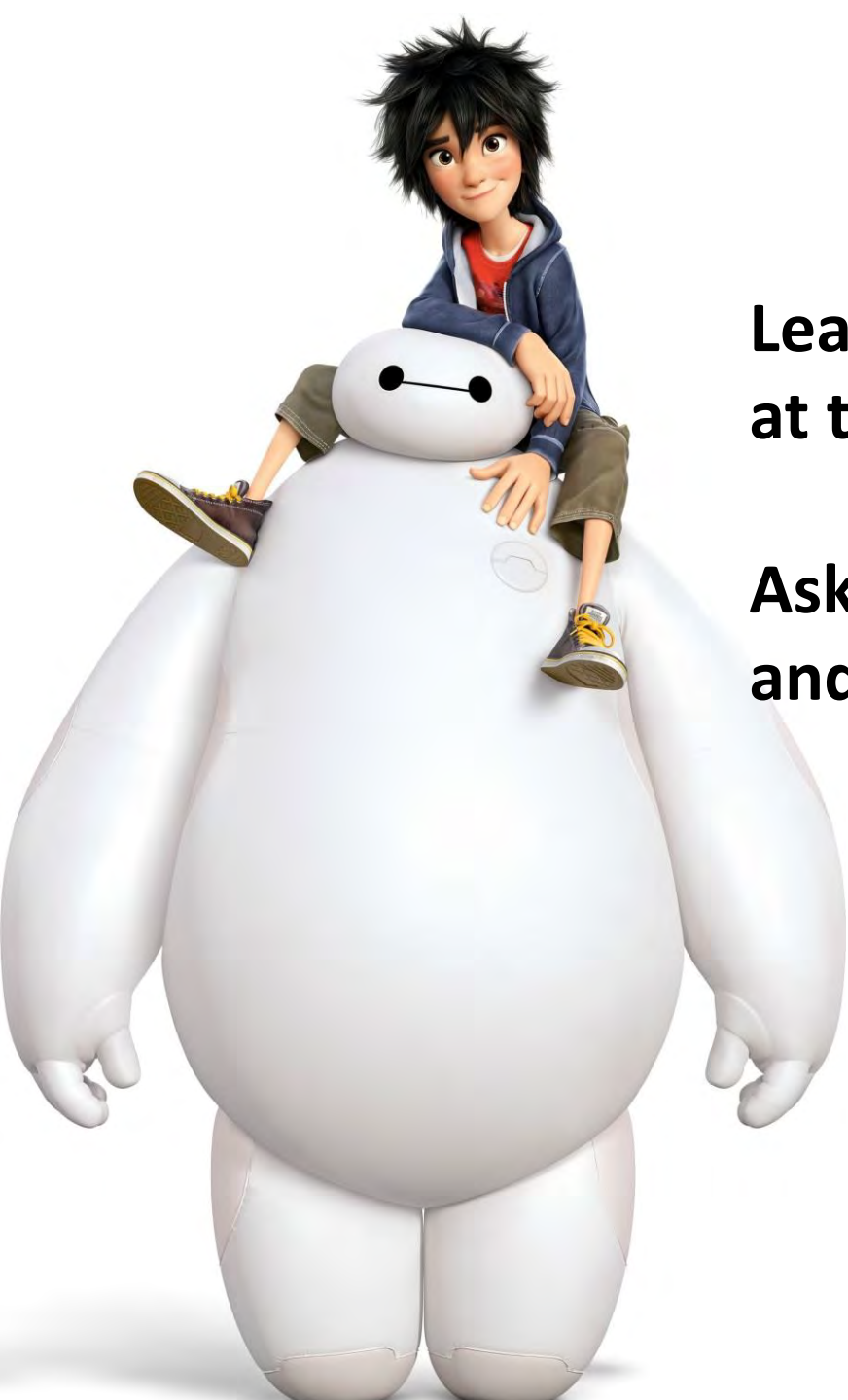


Surprise

Surprise alone is not enough to hold the attention

Once you break a pattern you need to show how to make a new one





Surprise

Leave the issue open and solve it at the end

Ask a question at the beginning and answer it at the end

Did the hero do it?

Who was right?

Concreteness

A hawk, being in need of food, swooped down and seized a nightingale. The nightingale, about to lose his life, earnestly begged the hawk to let him go, saying: «I am not big enough to satisfy your hunger, if you want food you ought to pursue the larger birds.»

«I should indeed have lost my senses – said the hawk - if I should let go food ready in my hand, for the sake of pursuing birds which are not yet even within sight.»

Aesop (620 a.C. circa – 560 a.C. circa)



Concreteness

Proverb: a concise and meaningful idea resulting from a long collective experience

For the hawk a bird in the hand is worth two in the bush

Meglio un uovo oggi che una gallina domani

Un tiens vaut mieux que deux tu l'auras

Más vale pájaro en mano que ciento volando

Besser ein Spatz in der Hand als eine Taube dem Dach

κάλλιο πέντε και στο χέρι παρά δέκα και καρτέρει

Jobb ma egy veréb, mint holnap egy tüzok



Concreteness

Abstraction is the luxury of experts

Aesop's practical suggestions

Do not feel rancorous when you cannot get something



Concreteness

The name of the rose

One thing is more concrete when it has a name

One thing is more concrete when it smells



Concreteness creates a **shared ground** where it is easier to collaborate

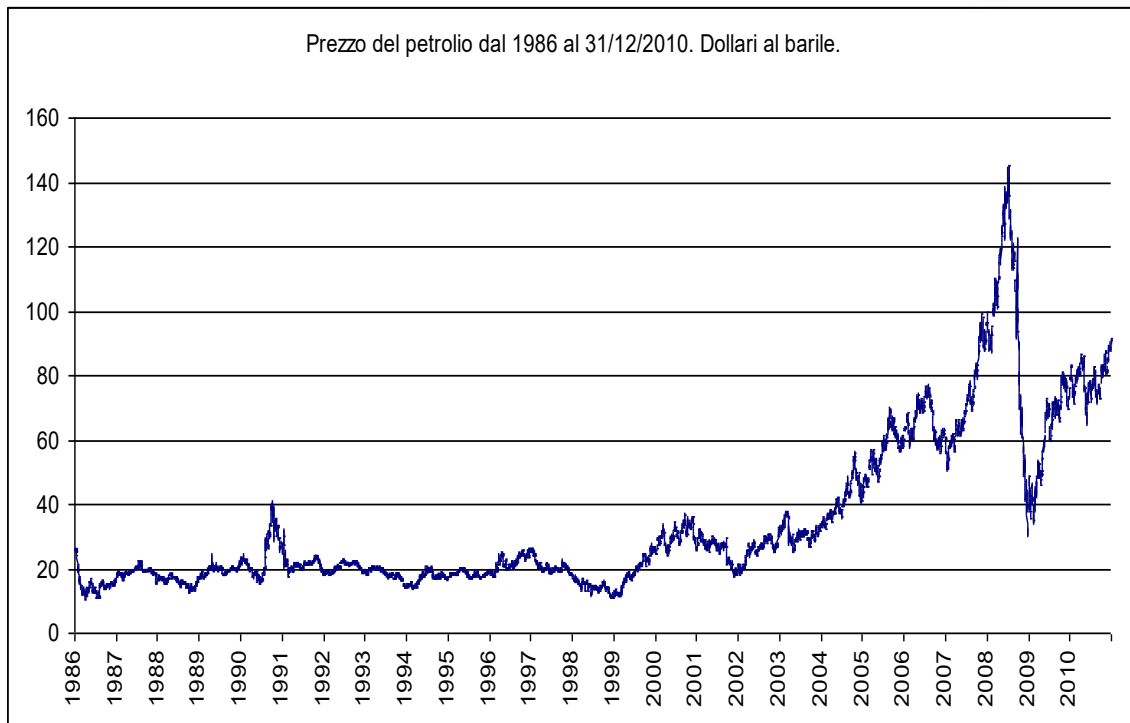
A **concrete example** works better if it belongs to everyday life

Concreteness

Abstraction diverts attention
Let's make practical examples



Prezzo del petrolio dal 1986 al 31/12/2010. Dollari al barile.



**My Vespa
PX 125, year 1981**

Mario from Viguzzolo



Concreteness

15 seconds to write down all the white objects **you can think of**

15 seconds to write down all the white objects **in your fridge**



Credibility

External: authorities, experts, testimonials, celebrities

Internal: details, numbers, validation, comparison



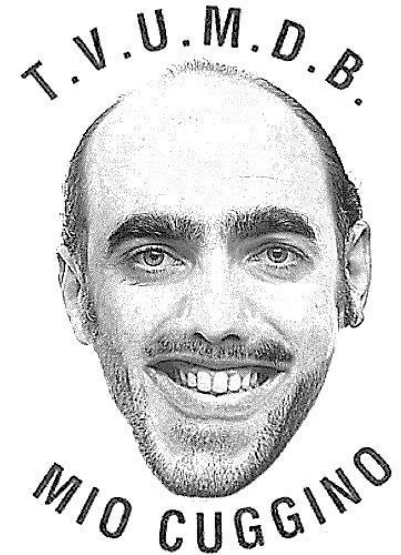
Internal Credibility: details

The knowledge of details means expertise

The details give concreteness to the statement

Names and location give identity

ELIO E LE STORIE TESE



Internal credibility: numbers

Do not give numbers but relations and comparisons

My old car has run **150,000 km ...**

**My old car has run half
the distance between
Earth and Moon**

**My old car has run almost
4 times around the world**

**My old car has run 1\2
second light**



Internal credibility: numbers

Be prolific and multiply yourselves



22,000,000

Number of families in Italy
Let's consider an average
of two TVs per family



264,000,000 €

One year of Italian TVs
on standby

Internal credibility: comparing numbers



Apollo Guidance Computer

Weight 32 kg
Dimensions 61×32×17 cm
CPU: 2 MHz
RAM: 3,8 MB



CPU: 264 MHz
RAM: 288 MB

CPU: 1 GHz
RAM: 512 MB



Internal credibility: seeing is believing

We give the public the opportunity to verify what we say: list of sources, press kit, website

We believe the event is most likely to occur if it is already in our memory

Example: shark attacks

in the world from 2009 to 2014

701 attacks, 59 fatal, 642 non-lethal

<http://www.flmnh.ufl.edu/>

Deers

USA 130 deaths by accidents every year

Mosquitos

Malaria causes 655.000 deaths a year

That is why the press could be an important ally: if it is written in a newspaper...



Credibility

We try to be **legally** published in the media and to set up a press kit

FORTUNA C'E' CHI AIUTA LA FAUNA COLPITA LA CRUDELTÀ E DALL'INCURIA DELL'UOMO

paio d'anni due bravissimi giovani amanti della natura erigono un centro di recupero per bestiole selvatiche

me a un veterinario e a un gruppo di volontari tentano restituire alla vita uccelli e mammiferi impallinati, travolti le auto o vittime di altre insidie del mondo moderno

le è all'interno di un parco protetto - I pagnoni curati con infinite premure e poi rielaborano il proprio ambiente - Vengono trattenuti solo gli esemplari non più autosufficienti, ai qualunque garantita la migliore delle ospitalità



Sfortunato

Bambi, il cucciolo di capriolo che purtroppo non si è potuto salvare.



Hanno entrambi una laurea in Biologia, amano tantissimo gli animali e si sono conosciuti lavorando come volontari per la Lipu, la Lega italiana protezione uccelli. Non bastassero queste affinità, hanno anche lo stesso nome di battesimo, abitano a Milano e sono finanziati con due ragazze che condividono la loro passione per la natura e l'ecologia. La Lipu non poteva fare scelta migliore quando, un paio d'anni fa, ha assunto il trentaduenne Andrea Ferri e il trentenne Andrea Bellati per affidare loro il proprio Centro recupero fauna selvatica "La Fagiana", che sorge all'interno del Parco del Ticino, in frazione Ponte Vecchio di Magenta.

SALVARE GLI ANIMALI FERITI E' LA LORO MISSIONE

Già 1.500 creature sono state soccorse - In questo periodo la struttura, che comprende anche un museo aperto al pubblico, aderisce a un progetto finanziato dalla Regione per far tornare le cicogne nella zona

«Siamo molto felici di questo incarico», dice Andrea Ferri. «Io ho la responsabilità dell'organizzazione amministrativa mentre Andrea Bellati si occupa dell'educazione ambientale. Ma poiché le mansioni sono infinite, in realtà facciamo un po' di tutto, con l'aiuto di una decina di volontari fissi e di un'altra decina di ragazzi disponibili per le emergenze. Non sempre di sera gli impegni ci consentono di

rincasare, ma ci siamo attrezzati con due brandine e un cucinino».

Prosegue Andrea Bellati: «Il Centro funziona come ospedale per tutti gli animali selvatici. Qui arrivano rapaci e altri uccelli feriti dai cacciatori o dai fili elettrici, oppure volpi, tassi, ghiri e caprioli investiti dalle macchine, persino gabbiani straziati dai motoscafi. Bestiole vittime della crudeltà ma anche dell'incuria degli uomini,

che spesso agiscono male per ignoranza lo e Andrea Ferri formiamo un primo intervento di pronto soccorso, tamponando e disinfezzando. Ma per le cure vere e proprie ricorriamo al veterinario Roberto Granata».

Erba velenosa

Ogni mattina i due responsabili della struttura cominciano il lavoro alle 7: pisciano le gabbie dei pazienti, somministrano i farmaci, cambiano fasciure e medicazioni, preparano i pastigli. Hanno già soccorso circa 1.500 creature, molte delle quali, una volta guarite, sono state restituite ai loro ambienti. Purtroppo capita che alcuni animali non siano più in grado di sopravvivere in libertà. E allora restano



La sede del Centro recupero fauna selvatica della Lipu che si trova all'interno del Parco del Ticino.

Da sinistra, Andrea Ferri e Andrea Bellati, di 32 e 30 anni, entrambi laureati in Biologia e responsabili del Centro Lipu "La Fagiana".



Costante impegno



La volpe Puppy, rimasta orfana, svezzata al Centro e poi abituata, sia pure con molte difficoltà, alla vita selvatica.



Il dottor Roberto Granata, veterinario di fiducia dell'ente per animali, mentre visita una pecora colpita in dicembre da una fuocia di un cacciatore. Il momento è meglio visibile nella foto



Convales

Ponte Vecchio in autunno, miracolato dall'alluvione.

«Per quel che riguarda il nostro Centro aderisce e finanziato dalla Regione per la Lombardia questi volti», dice Andrea Bellati. «Due sagge decisioni una coppia di cicogne dovrebbero attirare gli uccelli in migrazione e invitare a dare per fare il nido».

È possibile visitare il Centro? «È un bellissimo museo sul telefono all'Ufficio regionale: 02-29.00.43.66. Allo stesso numero segnalati ritrovano stiole selvatiche in difficoltà. I nostri colleghi delle sedi periferiche, immediatamente, rano Andrea Bellati e Andrea Bellati. «Questa collaborazione è fondamentale, anche per il rispetto e l'amore per la natura. Creiamo nelle biodiversità non può certo desiderare di l'unico abitante del pianeta»

Tommaso Vito



docufilm

«In occasione dell'Expo svelo questa città attraverso il racconto delle celebrità, del presente o del passato, che l'hanno vissuta», dice il romanziere autore di una serie di imperdibili dvd

Nicoletta Sipos
foto di Massimo Sestini

Pino Farinotti

La mia MILANO

segreta



PIAZZA DELLA SCALA
Sopra, Pino Farinotti, romanziere e critico cinematografico, autore del progetto "Giants in Milan", davanti alla Scala. A ds., con il regista Andrea Belatti. A sin., la piantina di Milano con Piazza della Scala e il Duomo.



Internal credibility: If I did it...



If we prove that we were able to survive dangerous circumstances, then people will believe we can succeed in any situation

Emotion

We learn to use a rich, coloured, fragrant language



Emotion

Hi Fabio, latest news. Deadline's around the corner. The boys are dead beat but must get ready for the fight. Rinaldi wants to quit, our customer will give us a hard time. It'd be great if it works, but it could be a leap in the dark. Some of them act all tough, but the truth is they're scared shitless and shaky. Vittorio smokes like a chimney, Nadia is out of her mind and Santarelli, true to his name, goes to church every morning. Franceschini's the only piece of ice: he really knows things, they can't fool him. I watch them from behind the scenes: they're real funny, a «reality show». But we're all keeping an eye on Lorenzo. He's a hot-head and won't keep his mouth shut. The old man should have kept him on the sideline. We're worried for Bosco: he fucked up, it was the last straw, but no point in rubbing it in. I bent over backwards for him, so did Marta, and that says it all. I had a stroke of genius for the holidays, let's grab the chance and join the tourists cycling in Trezzano. My brother in law invited us...but no, let's try something else, it's no contest!

Ciao

Andrea

Emotion

Hi Fabio, **latest news**. Deadline's around the corner. **The boys** are **dead beat** but must get **ready for the fight**. Rinaldi **wants to quit**, our customer will give us a **hard time**. **It'd be great** if it works, but it could be a **leap in the dark**. Some of them act **all tough**, but the truth is they're **scared shitless and shaky**. Vittorio **smokes like a chimney**, Nadia is **out of her mind** and Santarelli, **true to his name**, goes to church every morning. Franceschini's **the only piece of ice**: he really **knows things**, they **can't fool him**. I watch them from **behind the scenes**: they're **real funny**, a «reality show». But **we're all keeping an eye** on Lorenzo. He's a **hot-head** and won't **keep his mouth shut**. **The old man** should have kept him on **the sideline**. We're worried for Bosco: he fucked up, it was **the last straw**, but no **point in rubbing it in**. I **bent over backwards** for him, so did Marta, and **that says it all**. I had a **stroke of genius** for the holidays, **let's grab the chance** and **join** the tourists cycling in Trezzano. My brother in law invited **us...but no, let's try something else, it's no contest!**

Ciao

Andrea

Emotion

We highlight the benefits and emotional relations

I will not buy a drill.

I buy the possibility to hang my daughters' photos on the wall .



Stories

A good story embodies our knowledge in a context which has references to real life

Stories ask to be listened, not judged



Stories

Before starting, we need to discover the leading idea, the core around which we will build our story

Examples:

«do not trust appearances, there is good in everyone »

«through sacrifice and tenacity every dream is achieved»

«feeling always young at heart»

«love always wins»

«love is stronger than differences»

«sometimes the little ones are the strongest»



Stories

General format

CHALLENGE

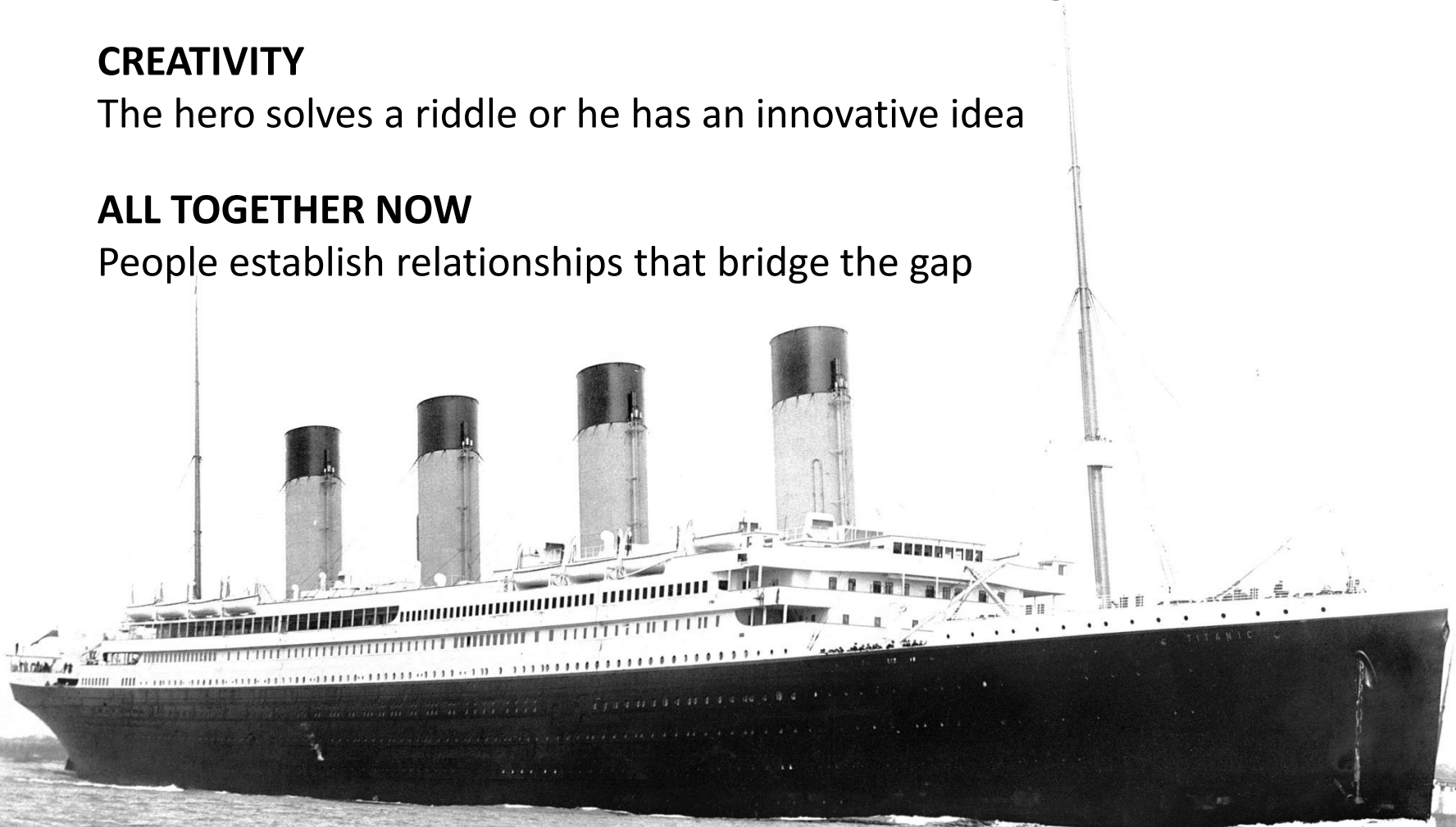
The hero overcomes the hurdles and wins the challenge

CREATIVITY

The hero solves a riddle or he has an innovative idea

ALL TOGETHER NOW

People establish relationships that bridge the gap



Put people in the story

Put Pino in the story



Hero's journey

Ordinary life

- introduction to who is going to carry out the action
- places and times of the story
- the state of normality
- habits, obsessions, manias
- qualities and weaknesses
- the audience empathizes



Hero's journey

The attraction to adventure, the turning event, commitment

- the hero is challenged
- the challenge is triggered by the antagonist
- the challenge sets the aim of the story



Hero's journey

The refusal of the call

- the hero is reluctant
- the hero shows doubts and fragility



Hero's journey

The crossing of the threshold. The point of no return
- the hero accepts the challenge and starts his journey



Hero's journey

Meeting with the mentor

- someone/something who can give him wise advices and change him
- introduction of his source of knowledge and strength



Hero's journey

Tests, allies, enemies

- introduction to other characters
- there is often a magic item



Hero's journey

The main trial

- the hero draws his strength from past mistakes
- description of a situation where he was wrong



Hero's journey

The reward

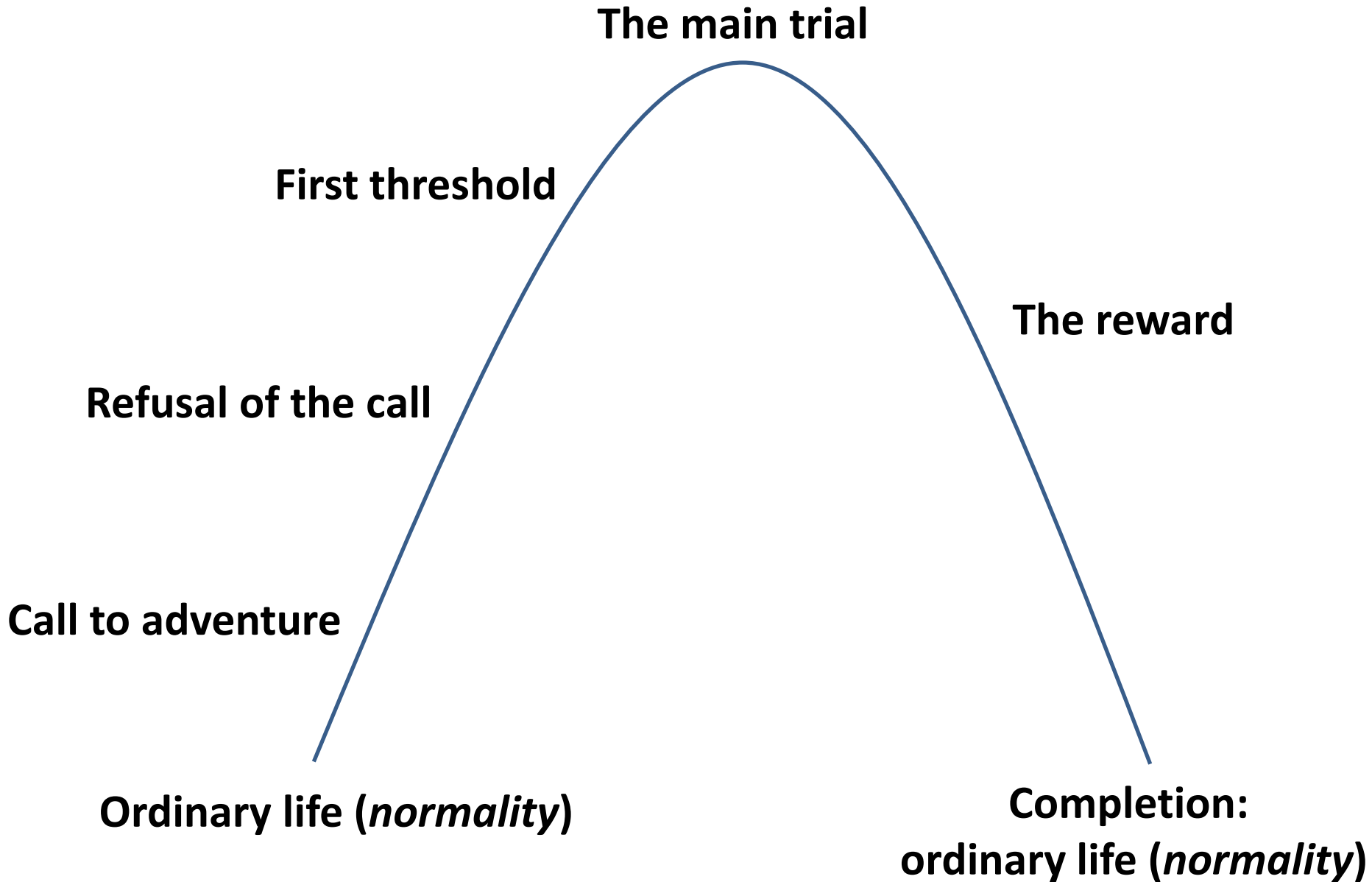
- the survived hero celebrates
- he has changed, he has grown, he has been reborn and carries all his experiences with himself

Achievement

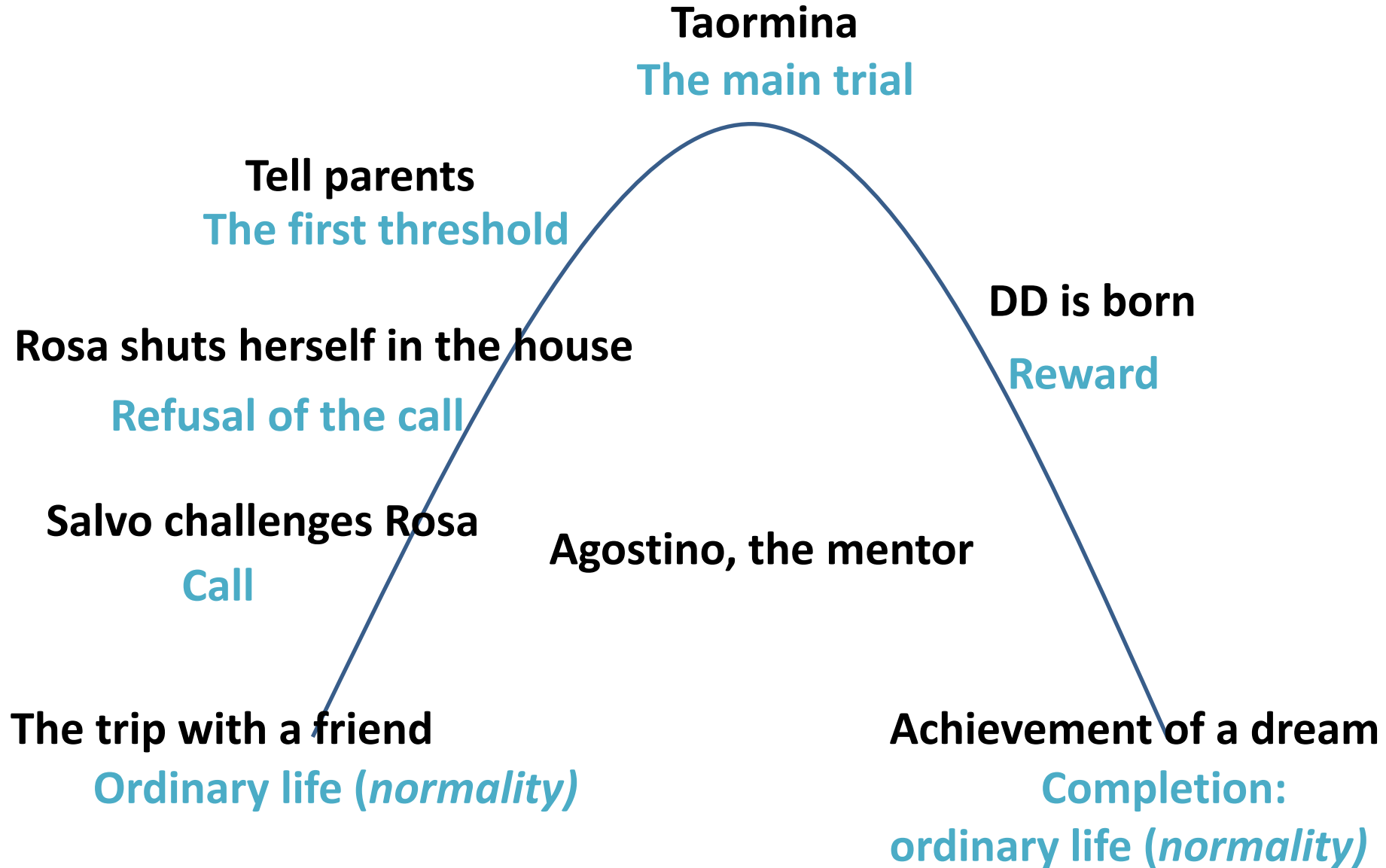
- the new balance



Hero's journey. A narrative model



Rosa's journey. The narrative model



Build or collect?



Harald Blåtand (911-986)



Your expert





PACHINO
TRINCE
Kilo
3,00

20x5,00
NO STRANI
SERASIO

CETRIOLI
NO STRANI
Kilo
2,00

CILEGINO
Kilo
4,50

PADICETIO
S'ERASIO
Kilo
4,00

STORIES
€7,00 kilo

what are we talking about

- The art of **telling a story**
- It was born in literature
- In companies it is called **storytelling management** or **corporate storytelling**

what it is about

It is **narrative-based promotion**

Promotion of: products, services, places, skills,
brands, self-promotion

why the stories

- **Saturation of advertising**
- New ways of communication which draw attention again
- Facing the **increasing disregard** of audience towards advertising messages
- It is not just a commercial to watch, but it contains a **story**

what stories do

- The narrative **involves and attracts** the interest and the attention of the audience
- The product could even **lose its main function** and become something else

an old story



create a story

- Put yourself, the brand or the product in the story and **believe in it**
- **Nothing** should be **artificial** and mechanical
- That is why you can start from **your own story**, re-experiencing the main highlights

Second example (the same topic)

create a story

- You can create a story considering the **utility of our products**, their ability to become part of everyday life
- The product is the **means** by which the story reaches its **happy ending**
- It involves and generates a process of **emotional involvement**

Toolbox

- **Shared values and ideals**
- Our story **must be tailored** to the target audience and it must refer to widely shared values and ideals

Toolbox

- **Believe in ourselves, in how much we produce and offer**
- The brand, its being, the product must be **unique and inimitable**. The story would not be the same with someone else or something else



Original ad



....

Toolbox

- **Empathy and emotion**
- Those who follow our story have to put themselves in the character's shoes, live the story and feel the need to be part of it and to experience the same emotions personally
- Create an **emotional bond**
- The important thing is to have a **great story to tell**

Local promotion

Short videos, better if serial videos

Different authors or point of views

Personal experience of visitors

Personal experience of inhabitants

emotions

Local promotion

Stereotypes... Inevitable?

Overturn them

Be ironic about them

Refute them

Overstate them

Overturn
stereotypes

Let's refute
stereotypes

Beyond stereotypes

Overstate
stereotypes

Be ironic
about
stereotypes

How to do

Important experts

How to do

Local experts

How to do

Simple and great ideas to
surprise

How to do

Let's stir emotions

Show do not describe

Lucia was a thoughtful, loving and wise young girl

Show do not describe

Lucia clasped her little brother to her chest: «Don't be afraid, I'm here.» Then she saw a little bit of sun between the clouds: «It's just a storm,» she said, «you'll see, it will end soon»



Addressed to...

Before conceiving a story, it is important to identify the target audience.

For example:

[IKEA in Italy](#)



Addressed to...

Before conceiving a story, it is important to identify the target audience.

For example:
Check below

[IKEA in Sweden??](#)



How much is it

A story can be

- written
- oral
- sung
- shot and edited

Dissemination

- **The Internet** is a great tool
- Create a **website (wordpress free of charge)**
- Use **social media** (YouTube, Facebook, Twitter, Pinterest)
- The power of the story is in its [ability to be online](#): if the story catches our attention we will share it with our contacts

A photograph of the Eiffel Tower in Paris, France, with a large number of red rose petals falling around it. The sky is a pale, hazy blue. In the bottom right corner, there is contact information for Andrea Bellati.

**Your expert
Thank you for your attention**

Andrea Bellati
andrea.bellati@feem.it