

DRIVING IMPACT IN A CHANGING WORLD

Ipsos in UAE Conference
Wednesday, March 13th, 2019



Curation- The Cur For Infobesity

Sue Phillips

Global Service Leader- Insights for Impact

Ipsos Understanding Unlimited



Session 3: Information
Ecosystems

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Challenges in the Age of Infobesity

Changes in *Data*

Explosion of information
volume, types, access

Difficulty connecting the dots
across all data collected


Changes in *Business*

Need for speed & agility
in responding to market triggers and pressures

Fewer resources & constrained budgets

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If there would be
no curators in a museum,
it wouldn't look like
a museum at all.

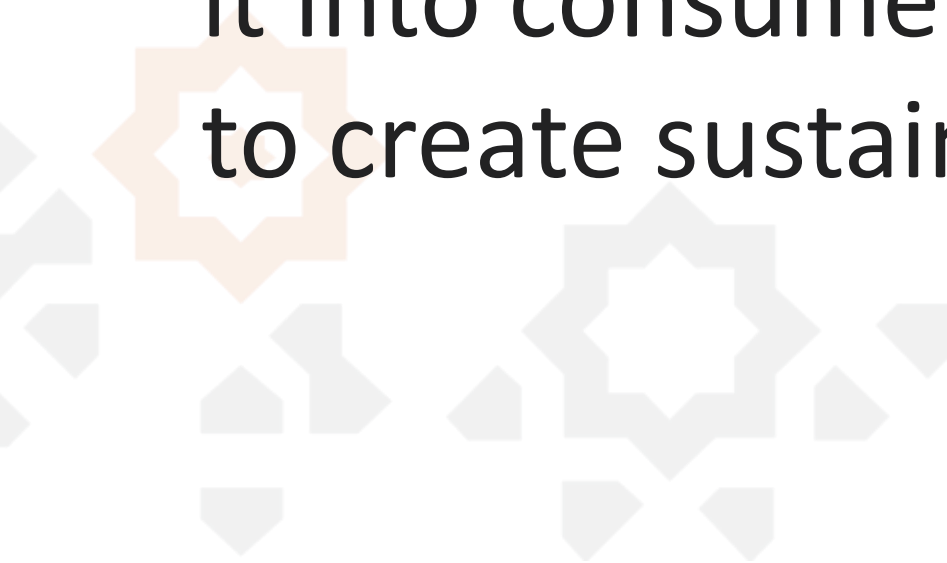
It would look like
a warehouse.

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“**Curation** is an approach to provide meaning behind all types of existing data and transform it into consumer centric insights and actions to create sustainable business impact.”



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APPLYING CURATION TO LEVERAGE GLOBAL MARKETING EXPERTISE TO DRIVE GROWTH

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OPTIMISM



BONDS



PROVE



IGNITION



CULTURE



ROOTS



MASCULINITY

COMMUNITIES OF PRACTICE

LOCAL BRANDS

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Upload a file

COMMUNITIES OF PRACTICE

LOCAL BRANDS



COMMUNITIES
OF PRACTICE
LOCAL BRANDS

Trending Terms

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accessible anchor artisanal bio
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culture elite excitement
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happiness ignition imperfect
influence local luxury manifesto
mature meaningful new luxury
optimism performance
postmaterialism power premium
pride progressive prove
responsibility roots stability
status sustainability unique
upgrade

Latest Additions

Trending

Recommendations



Masculinity: The Gentleman works to provide security and ensure a comfortable living



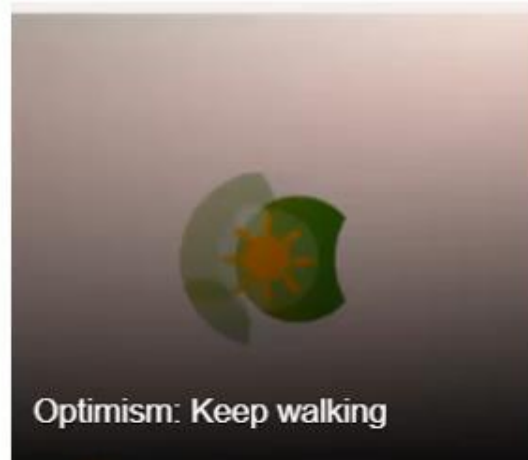
Susanna Gregori
Jul 11th 2017
Fundamental insight



Welcome to the Premium Cloud!



Cristina Craciun
Oct 25th 2016
Mainstream - Premium gateway



Optimism: Keep walking



Cristina Craciun
Jan 27th 2017
Fundamental insight



Live
Feed

Users



Cristina Craciun shared
1 media item

DO | LEARN | SHARE | RE-APPLY



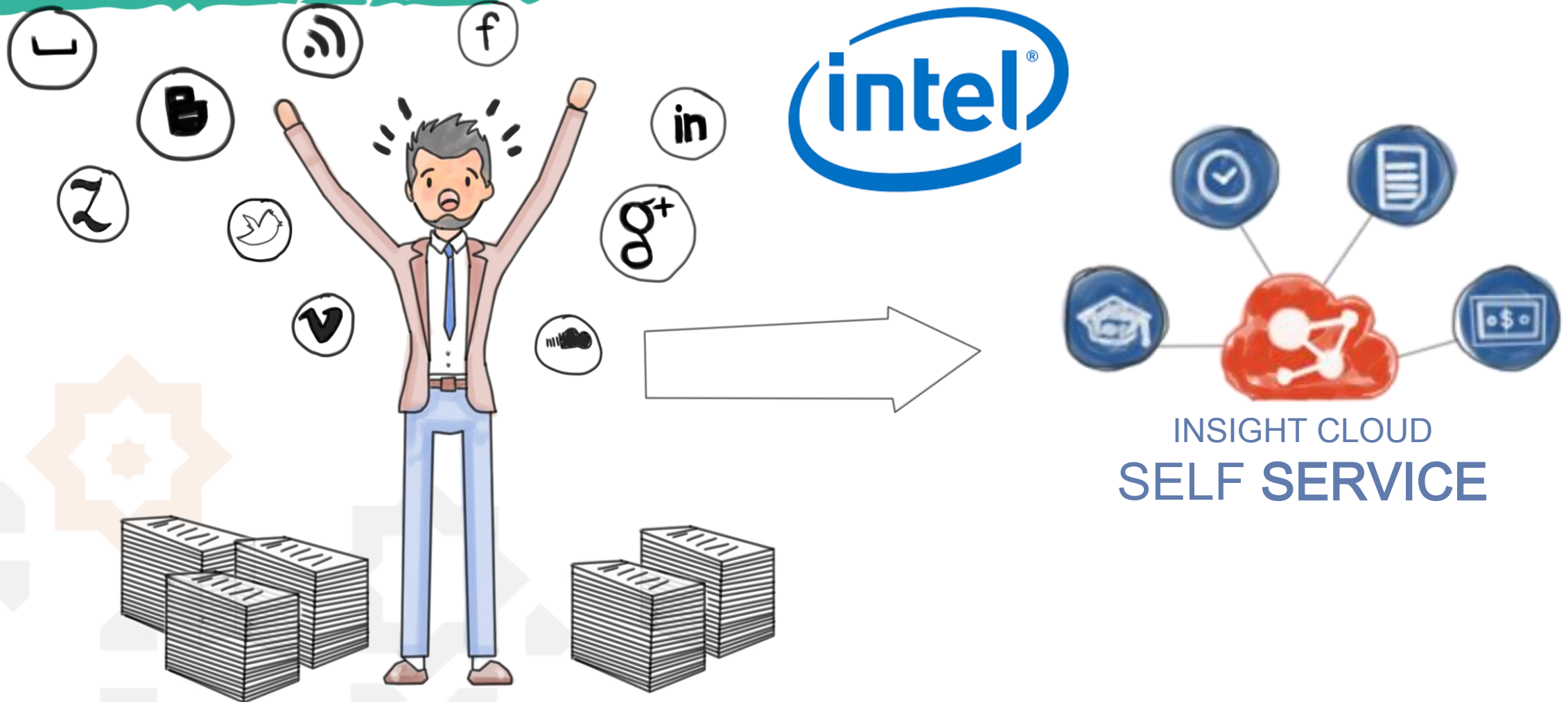
"IN A WORLD THAT IS
CONSTANTLY LOOKING FOR
NEW THINGS, WHAT EARNS
RESPECT FOR US AND FOR
OUR COUNTRY IS TO KEEP
TRADITIONS MEANINGFUL
AND PRESENT IN OUR
DAY-TO-DAY LIFE.

TOGETHER WE MAKE
TRADITION AND
TOMORROW MEET."

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The journey from Infobesity to Impact



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Intel had a vision



*Not asking
for much!*

Ongoing, Proactive

Output – integrated GPS of
insights to Intel ecosystem

Outcome – menu of
opportunities

Impact – growth,
consumer centricity

Brief



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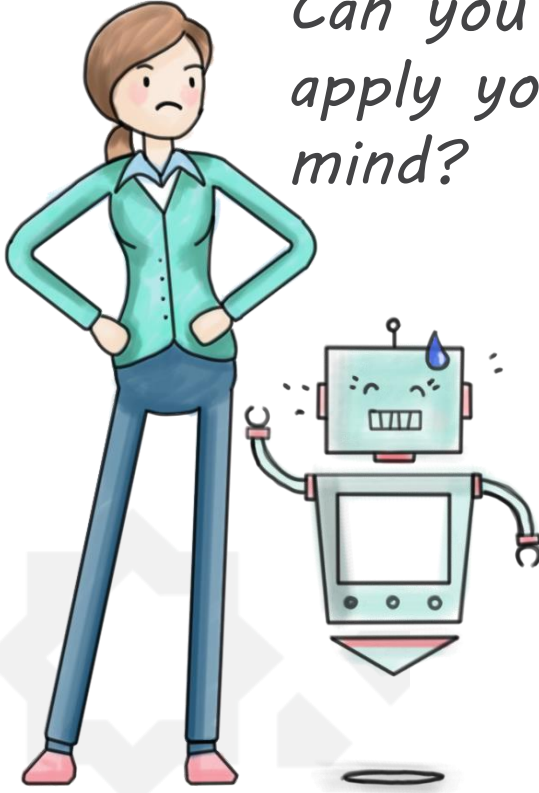
The Process

Let's us ask
the internet



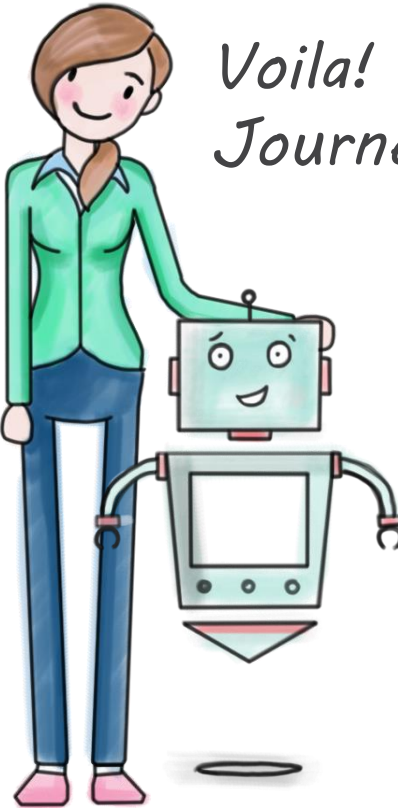
75,000 Responses
2 hours

Can you
apply your
mind?

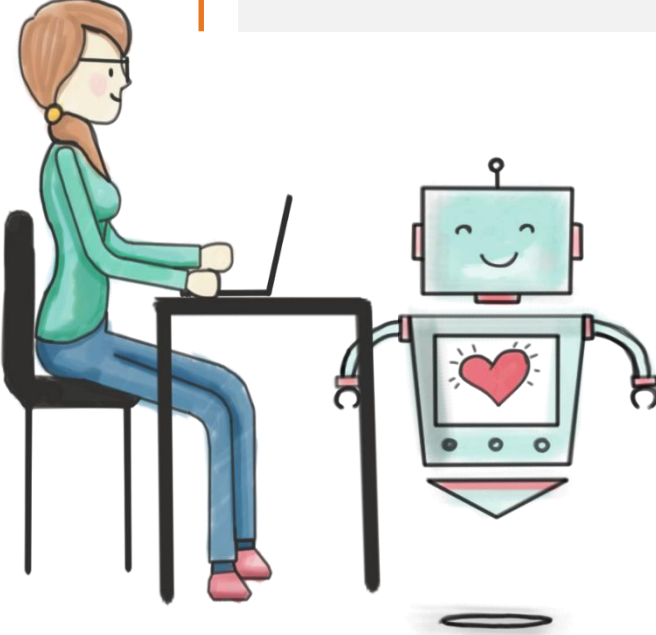


12K/30 Themes
2 days

Voila! 8
Journeys




8 Journeys
2 weeks




Self Service Insights
3 weeks
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← → ↺ 🏠 <https://insight-cloud.com/dashboard> 80% ... 🔒 ⭐ 🔍 Search

 Dashboard Admin Projects Explore + New Live Boards

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radheeka.roy@ipsos.com
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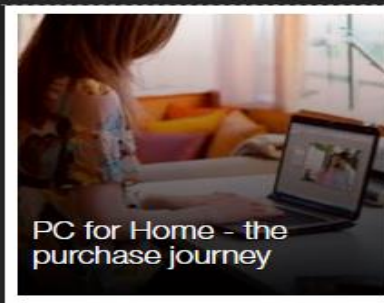
5 years auto-updates back up work device
basic features Basic software compatibility
browsing experience Casual Gaming
Compatability Creativity easy to use
Entertainment entertainment Gaming

Journey Influences Buyer/User Profile Key Features Trigger Theme Similar / Inspired by Tension


Attach insights/projects




EDIT




EDIT




EDIT



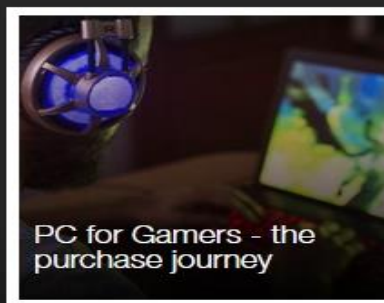
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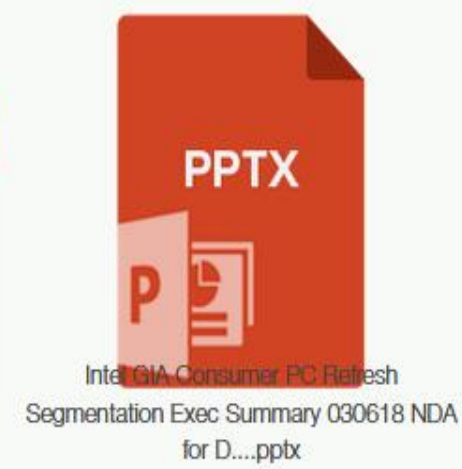
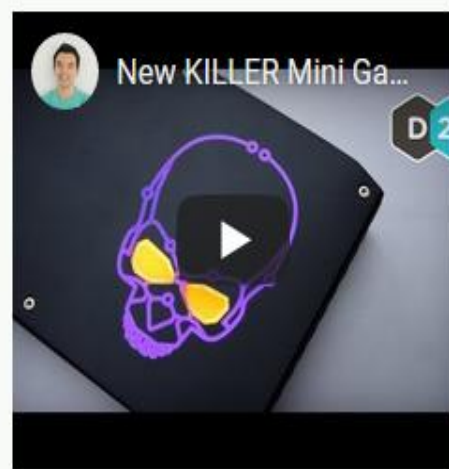
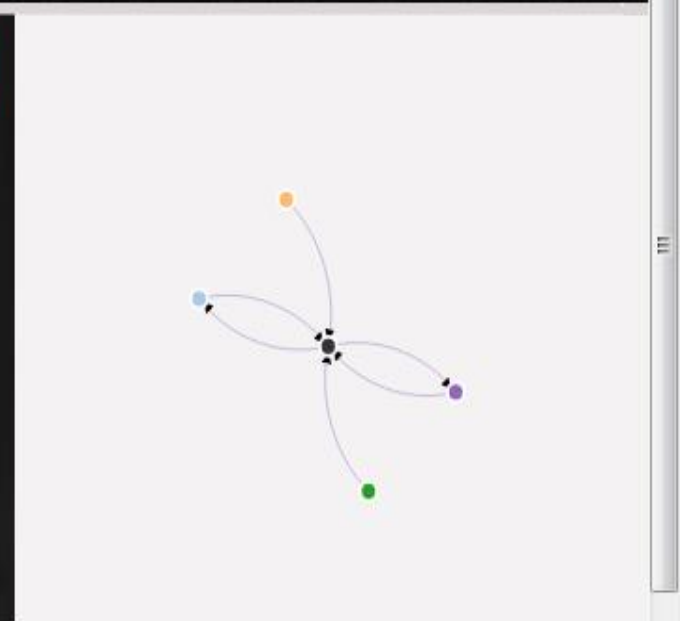
EDIT

PC for Gamers - the purchase journey

Buttons: Edit Content, Download, Share, Click to Rate

Bottom navigation: About, Collaboration, All Media, Info

Average Rating: ☆☆☆☆☆




- PC for Gamers- Influencers
- PC for Gamers- Key Features
- PC for Gamers- Triggers for purchase – all around gaming
- PC for Gamers- User profile

✓ Edit Connections...

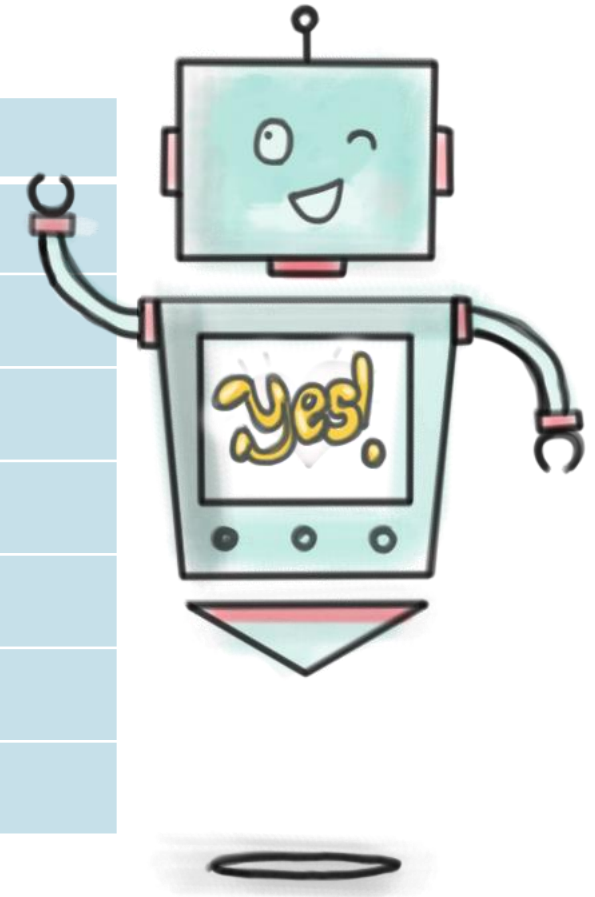
↑ Add Media and Assets

➦ Add to Live Board

Curation : HI + AI = Max Impact



HUMAN CURATION	AI CURATION
Curiosity	Patterns
Questions	Answers
Holistic	Specific
Motivation	Behaviour
Impact	Output
Culture	Data
Wisdom	Knowledge





“ **Data is not magic.**

You need to know how to connect & bring it to life. ...We need an agile system that helps us make real time decisions. **And AI with Human Curation makes a great combination to deliver that.**”

- Sunita Venkataraman,
Director of Global Insights and Analytics, Intel

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DRIVING IMPACT
IN A CHANGING
WORLD



Thank you

Sue Phillips

Global Service Leader– Insights for Impact

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