**DSMS – Fun Assignment (deadline April 19th midnight)**

This exercise is based on the use of digital tools freely available (e.g., n-gram [books.google.com/ngrams](https://books.google.com/ngrams); googlecorrelate: [www.google.com/trends/correlate](http://www.google.com/trends/correlate)). can give us an insight on people’s (consumers, customers) current interests.

This short exercise provides a template for a variety of exercises that you can conduct with your teams in strategic areas such as:

* **Market growth & competitive analysis (for strategy planning).** How do a brand’s customers and/or customers’ customers search its products or services? How does a brand compare with competitors? With new entrants and established players? What are the rising trends and opportunities in a given market?
* **Brand and product associations (for strategy execution).** What keywords are most associated with a brand? How do key correlations between a brand and target search terms evolve over time? How may this brand leverage online searches for cross-selling/promotion/influencer strategy?
* **Marketing efforts effectiveness.** How do organic searches for a brand evolve overtime and as a function of marketing efforts (e.g., campaign assessment, industry meeting/show)?

Reflect on a specific topic or business context (e.g., a specific market, event, trends concerning consumers or customers, competitors, other actors in the industry etc.). In this context, **identify one or several keywords that help you uncover new market insights**

Produce graphs (4 graphs maximum) with one or several keywords. Produce a short strategic note on how an organization may leverage the findings by planning new strategies, creating new products or services as well as bottom-up marketing execution.

Email me (david.dubois@insead.edu) before Friday March 19th midnight SGP time the links to the graphs. The strategic note may be completed up to 1 week after the first class.

Conducting the analysis in a geography you are familiar with (e.g., your home country) is encouraged (please provide the exact English translations of the keywords inputted). Chinese-speaking students are encouraged to leverage Baidu index instead of Google trends

Format: 1 page max (in addition to the graph(s), 12-points font, single-space

*To go further:*

Seth Stephens-Davidowitz and Hal Varian (2015), « A Hands-on Guide to Google Data » (<http://people.ischool.berkeley.edu/~hal/Papers/2015/primer.pdf>).