



The Big Bang

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Disruption Is What Generates Unforgettable Content

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So what is "disruption"?

Let's have a look (from a marketing perspective) thanks to TBWA/RAAD

A brand cannot outperform the market.....i.e. win.... by following the conventions of the market.

You need to identify the conventions that hold you back and spot opportunities to gain a larger share of the future by taking a "disruptive" approach instead.

The word is difficult and uncomfortable, but "Disruption" is not destructive.

It is creation or the art of being creative.

Disruption is a means of creating something dynamic to replace something that has become static.

Disruption is the art of asking better questions, challenging conventional wisdom, and overturning assumptions and prejudices that get in the way of imagining new possibilities and visionary ideas.

From a radio perspective, "Disruption" is a programming tactic.

Disruption as a form of innovation can be used to twist topicality and therefore create mass talk.

An example could be Kristen Stewart's recent "momentary indiscretion" with Rupert Sanders, the married director of her recent film "Snow White and the Huntsman."

Here's your critical path:

- Introduce the topic.....of indiscretion.
- Have a couple of team stories.
- Talk specifically about **Kristen Stewart**.
- Solicit for calls.
- Play some normal listener reactions bagging Kristen.
- Add a disruptive tactic in the form of a female caller (who is way removed from the mainstream) who only sleeps with married men and is proud of it.
- She goes on to say it's not Kristen's fault but Rupert Sanders' wife!!!! Clearly the sex was not good or frequent enough ... "If their wives were really satisfying their man in bed, these guys wouldn't be out looking for me..."
- More callers.
- An expert.
- An on air poll.
- Wrap up.
- Best of the following morning.

Facebook, Twitter, and the phones go crazy. You have just generated masses of great content.

Disruption allows you to be different, to cut through and to stand out.

Disruption is not random.

Disruption is planned.

Disruption allows you to take a standard talk topic and take it somewhere unexpected.

A healthy disruption will:

- Meet a fundamental need.
- Solve an unsolvable problem.
- Resolve an aggravating inefficiency.
- Proclaim an undeniable truth.

The secret of disruption isn't anarchy or rebellion. The billion dollar idea isn't found outside the box. A genuinely disruptive idea is characterized by this.....You can't stop what people ultimately want to have happen."

And there you find the art of disruption. It may begin as the idea of a counter culture revolutionary, an exciting new technology or an amazing scientific discovery, but that's not where disruptive ideas live.

Disruptive ideas have the ring of truth and the strength of effectiveness. Disruptive ideas are viral, not because of clever marketing, but because they are right, they are beneficial and somehow, some way, they are already built into the fabric of who we are. All that's required is a leader to draw them out.

So, as a leader today:

- What disruption has had the greatest affect on you?
- What disruption are you ignoring and hoping will go away?
- What are you doing to disrupt the lives of the people you lead?
- Is it possible that there's a billion dollar idea inside you just waiting to get out?
- Forget the money – is there a fundamental truth you and the people around you are ignoring? What can you do to give life to this disruption?

Stop trying to be a trend setter. Instead, meet the need; solve the problem; resolve the issue; proclaim the truth.

Have a listen to the audio below. All are examples of "disruption." These are all compelling pieces of content that are the result of talk topics that get twisted to the point where the unexpected happens....and isn't that what great radio is all about?





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