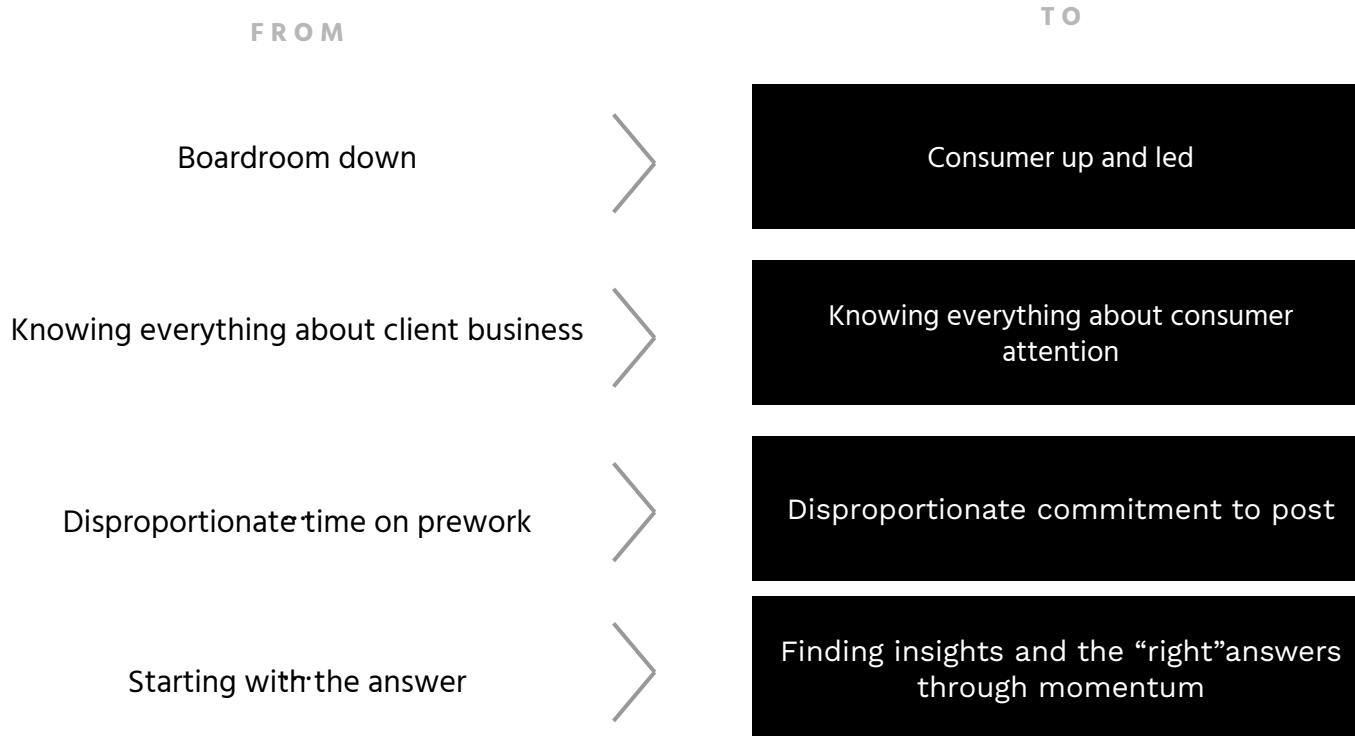


INSIGHTS & BRIEFS 101

STRATEGY TRAINING

The most consumer led, people obsessed strategic discipline committed to finding right and fueling momentum through active listening

KEY PRINCIPLES THAT MAKE OUR STRATEGY OFFERING DIFFERENT



WHAT WE'LL GO THROUGH TODAY

- Brief Preview
- Insights 101
- Digging into Truths & How to Uncover Them
- Writing Clear & Compelling Insights
- Developing Strategies
- Why a Brief is Important and What it Does
- Core Elements of a Brief
- Example of Tight Briefs and the Ideas They Informed

CORE ELEMENTS OF THE BRIEF

GET

Who are we talking to?

What is *the insight* and tension we're up against?

TO

What is the action we want them to take?

What do we want them to think, feel, say?

What is the behavior we want to change?

BY

How will the brand compel them to do that?

This is your strategy.

BRIEF TEMPLATE

—EMPATHY

—INSIGHT

—ATTENTION

—CULTURE

—STRATEGY

GET

TARGET AUDIENCE FOR CAMPAIGNS, OR SPECIFIC COHORTS FOR VVM.
THOSE WHO WE NEED TO ENGAGE, WITH THEIR CURRENT BEHAVIOR AND TENSION TO SOLVE FOR.

TO

DESIRED RESPONSE FROM THE COHORT/TARGET.

BY

SHOWING THE BRAND OR PRODUCT PROPOSITION THAT RESOLVES THE TENSION OR RESPONDS TO THE INSIGHT.
THIS SHOULD BE MINDFUL OF THE GREATER FORCES IMPACTING HUMAN BEHAVIOR OUTSIDE OF JUST OUR BRAND.

COHORTS

SPECIFIC TARGETS EACH WITH UNTAPPED OPPORTUNITIES FOR THE PRODUCT OR BRAND BASED ON THEIR ATTENTION

WHAT IS AN INSIGHT?

Let's test our knowledge by determining how
to classify the following bits of information

IS THIS AN INSIGHT?

21 million people started gardening
for the first time in 2020.

IS THIS AN INSIGHT?

FACT

21 million people started gardening
for the first time in 2020.

This is a proven, indisputable stat denoting what happened.

IS THIS AN INSIGHT?

Contextual Creative targeted to Gamers performed best because they were most likely to share.

IS THIS AN INSIGHT?

OBSERVATION

Contextual Creative targeted to Gamers performed best because they were most likely to share.

This explains what happened and how it happened.

IS THIS AN INSIGHT?

Last year people spent more time online and engaged in conversation about the brand, referring to it as a source of entertainment.

IS THIS AN INSIGHT?

OBSERVATION

Last year people spent more time online and engaged in conversation about the brand, referring to it as a source of entertainment.

This explains what happened and how it happened.

INSIGHTS 101

TYPES OF FINDINGS

FACTS

An indisputable piece of information that states who/what/when, not necessarily explaining why

OBSERVATIONS

A generalized statement that establishes what happened and could also explain how, but not the underlying driving forces

INSIGHTS

A deep, intuitive understanding of human experience, intention, and tension



In its simplest form, an **insight uncovers a problem or untapped opportunity**, and the strategy is the solution

IS THIS AN INSIGHT?

FACT

21 million people started gardening
for the first time in 2020.

INSIGHT: 21 million people started gardening in 2020 because **it was one of few ways they could feel productive in an otherwise powerless time.**

IS THIS AN INSIGHT?

OBSERVATION

Contextual Creative targeted to Gamers performed best because they were most likely to share.

INSIGHT: Gamers was a top performing cohort likely **due to their desire to bring competition and fun to everyday mundane chores.**

IS THIS AN INSIGHT?

OBSERVATION

Last year people spent more time online and engaged in conversation about the brand, referring to it as a source of entertainment.

INSIGHT: Diminished socializing led many to seek out alternative forms of entertainment, finding our branded content unexpectedly enjoyable.

**HOW DO YOU UNCOVER AN INSIGHT,
AND NOT JUST AN OBSERVATION?**



LOOKING FOR TRUTH(S)



WHAT IS A TRUTH?

It is undeniable. Often not thought of before, but universally understood and accepted once heard. It touches on something fundamental, foundational, underlying. It speaks to intentions and explains why.

DIGGING INTO TRUTHS

CULTURAL TRUTH

Explains societal beliefs or behaviors, current trends or established realities, broadly accepted notions about what's driving the state of things

CATEGORY TRUTH

Articulation of the reality of how the category behaves, how competitor brands tend to be positioned, or a shift in the norm that explains how and why people tend to interact with or use the category

HUMAN TRUTH

An unapologetically simple and undeniable statement that connects with something deep within us; It's often obvious once stated, but not commonly thought through

HOW TO UNCOVER TRUTHS

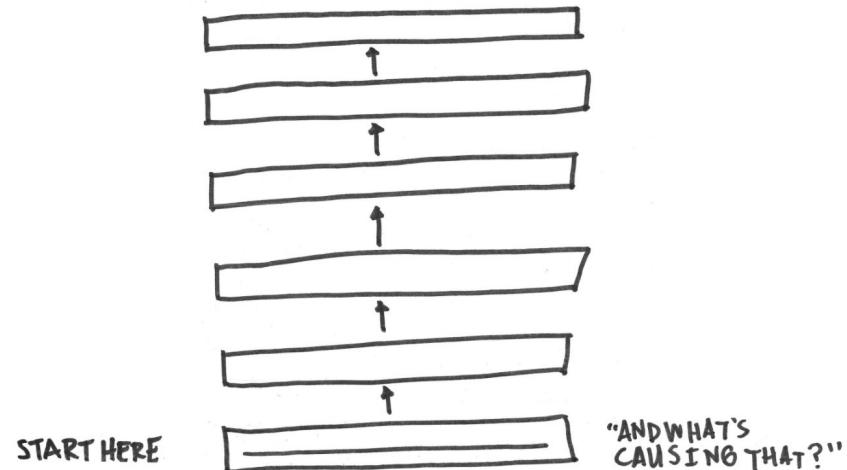
DIGGING DEEP TO FIND OUT WHY

- Go beyond reporting what's there
- Look for underlying reasons
- Ask "why" at least five times

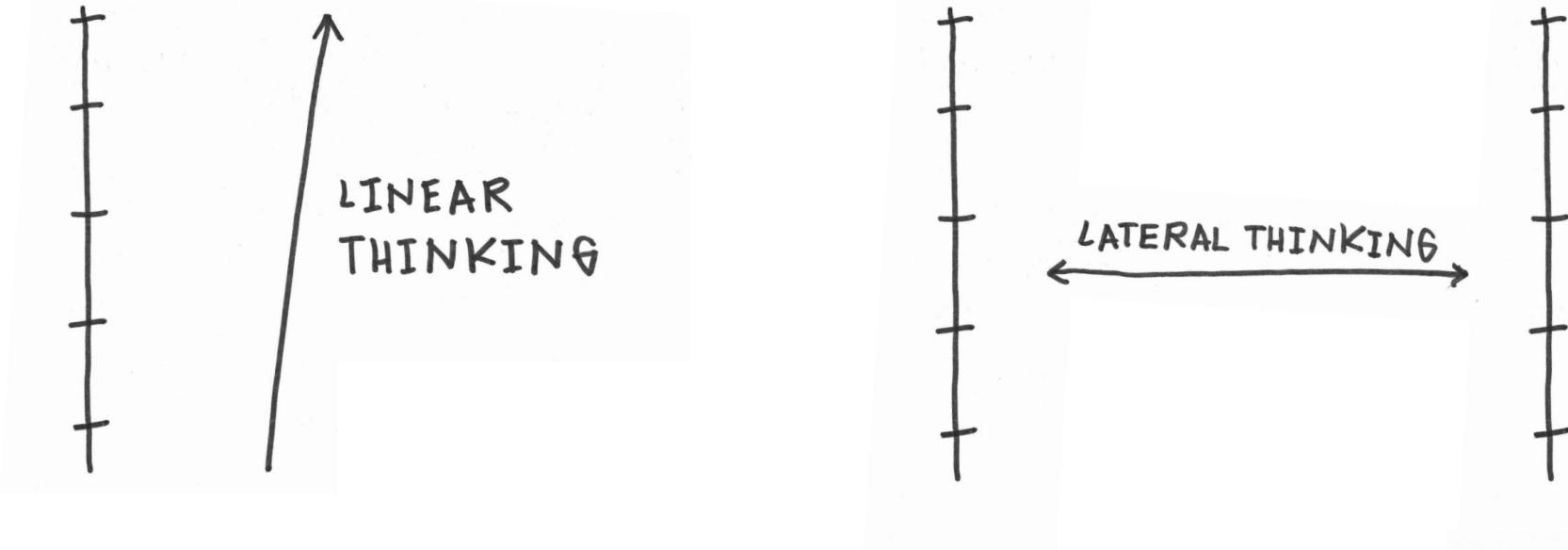
SOME APPROACHES

- Supporting data with cultural nuances
- Assessing random facts or observations ("Goldigger" in MRI)
- Human interaction (interviews, social listening, engaging in the comments)
- Explanation of why signals and constellations are manifesting

THE PROBLEM BEHIND THE PROBLEM

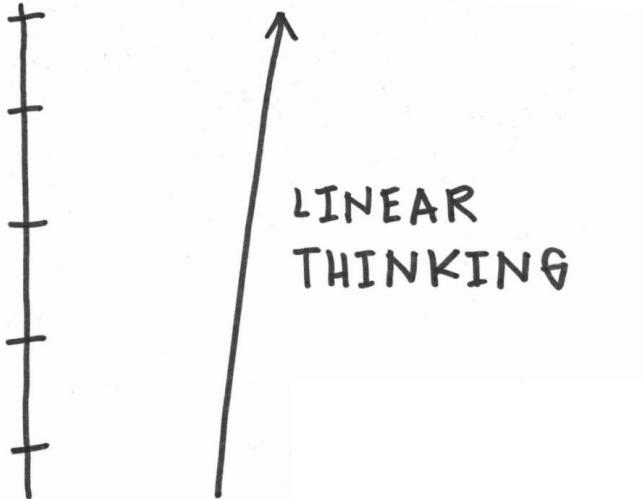


THE REASON WHY IS NOT ALWAYS DIRECTLY RELATED

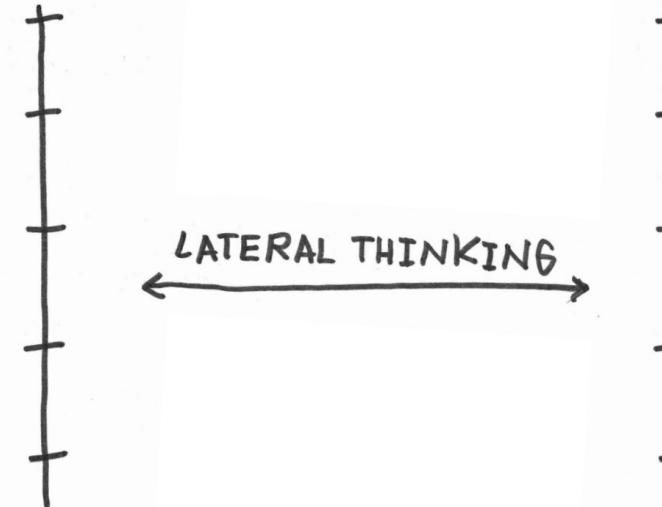


* EDWARD DE BONO

IT'S MUCH DEEPER THAN SURFACE-LEVEL

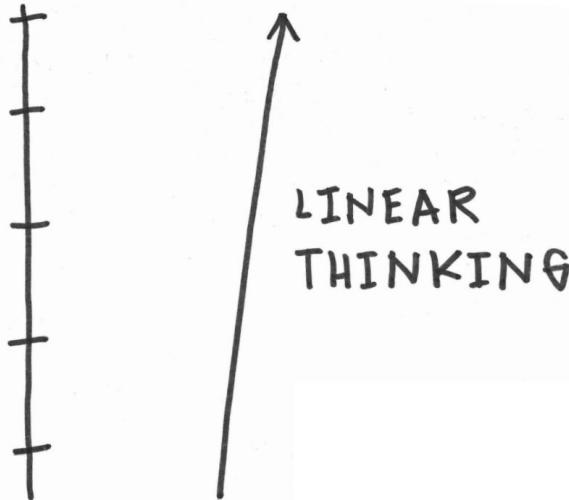


More people started gardening in 2020 because they were bored with all the time at home and tried new hobbies.

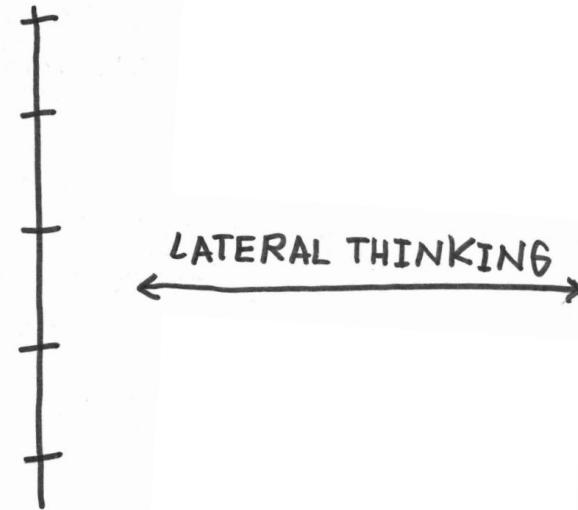


As people lost control of where they could go for the first time ever, many turned to hobbies where they could control and channel their human instincts to nurture and relax.

MOST INTERESTING IS THE UNEXPECTED BUT UNDERSTOOD



Summer is our favorite season... because there's more free time and good weather that drives us to enjoy it.



Summer is the most escape-rich time of the year when we become our favorite version of ourselves.

HOW TO KNOW WHEN YOU'VE FOUND A TRUTH

Say it out loud... is it easily understood?

Is it provocative?

Is it undeniable?

Is it widely felt but largely unspoken?

Does it elicit an “aha” response?



WRITING CLEAR & COMPELLING INSIGHTS

Think about what people tend to believe, then think about what they know but don't think about.

Simple is key.

Fewer, well-thought-out words will make you look smarter.

Good strategists are also good writers.

PEOPLE BELIEVE



BUT Y IS TRUE

Three easy steps to a better line:

- A little tension makes a big impact.
- Delete all ~~the~~ words you ~~possibly~~ can.
- Avoid ~~lines that are written in~~ passive voice.

LET'S LOOK AT SOME EXAMPLES

People don't chew gum because they think it makes them look too casual and immature, but studies show that most people find gum chewers to appear more interesting, attractive, and friendly. Without knowing anything about them, people say they would rather be friends with the gum chewer and think they likely have more interpersonal relationships.

Gum chewers are believed to be more interesting, attractive, and friendly.

Gum chewers are more desirable.

LET'S LOOK AT SOME EXAMPLES

People are looking forward to summer because they're excited to finally leave their house since they've been stuck inside through the pandemic. Millennials feel this more deeply than other generations because of their affinity for travel.

Experience-starved Millennials can't wait to finally escape.

LET'S LOOK AT SOME EXAMPLES

Homeowners worry about burning their lawns by over-fertilizing it, but they aren't aware that Ecoscraps poses no risk of burning.

Overwhelmed New Suburban Homeowners worry about lawn burn, not knowing Ecoscraps fertilizes without the risk.

INSIGHTS CAN COME FROM ANYWHERE

Translating findings into compelling insights can start anywhere, as long as insights deliver on the fundamentals — explaining intention, why, and/or consumer truth

SECONDARY RESEARCH

Analysis of information from various tools and sources pieced together

VVM LISTENING

Themes emerging in the comments;
Asking people “why” to get more context on their reactions

MEDIA PERFORMANCE

Digging into sentiment to explain the story behind the metrics

PRODUCT REVIEWS

Consistencies or themes from what people mention about product usage, effectiveness, or how it fits into their lives

DEVELOPING STRATEGY



In its simplest form, an insight uncovers a problem or untapped opportunity, and **the strategy is the solution**

TRANSLATING INSIGHTS INTO STRATEGY



Client's current challenge (not always defined as what to do, but sometimes as business objective)

Who we're targeting and the insight explaining tension that gives us an opportunity

What are they doing/thinking/ feeling now, and what would we like them to do?

Provokes ideas for how we will act on that problem or opportunity

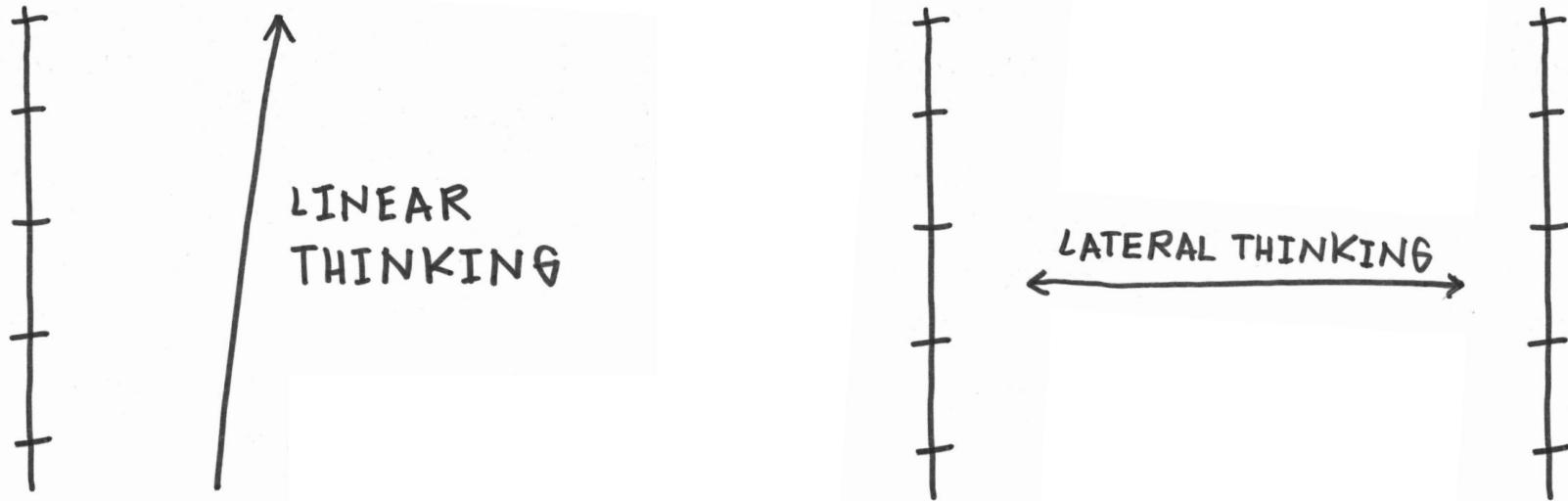
WHAT IS A STRATEGY?

It clearly and simply explains the opportunity, and how the brand can take advantage of that opportunity. It explains the brand role, using specific verbs. It inspires creative thinking and fuels countless ideas.

STRATEGY IS NOT WHAT TO DO, BUT HOW TO DO IT

NOT STRATEGY

- o To become relevant to young people
- o To get shared more
- o To increase awareness
- o To empower women



HOW TO ARRIVE AT THE STRATEGY STATEMENT

- Jam with your counterparts (strategy, creative) on what the opportunity is
- Make note of any interesting words or specific verbs that come up during the conversation
- Write, and rewrite, and rewrite what you think the strategy could be
- Debate and interrogate every verb (Could this be more pointed? Is this really true?)
- Ensure it is ownable and unique (Could any brand do this? Does our brand have credibility to do this?)



VERBS UNLOCK THE ACTION

A small word goes a long way

Ensure your verb truly describes the opportunity and potential benefit that the creative idea should drive

Goal Statement Verbs

- Develop
- Enhance
- Enlarge
- Expand
- Extend
- Improve
- Maintain
- Maximize
- Promote
- Provide

Strategies Verbs (Action)

- Create
- Develop
- Distribute
- Establish
- Generate
- Hold
- Implement
- Revise
- Utilize

Objective Verbs (Results)

- Achieve
- Acquire
- Attain
- Become
- Build
- Complete
- Control
- Decrease
- Have
- Increase
- Maximize
- Own
- Reduce
- Retain

Action Verbs

- Assemble
- Assess
- Analyze
- Collect
- Develop
- Evaluate
- Gather
- Hold
- Implement
- Meet

Three easy steps to a better line:

- A little tension makes a big impact.
- Delete all ~~the~~ words you ~~possibly~~ can.
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LET'S LOOK AT SOME EXAMPLES

Make the coffee experience the enabler of your summer of doing

Show how they get you energized without interrupting your summer

Prove that Dunkin keeps your summer moving

INSIGHTS CAN (AND SHOULD) INFORM STRATEGY FOR EVERYTHING

CLASSIC CREATIVE BRIEF

INSIGHT: Busy moms are desperate for a moment of personal reward, but don't have time for the finer things

STRATEGY:
Convince that a decadent cake can actually be made in a microwave

SMA, STACK TO SIC

INSIGHT: Millennials feel guilty about killing bugs when they're the ones doing it

STRATEGY:
Anthropomorphize bugs by showing they go to an enjoyable afterlife

BUZZWORTHY MOMENT

INSIGHT: Everyone's talking about the Rockefeller Christmas Tree as the final straw in a year of awfulness

STRATEGY:
Commiserate over a horrible year with shared sarcasm, while providing an actual solution to the problem

LOWER FUNNEL PRODUCT ADS

INSIGHT: Homeowners want to improve their lawns but know that too much fertilizer can actually harm grass

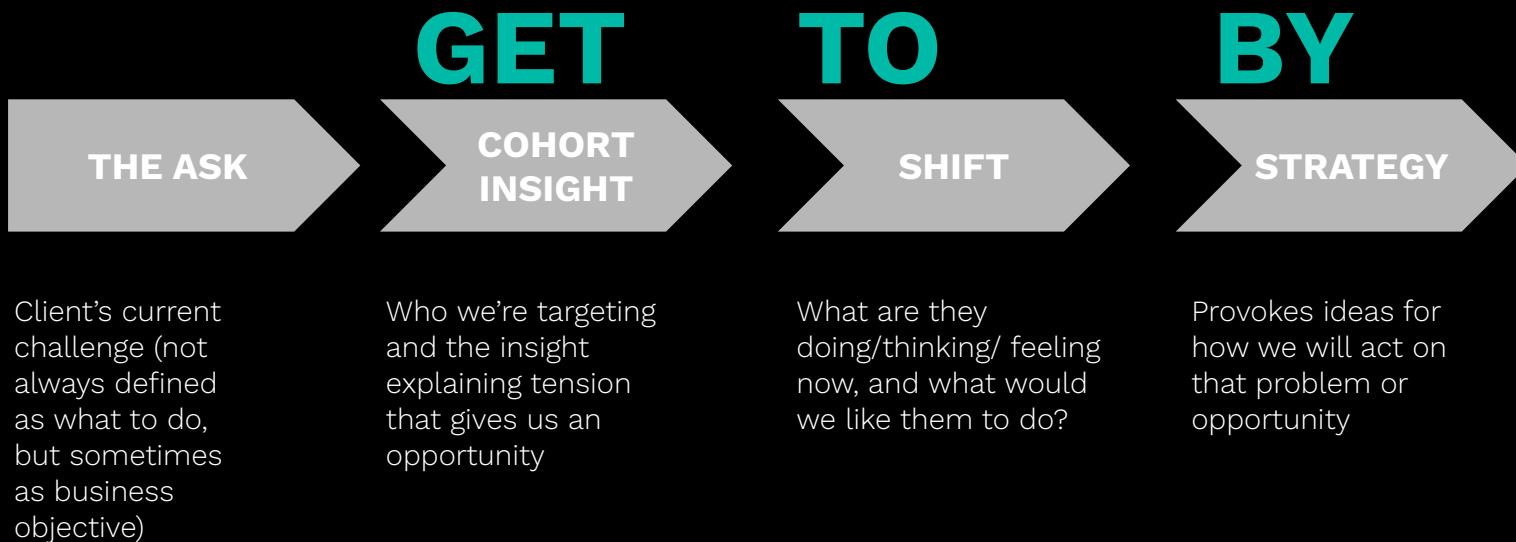
STRATEGY:
Demonstrate how Ecoscraps' natural elements makes it impossible to cause lawn burn

CRAFTING THE BRIEF

WHAT ACTUALLY IS A BRIEF?

It explains how we can release the tension and transform how the target audience thinks, feels and/or behaves towards the brand. It describes — in one statement — the creative challenge and the connection opportunity.

TRANSLATING INSIGHTS & STRATEGY INTO A BRIEF



CORE ELEMENTS OF THE BRIEF

GET

Who are we talking to?

What is the insight and tension we're up against?

TO

What is the action we want them to take?

What do we want them to think, feel, say?

What is the behavior we want to change?

BY

How will the brand compel them to do that?

This is your strategy.

LET'S SIMPLIFY!

GET

Who they are right now

TO

Response to unlock

BY

How to make the shift
happen

BRIEF TEMPLATE

EMPATHY

INSIGHT

ATTENTION

CULTURE

STRATEGY

GET

TARGET AUDIENCE FOR CAMPAIGNS, OR SPECIFIC COHORTS FOR VVM.
THOSE WHO WE NEED TO ENGAGE, WITH THEIR CURRENT BEHAVIOR AND TENSION TO SOLVE FOR.

TO

DESIRED RESPONSE FROM THE COHORT/TARGET.

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SHOWING THE BRAND OR PRODUCT PROPOSITION THAT RESOLVES THE TENSION OR RESPONDS TO THE INSIGHT.
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COHORTS

SPECIFIC TARGETS EACH WITH UNTAPPED OPPORTUNITIES FOR THE PRODUCT OR BRAND BASED ON THEIR ATTENTION

REMEMBER, SIMPLICITY OVER EVERYTHING

TIGHTEN

IS THERE A
BETTER
SHORTER
SHARPER
SMALLER
YUMMIER
WORD FOR THAT?

TIGHTEN

IS THAT REALLY A
STRONG POINT ?
IF I REMOVED IT,
WOULD IT MATTER?

EXAMPLE OF A TIGHT BRIEF

Let's Go

GET open and curious, with an emphasis on Gen Z

Introduces the target, leaving enough room for cohorts to add specific ways in

TO get out of their heads and in bed comfortably and openly with Durex

Explains the general tension and barrier to overcome

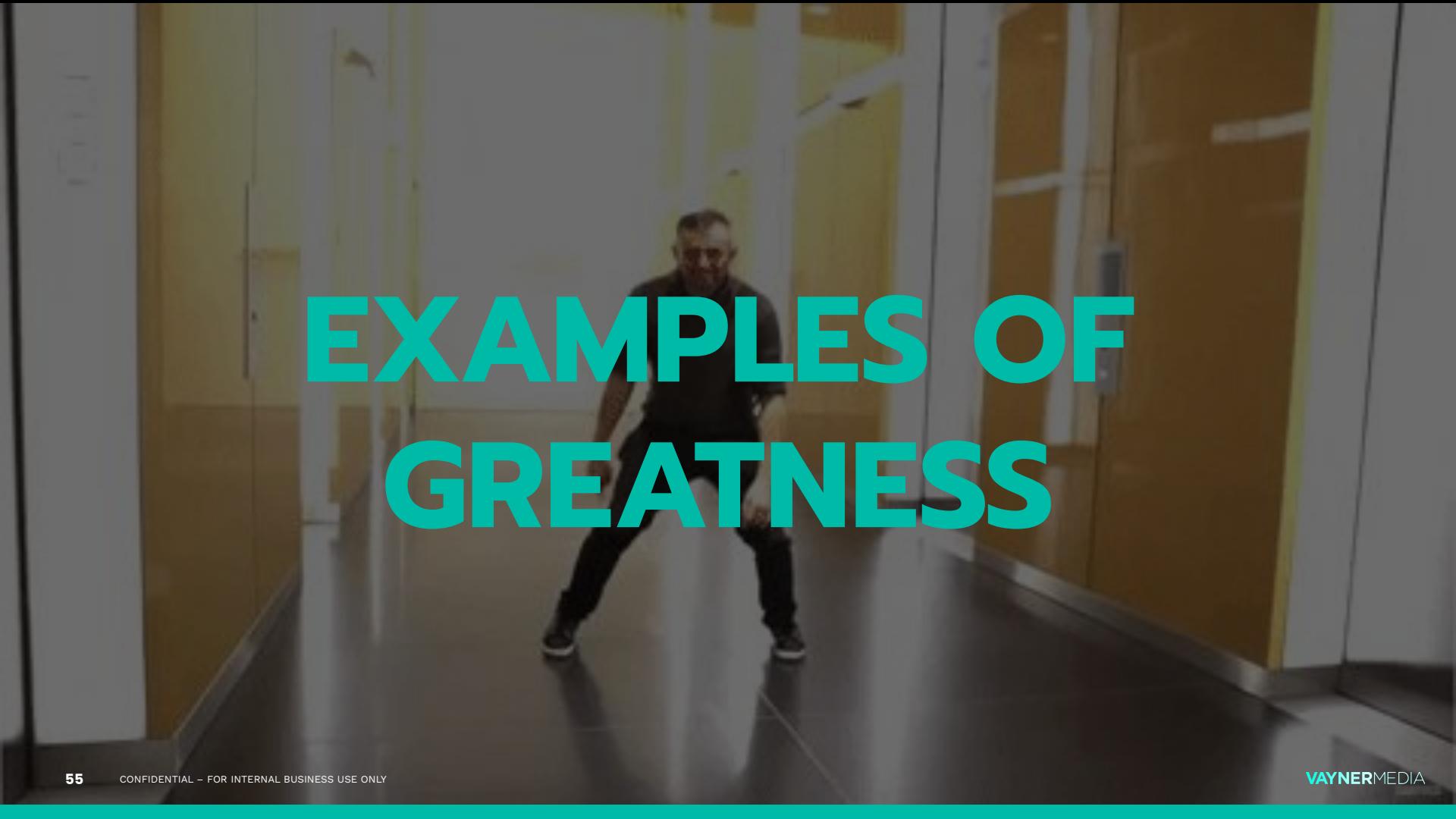
BY showing that Durex enables not just safe sex but good sex where all the barriers are removed.

Establishes the strategic opportunity

**REMEMBER THAT
THE BRIEF IS NOT THE ANSWER...**

IT'S THE START OF A CONVERSATION

EXAMPLES OF GREATNESS

A black and white photograph of a man with a beard and short hair, wearing a dark t-shirt and dark pants, walking away from the camera down a hallway. He is looking over his shoulder. The hallway has wooden doors on both sides.

GO FOURTH, AMERICA

THE ASK

Drive conversation and brand association around key holidays: 1. Press coverage 2. Social Mentions 3. Bud Sales

THE BRIEF

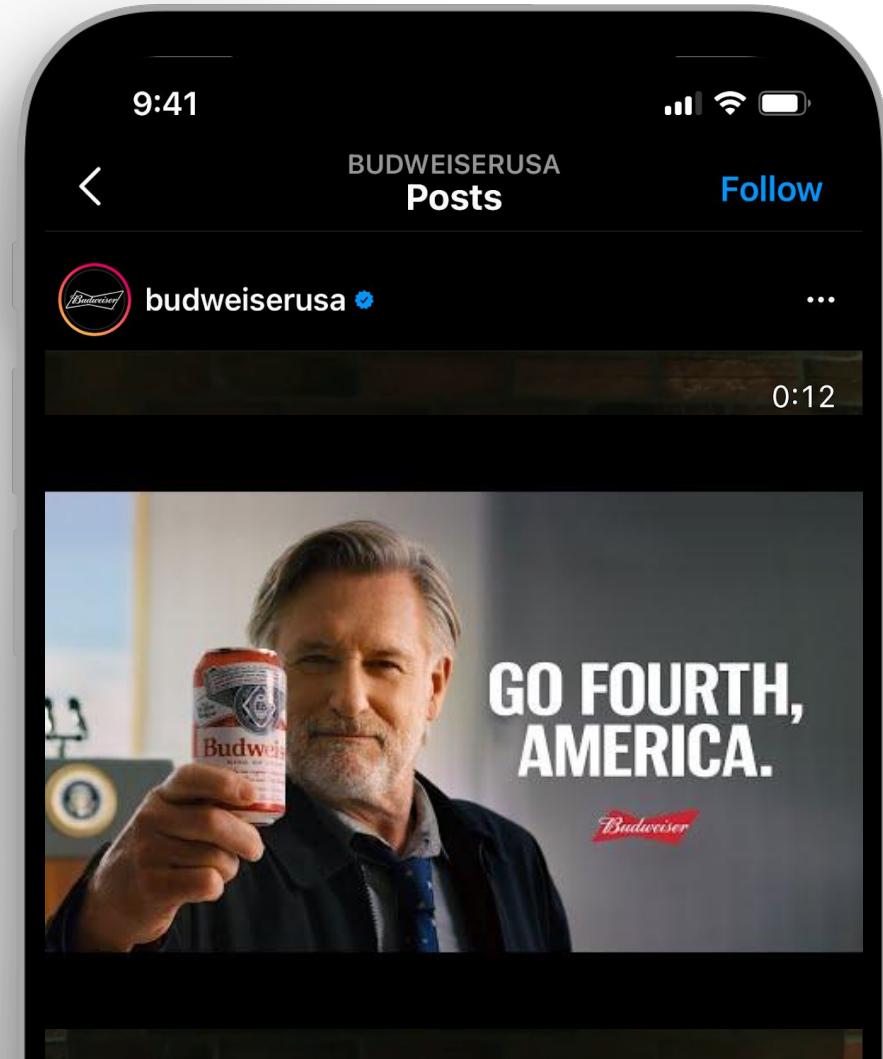
GET Americans who are fatigued from the prolonged stresses of the last year (2020).

TO Feel hopeful & charged up with pride this Independence day.

BY Uncovering unique pride in what it means to be an American.

THE IDEA

GO FOURTH, AMERICA: Using the iconic presidential speech from Independence Day the movie, our idea is a rallying cry to get people want to go out and celebrate the 4th of July with Bud



SUMMER NOT SORRY

THE ASK

Drive sales of new summer flavors of iced coffee amongst lapsed users

THE BRIEF

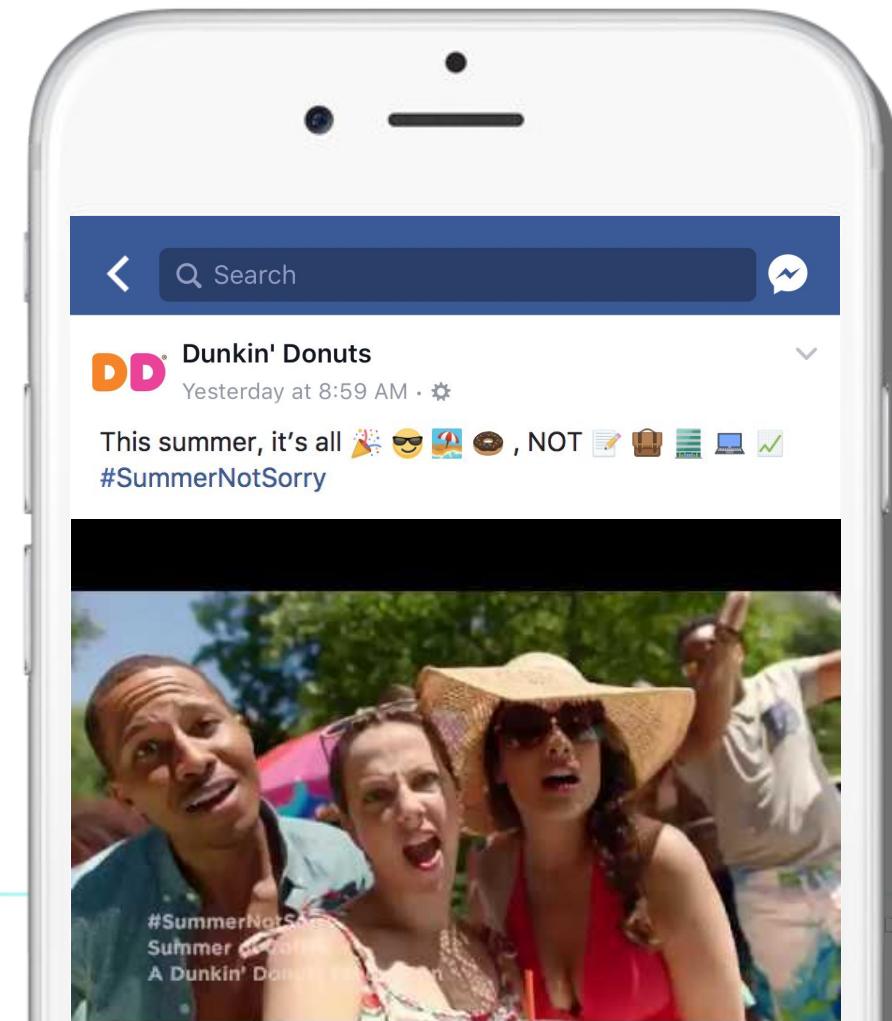
GET people who love summer but find themselves wasting time waiting in pretentious coffee lines

TO get their coffee and quickly get out to summer

BY proving that Dunkin keeps your summer moving

THE IDEA

SUMMER NOT SORRY: A rallying cry to unapologetically living your best summer yet.



THE MESS WE MISS

THE ASK

Earned media for Pepsi brand

THE BRIEF

GET people who are swapping self-criticism for self-care, championing 'me time', and muting even those closest to them

TO enjoy themselves unapologetically, even as the world tries to go back to how things were

BY celebrating this moment of finally pausing judgment

THE IDEA

Pepsi celebrates the mess that makes up normal life.



BABY NUT

THE ASK

Billions of impressions for the brand

THE BRIEF

GET the entire world

TO put Mr Peanut (and by extension Planters) on his rightful pedestal in pop culture

BY shocking them with an unexpected action on the world's biggest stage

THE IDEA

Mr Peanut Sacrifices Himself to Make Halftime Possible (And is eventually brought back to life.)



THE STAIN RETURNS

THE ASK

Drives sales of Stainmaster products at specific retailers in select markets

THE BRIEF

GET people who are frustrated by recurring stains despite how well they clean
TO realize not all stain removers are the same
BY dramatizing just how badly stains keep emerging when you use other products

THE IDEA

Stainmaster displays the horrors of stains that takeover when they're not properly dealt with



A black and white photograph of a man in a suit and tie, looking upwards with a determined or intense expression. He appears to be in an office setting with bookshelves in the background.

CONGRATULATIONS!
YOU'VE COMPLETED
INSIGHTS & BRIEFS 101



GO CRUSH IT!