THE CURE FOR INFOBESITY.

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YOUR SPEAKERS TODAY.

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AGENDA.

Infobesity & Curation

Curation Applications

How to Curate

Delivery & Activation

01.

INFOBESITY & CURATION

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CHANGE IS EVERYWHERE.

DATA WORLD

BUSINESS WORLD

Explosion of Information

Unstructured & Messy

Need for Speed & Agility

Hyper Competition

5

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THE CHALLENGE:
WE LIVE IN THE AGE OF INFOBESITY.
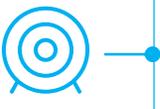
MORE DATA

GREATER DEMANDS

LESS TIME
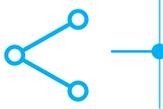
FEWER RESOURCES

CURATION: THE CURE FOR INFOBESITY.

Curation pares down and transforms disparate data and data types into consumer centric insights and ideas to create sustainable business impact.

Five Key Elements

SIMPLIFICATION
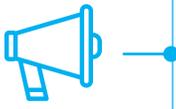Pare down to reveal the simple truth

CONNECTION
Integrate data and video sources in one seamless format

PERSONALIZATION
Show the consumer at a human level

STORYTELLING
Bridge consumer insights and biz implications in a memorable way

ACTIVATION
Identify strategies for business impact

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GET MORE FROM WHAT YOU HAVE.

Increase the Return on Existing Insights

Improve Speed to Market

Socialize Your Intelligence

Accelerate Activation

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MOVE UP THE KNOWLEDGE HIERARCHY.

IMPACT → **Better, faster decisions**

Curation

ACTION
Elevate and Activate

INSIGHT
Integrate and Connect
→ **Meta-level insights**
Tech-enabled human curation in the context of business questions

Knowledge Repository

KNOWLEDGE
Store, organize and access

DATA
Primary research, secondary data, social, trends…
→ **Project level findings**
Tech/ smart platforms organized to search, find and reuse

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TECH + HUMAN CURATION = MAX IMPACT.

AI can start to curate **facts and data** but the experience of understanding the **human narrative** is missing. It is in asking why, and **in putting these things together**, that real understanding and innovation starts.

> … the insight early on to know how important human curation is. That technology by itself wasn't enough – **that it was the marriage of the two** that would really be great…"
>
> **Tim Cook, Apple CEO**

Both iTunes and Apple Music use technology and human curation

Technology makes us more effective and efficient and human curation adds a crucial layer to drive business impact and inspire activation.

02.

CURATION
APPLICATIONS

EXAMPLE: DRIVE DECISION-MAKING AROUND TARGET.

- **Curated** over 50 data sources from platform

- **Supplemented** to fill gaps

- **Delivered** interactive microsite

- **Uncovered** tensions, trends, opportunities

- Used in mgmt. and brand **decision-making**

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EXAMPLE:
CONTINUOUS INSPIRATION.

- **Ongoing curation program**

- Insights **socialized and incorporated** in brand plans, continuously refreshed

- In its second year, highlighted at ESOMAR

> *Curation allowed us, and all of our marketers, to sharpen our insights that we use for brand positioning and improve our brand performance. It's a quick and efficient methodology to do big piece of analysis work."*
> — Jacobine Lotgering, Global Director Marketing Capabilities, Heineken

COMMUNITIES
OF PRACTICE
LOCAL BRANDS

INSIGHTS THAT MOBILIZE BROADLY

Global test of Mainstream Insights

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GUIDE THE WAY FORWARD.

Sample Objectives

Ideation

Innovation portfolio planning

Priority setting

Guide campaign or project development

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IDENTIFY ACTION AROUND A HOT TOPIC.

Sample Objectives

- **How to meet the needs of Boomers**

- **Strategies to win in Naturals**

- **Should we act on the trend towards Experiences vs Things?**

- **What does Authenticity mean in different countries?**

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CONTINUOUS CONSUMER CENTRIC LEARNING.

Sample Objectives

- **Create a regular consumer inspiration program using existing knowledge**

- **Continuously synthesize data as it comes in on knowledge management platform**

- **Connect the dots in DIY interview findings to identify action**

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03.

HOW TO CURATE

APPOINT A LEAD STRATEGIC CURATOR.

Skills Needed

- Strategic & integrative thinking
- Intellectual curiosity
- Comfort with data types
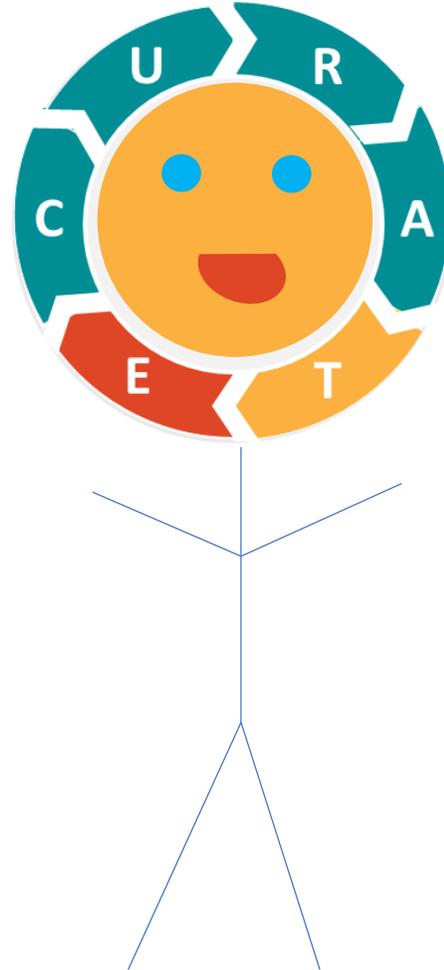
Role

- Understand stakeholder needs
- Lead the CURATE process including crafting of story
- Pull in specialists as needed

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FOLLOW A PROCESS.

Craft

Unite

Refine

Assess

Tell

Elevate

FILL GAPS.

DESK RESEARCH

SOCIAL

NETWORKS

LEVERAGE FRAMEWORKS.

View existing data through a new lens.

HUMAN MOTIVATIONS

BEHAVIORAL SCIENCE

Loss aversion
Losses loom larger than gains – people feel losses more intensively than equivalent gains, and thus go the extra mile to avoid losses, rather than obtaining the equivalent gains.

REGULATORY FIT	
PROMOTION	PREVENTION
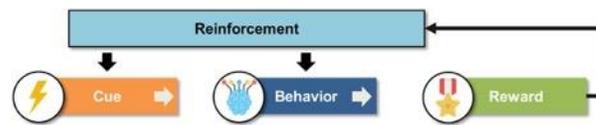
BRAND EQUITY
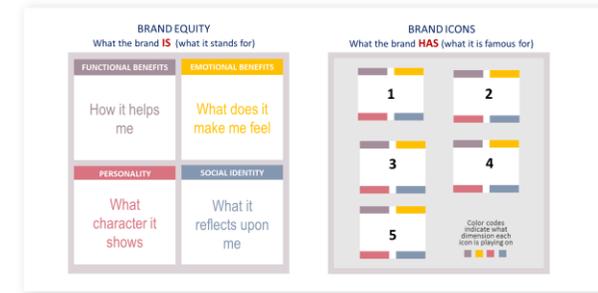
NEEDS & MOMENTS

P2P/ JOURNEY

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CRAFT A STORY.

Humans are hard-wired for stories

"A story is up to **22x** more memorable than facts alone."
Jennifer Aaker, General Atlantic Professor of Marketing, Stanford Graduate School of Business

Core Storytelling Principles

- The consumer is the heart and hero of the story
- Solve for the tension/conflict
- Stories are more than words
- Stories should be created by a team with a diversity of ideas
- Creating a story is also about destruction – refine, edit, cut – make it simple and to the point
- Stories should be crafted around the action you want to drive

04.

DELIVERY & ACTIVATION

ADAPT DELIVERABLES TO AUDIENCES.

Webinar/Podcast

Playbook

Video

Infographic
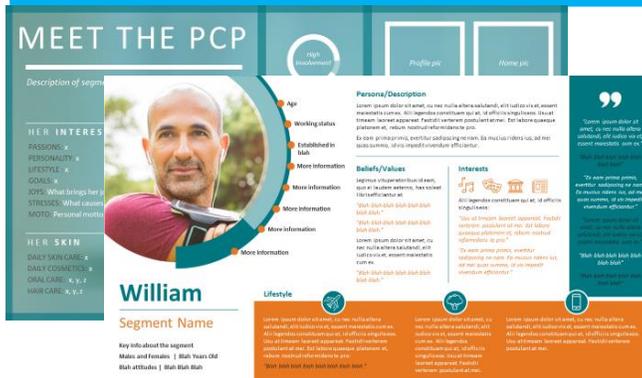
Microsite/ Knowledge Zone

Insight Cloud

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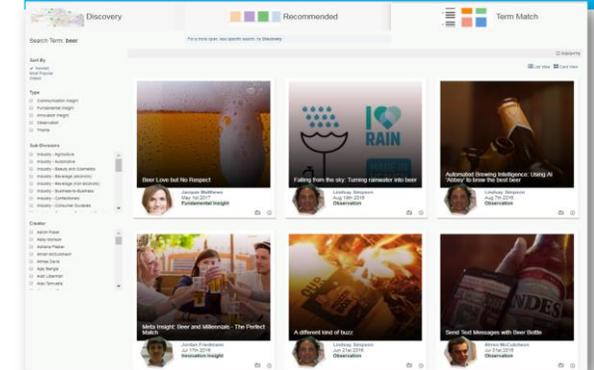
ADAPT TO AUDIENCES: EXAMPLE.

One Project Multiple Audiences, Multiple Outputs: Book of Knowledge, One Page Takeaways, Video Chat Sessions, and Film for Marketing and Brand teams:

CONSIDER AN INNOVATIVE FORMAT.

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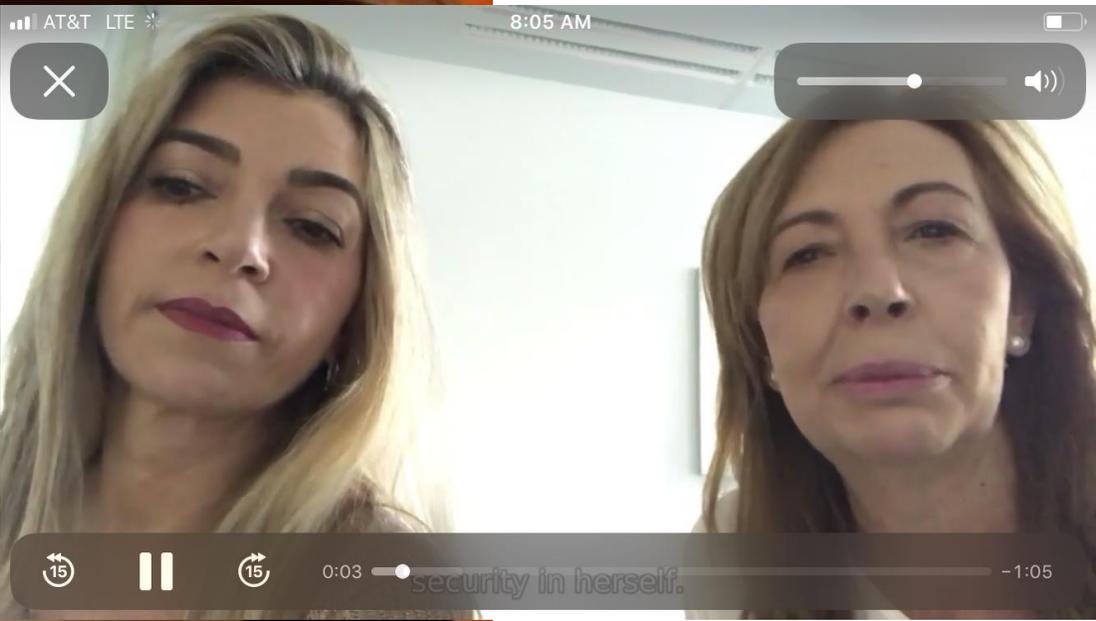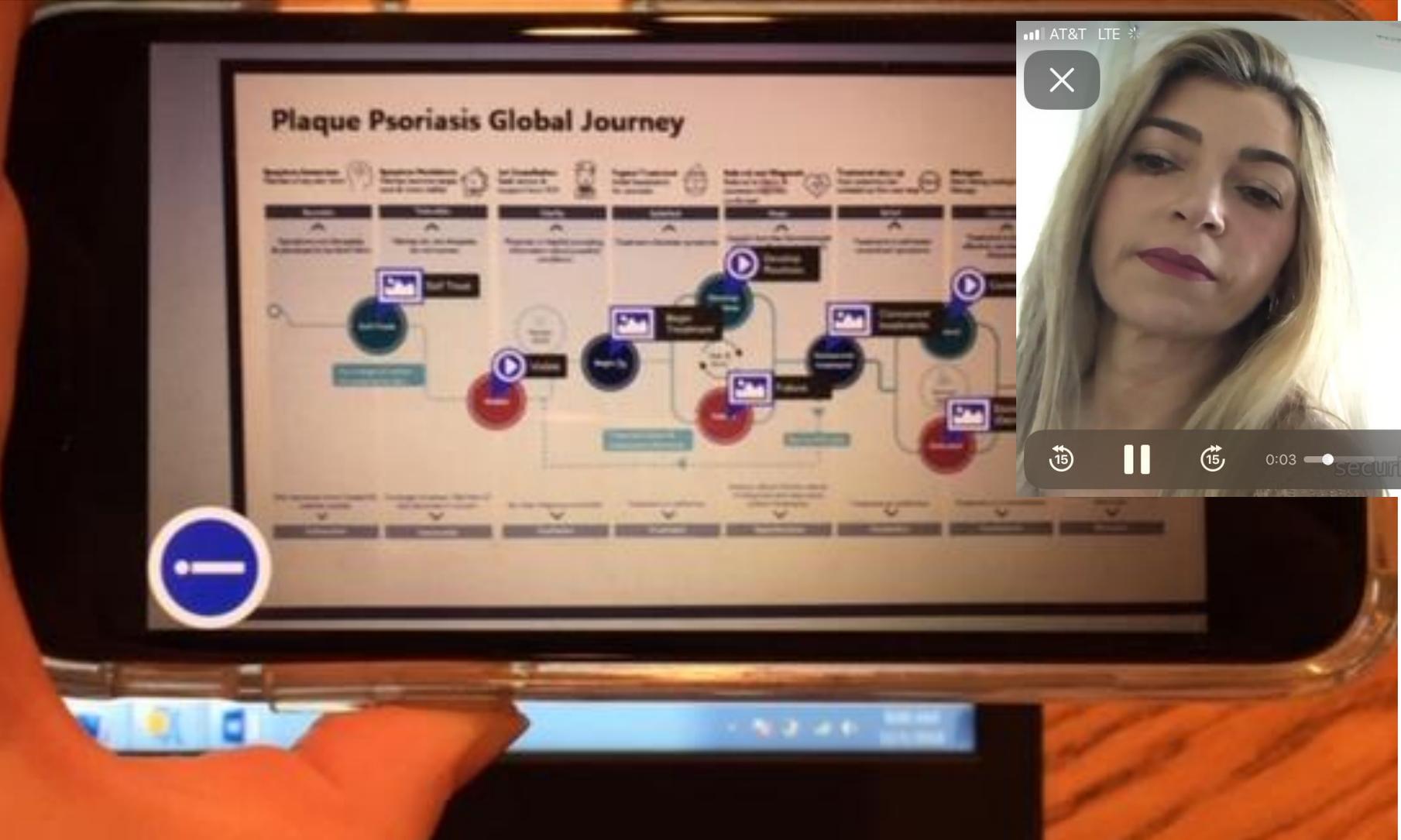
ELEVATE WITH A WORKSHOP THAT'S CURATED 4 IMPACT.

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CURATED 4 IMPACT

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5 KEY STEPS.

1

Define the Purpose

Specific

Clear

Relevant

No surprises!

2

Pre-Session Activities

Inspire diverse thinking

Based on curation discoveries

3

Develop Inspiration

Design provocative stimulus

Break into chunks

4

Execute the Session

Divergent thinking

Creative/ lateral thinking

Convergent thinking

5

Follow-Up

Activation is a journey

PRE-SESSION TASK EXAMPLES.

CURATED CONSUMER COLLISIONS

CATEGORY STRETCH

DEVELOP INSPIRATION.

| STORYTELLING STYLE | VARIETY OF VOICES | OUTSIDE INFLUENCES | MULTI-SENSORIAL |

Bring the story to life.

Avoid death by PPT!

EXECUTING YOUR WORKSHOP.

STAGE 1	STAGE 2	STAGE 3
Create **60% of time**	**Evaluate** **10% of time**	**Develop** **30% of time**
Think creatively Stimulus-Ideate Cycle Diverge No critique	Converge Pitch Evaluate vs objectives & feasibility	Synthesize Work through top ideas in teams Identify essence and best elements
LOTS of ideas	Themes & best ideas	Small list of clear ideas & actions

EXECUTE: COLLABORATIVE LATERAL THINKING.

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CURATED 4 IMPACT

S.C.A.M.P.E.R. – IDEA INSPIRATION

SUBSTITUTE

- What can you substitute?
- What else can be included instead?
- What other forms/ingredients can be used instead?

COMBINE

- What can be combined or added?
- Can products be combined?
- Can ingredients be combined?
- Can you combine purposes?
- Can packaging materials be combined?

ADAPT

- What are competitors who have taken this space doing and how can you differentiate?

MODIFY

- What is a new twist on this idea?
- How can you change the color?
- How can you change the shape?
- How can you change the feel?
- How can you increase or decrease the weight or size?
- How can you add intensity?
- How can you add convenience?
- How can you bring variety?

PUT IN PLACE

- Does this have other applications?
- What other uses might be applicable if changed?

ELIMINATE

- What can you get rid of or omit?
- What can it do without?
- What can your target do without?

RE-ARRANGE

- What can you transpose?
- What can you reconnect?
- What can you reverse?
- What can you turn upside down/insight out?

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EXECUTE:
INTRODUCE A SCIENTIFIC LENS.

EXAMPLE:

STAGE 1

Create

Stimulus-
Co-Create Cycle

BeSci mindset

STAGE 2

Evaluate

BeSci lens to
converge

STAGE 3

Develop

Co-create visual
narratives

REGULATORY FIT	
PROMOTION	PREVENTION

Behaviors **E**motions **S**imulation **T**ime

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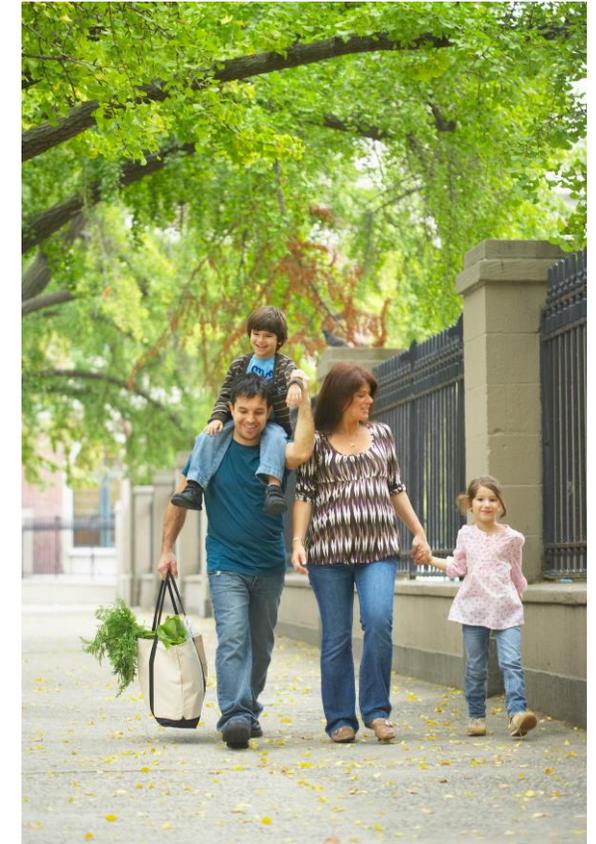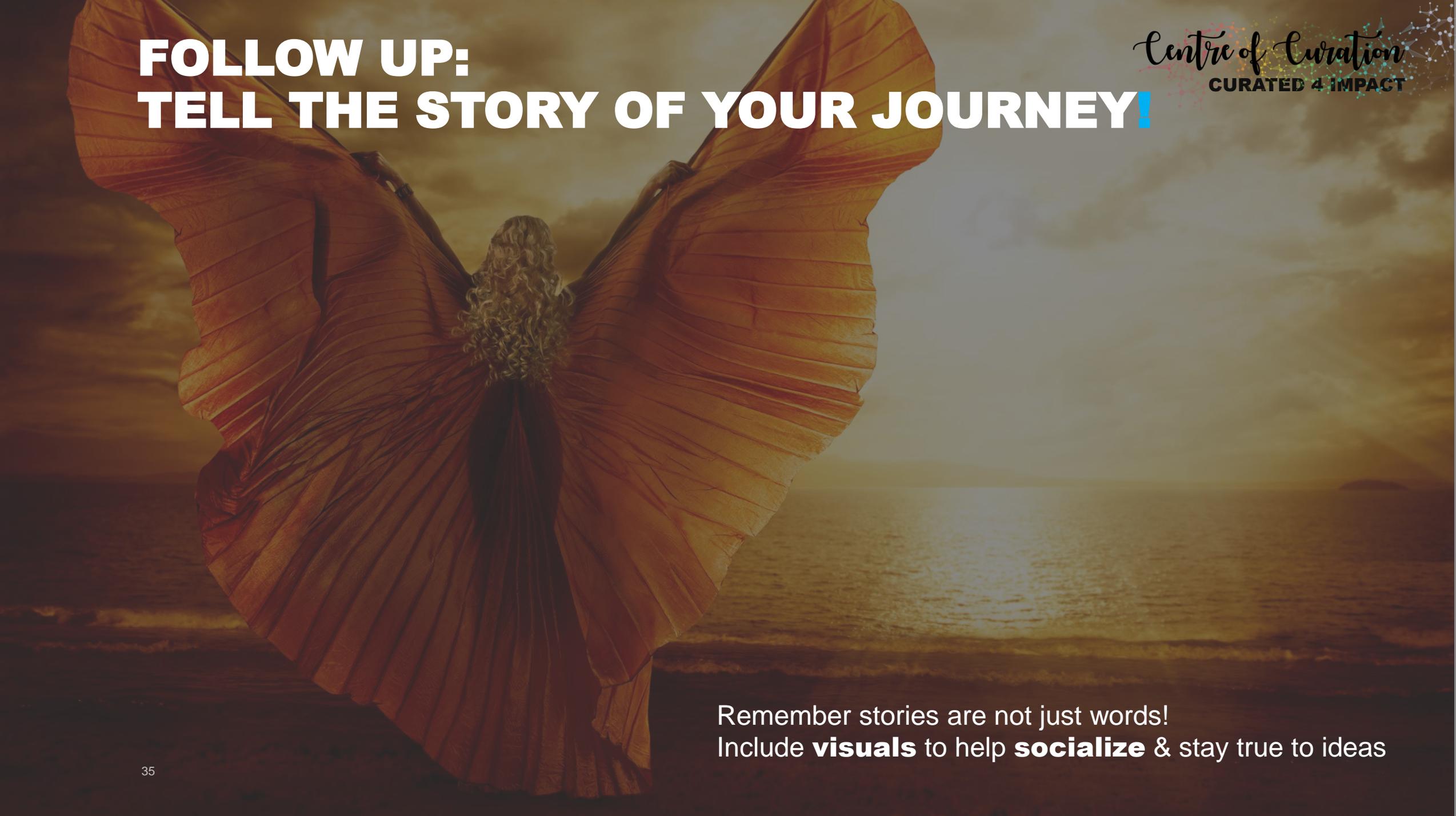
FOLLOW UP:
TELL THE STORY OF YOUR JOURNEY!

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CURATED 4 IMPACT

Remember stories are not just words!
Include **visuals** to help **socialize** & stay true to ideas

CURATED 4 IMPACT EXAMPLE.

- **Recreate experiences**
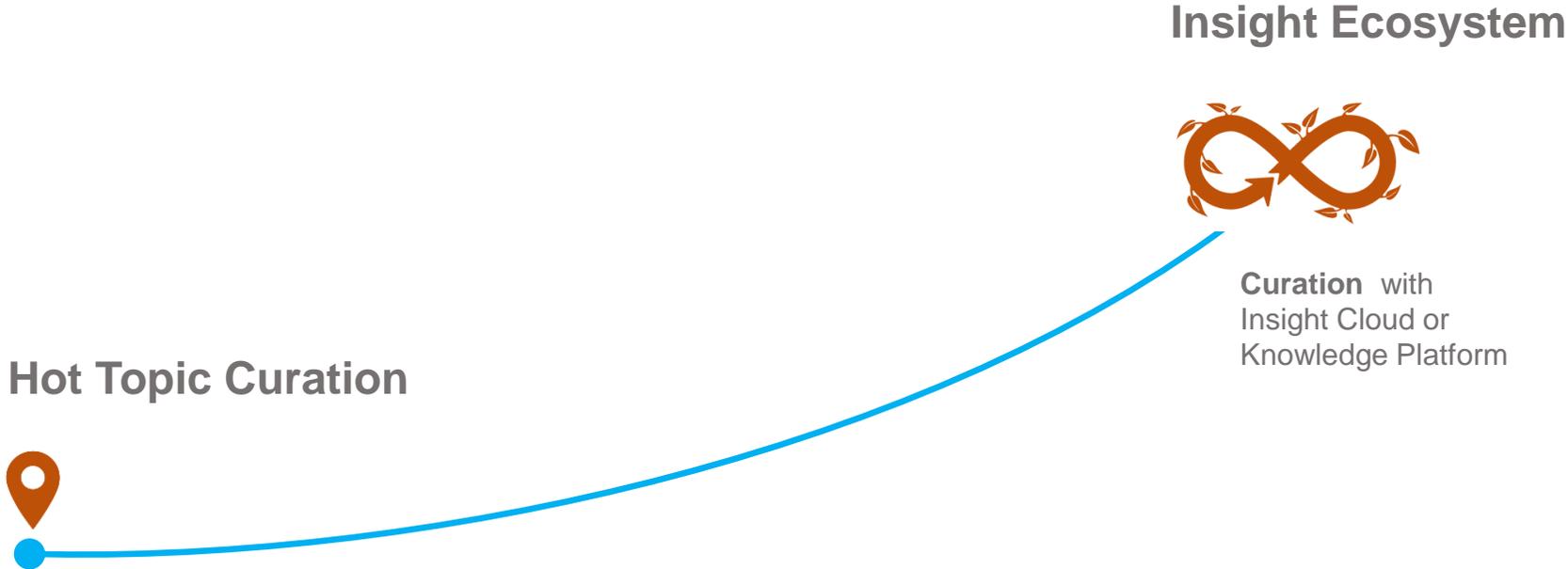- **Ideate**
- **Pitch**
- **Screen**
- **Refine**

- In 1 example, generated **100** ideas, screened 20, pursued **3 new initiatives**

GETTING STARTED WITH CURATION.

Insight Ecosystem

Curation with
Insight Cloud or
Knowledge Platform

Hot Topic Curation

QUESTIONS?

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THANK YOU!