DDL

DENTSU DATA LABS

Mine the Data
Cannabis Insights Challenge

AGENDA

01 **Introduction**
DDL & Alex

02 **The Challenge**
Craft a story

03 **The Deliverable**
Submission process

04 **Crowning the Winner**
The best of the best

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Introduction

Hello there!

Alex Hagoriles
Director, R&D and Data Education

15 years of advertising = Dinosaur

~~Media Planning, Buying, Sales~~
->
Market Research, Strategic Resources, Audience Insights

Focusing on Innovation

The DDL Mission

We bring "Data in Action" in a world that is **data-driven, tech supported and ideas-lead**. We drive the evolution of data-driven marketing through unparalleled understanding of **real people's declared, measured and social behavior** – which allows us to do "The Never Before."

DDL Focuses on People

People **say** stuff

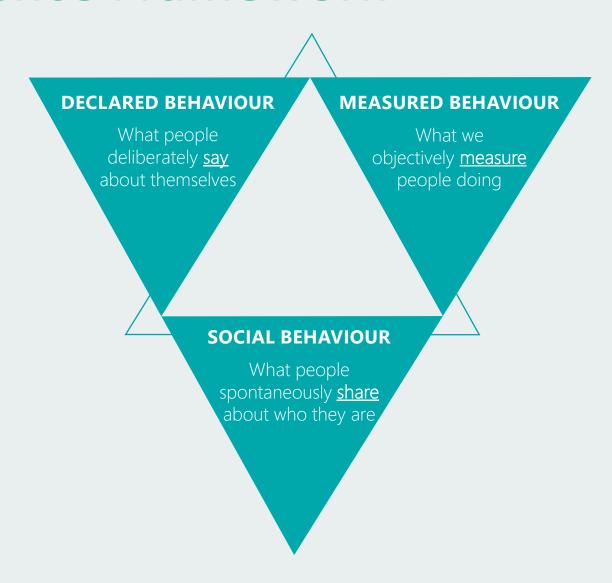People **think** stuff

People **do** stuff

People **research** stuff

People **share** stuff

People **buy** stuff

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DDL Audience Framework

DECLARED BEHAVIOUR

What people deliberately <u>say</u> about themselves

MEASURED BEHAVIOUR

What we objectively <u>measure</u> people doing

SOCIAL BEHAVIOUR

What people spontaneously <u>share</u> about who they are

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Intelligence

The Challenge

We need your help!

A cannabis brand is looking to <u>understand the effects of legalization on cannabis consumption</u> and what are the <u>current consumer behaviours and attitudes</u> within the cannabis product category.

The client has asked for a report to be provided in <u>less than a week</u>. They will use the information for various applications that require consumer understanding.

The team was able to collect relevant data in <u>various formats and from limited sources</u> but can not provide further support due to time and availability constraints.

DDL is tasked to deliver a comprehensive audience report that includes a clear yet influential narrative. This report will be shared with various stakeholders at the client's organization and their partner agencies.

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The Deliverable

Scope of Work

- Contact **DDLCanada@dentsuaegis.com** by **1:00pm today** (30/1/20) to confirm participation and to receive an information package
- Utilize the material provided to create a compelling narrative that answers the client's request
- You are allowed to source additional information but only from credible sources and through legal means
- The choice of report format should be client acceptable, usually .pptx or .docx
- You can not contact DDL or any of the suppliers indicated in the information package for additional information or support
- Send your submission to **DDLCanada@dentsuaegis.com** **by 5:00pm, Monday, February 3rd, 2020**

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Information Package Contents

- DDL – Mine the Data – Cannabis Challenge
- DDL MTD - Declared Report – Cannabis
  - DDL MTD - Cannabis - Declared – 2018
  - DDL MTD - Cannabis - Declared – 2019
  - How to read a crosstab report
- Statista_recreational-marijuana-in-Canada
- Statista_medical-marijuana-in-canada-statista-dossier
- DDL MTD - AI Report – Cannabis
- DDL MTD - Social - Cannabis Ads
- DDL MTD - Social - Cannabis Lux Brands
- DDL MTD - Social - Cannabis and Price; Privacy; Stock; Alcohol

Crowning the Winner

Selection Criteria

- Submissions will be shared with a random sample of DDL personnel who will grade each deliverable by creativity, uniqueness, clarity, and comprehension
- Candidates who achieve the highest aggregated scores will be invited to present their report in person
- Short-listed candidates will present in front of a panel of judges who will grade by business acumen, audience participation, and compelling storytelling
- The most impressive presenting candidate(s) will be treated to a dinner with key personnel from across Dentsu Canada

DDLCanada@dentsuaegis.com