



# **INSIGHTS, PLANNING & CONCEPTING:**

**2-for-1 LUNCH & LEARN**



WHAT WE'LL COVER

**INSIGHTS & PLANNING**

**CONCEPTING**

**HOW I/P & CONCEPTING WORK TOGETHER**

**REAL WORLD EXAMPLE**

**WHEN TO ENGAGE US**

**INTERNAL TOOLS & RESOURCES**

# WHAT WE DO

# INSIGHTS & PLANNING

## WHAT IS ACCOUNT PLANNING?

- Account planning **brings the consumer into the process of advertising.**
- The Account Planner has a role to **identify and empathize with the target/consumer/ shopper** and **unlock insight** that **creates value** between the consumer and the brand.



# INSIGHTS & UNIVERSAL TRUTH

## WHAT IS AN INSIGHT?

- A customer insight, or consumer insight, is an **interpretation of human behaviors/beliefs** which aims to **increase effectiveness** of a product or service for the consumer, as well as increase sales for mutual benefit
- Insights are **of-the-moment**
- Delivers on research objectives, but strive to **recommend actions** from data findings
- Offers a **POV** or **evaluation**

### HUMAN TRUTH

Something that motivates people irrespective of experience or belief:

**consistent psychological and social qualities** that motivate humankind



## EXAMPLES OF TRUE INSIGHTS

Women are quite comfortable with **treating themselves** well; they know that it's a part of a complete woman's **healthy attitude**.



They are a **different** kind of airline; a welcome difference in the industry and one that delivers a **personal** experience.

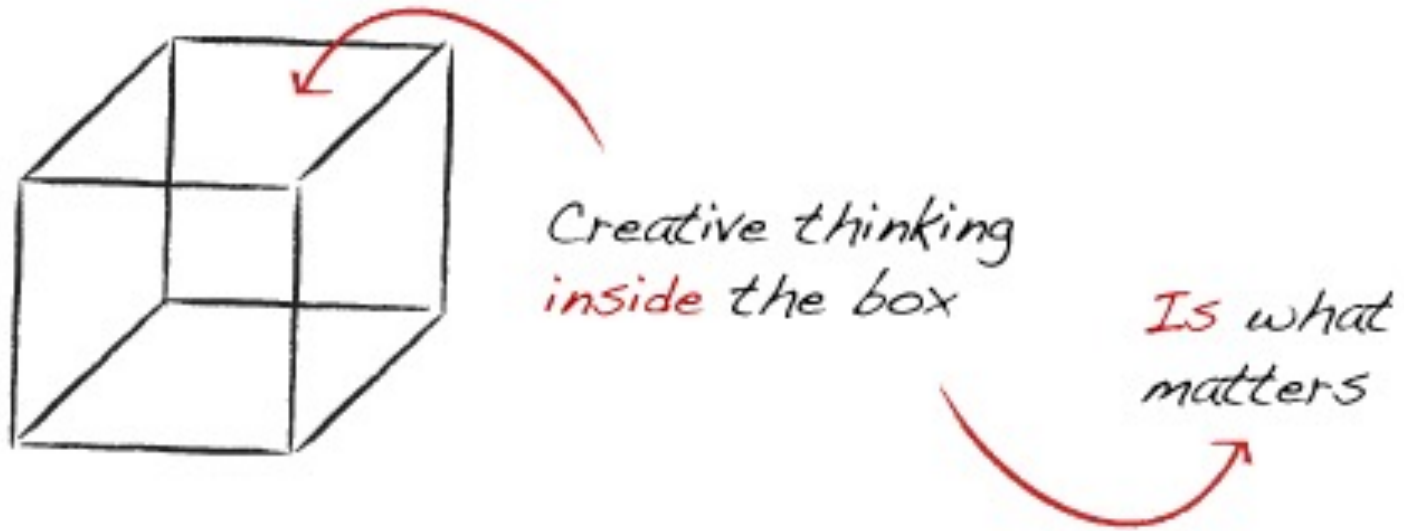


A Millennial's smartphone **syncs** with the Millennial **mindset**. It **reflects** who they are - infinitely customizable, playing to their **passion** for expressing their own **uniqueness**.



# CONCEPTING

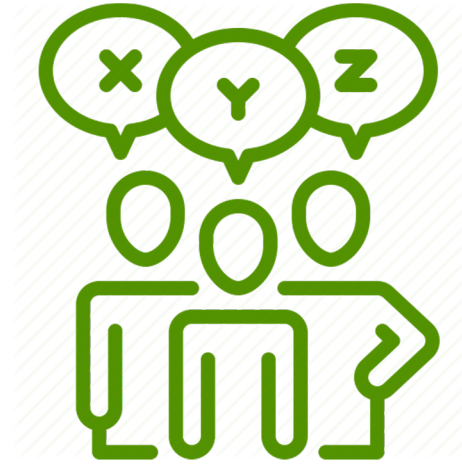
## WHAT IS CONCEPTING? MY DEFINITION



**INSATIABLE CURIOSITY**  
**MEETS FOCUSED CREATIVITY**

## WHAT IS CONCEPTING? SURVEY MONKEY RESPONSES

- "Spies" **trends**, assesses **data**
- Kicks off a program with a "**big bang**"
- Creates big **ideas** (with legs!), full-circle platforms
- Synthesizes **abstract** thoughts
- Develops a vision; all-encompassing **plan of action**
- Concepting is the **heart and soul** of any project
- (Kind of) **the brains behind the operation**
- Provide awesome podcast and bar recommendations



## WHAT IS CONCEPTING? SURVEY MONKEY RESPONSES

...Involves insights, context, research,  
creative and digital integration, **consideration  
of all channel/counterparts**, on-trend / on-  
strategy, true to brand.



## WHAT IS CONCEPTING? STORYTELLING

- Brainstorming & Ideation
- **Storytelling & Presenting**



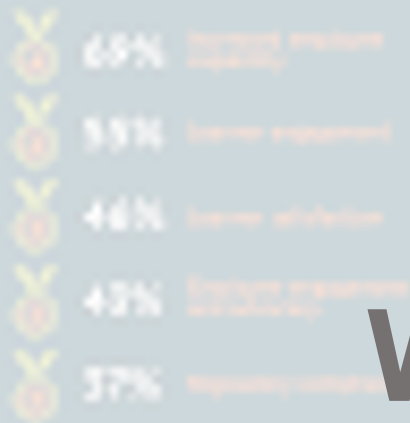
- Shape content and give it relevance by **bringing the consumer/shopper to life**; paint an emotional picture.
- Sell our product as a **solution to their needs** or a welcomed accompaniment to their life. It's not about us, it's about them.
- **Plus Up:**
  - Overhaul existing decks to build, tell and sell

# HOW WE WORK TOGETHER



**WE ASK A LOT OF QUESTIONS**

## Measures of success for digital learning



## Drivers for digital learning



## Changes to investment in the past year



## What learning technologies are you using?



WE LOVE INFOGRAPHICS

## Where does your digital learning have the most impact?



## Top 4 ways for increasing demand



## Quality of digital learning from suppliers



## How often do learning technologies providers have a positive impact?



**BUT REALLY...**



# **#1**

# **TREND WATCHERS**

## TREND WATCHERS

SHOPPERS & CONSUMERS ARE  
**CONSTANTLY CHANGING...**

## TREND WATCHERS

SHOPPERS & CONSUMERS ARE  
**CONSTANTLY CHANGING...**

So, to stay up to date and show our **thought leadership**, we **share out** and **file away** relevant info for clients and future projects.

TREND WATCHERS: RESOURCES



## TREND WATCHERS: SHARING OUT

- Weekly reading emails
- Social posts
- LinkedIn posts
- Brand and retailer articles

### Weekly reading



Jodi Littleton

Friday, May 12, 2017 at 8:49 AM

To: **Account Executives; Art; ActivationTeam; PLT; BDC**

A little late but nonetheless...your weekly reading! Enjoy!

#### SNACKS

##### Millennials Looking for Cleaner Labels for Snacks

<http://www.supermarketnews.com/consumer-trends/millennials-looking-cleaner-labels-snacks>

Less means more for Millennials. Shorter ingredient lists equate to health and improved consumer trust. This generation is more inclined than any other to focus on the content of their food. Companies committed to satisfying these conscious shoppers' expectations are seeing improved sales.



Propac

September 28 at 1:00pm · 🌐

Grocers and CPG companies are evolving swiftly to capture shoppers' attention by optimizing marketing through digital options.

#shoppermarketing #insights #promotions #digital #marketing  
#advertising #agency



3 ways digitization is changing the future of grocery retail



Propac Agency

2d

Interested in learning more about experiential? Connect with our very own **Brad Johnson**, GM of Activation & Experiential [#experiential](#) [#trend](#) [#nextbigthing](#) [#top100experientialagency](#) [#propac](#)



Agencies Everywhere See Experiential Marketing as the Next Big Thing,

## TREND WATCHERS: REAL WORLD EXAMPLE



**Dallas**, August 2017



**#2**  
**DEVELOP A**  
**STRATEGIC FRAMEWORK**  
**FOR CREATIVE**  
**EXECUTION**

# THE BRIEF

## STRATEGIC BRIEF

# WHAT MAKES A GREAT BRIEF?

- Complete
- Concise
- Insightful
- Directional/Roadmap
- Provides value



## STRATEGIC BRIEF

# WHAT MAKES A GREAT BRIEF?

### BACKGROUND

Provide background information and facts that affect this job. Provide any **qualified assumptions**. What's the **problem** this job is supposed to solve or the **opportunity** we are trying to take advantage of?

### OBJECTIVE

Identify the **Primary Objective**: Are the Objectives marketing or sales focused (i.e., are we trying to build Brand Awareness - *marketing*, or grow Market Share - *sales*)?



## STRATEGIC BRIEF

# WHAT MAKES A GREAT BRIEF? TARGET AUDIENCE

### IT'S NOT JUST ABOUT DEMOS:

- Gender
- Age range
- Education
- Income level

### IT'S ABOUT:

- How they think
- What's important to them?
- What are their daily struggles?



## STRATEGIC BRIEF

# WHAT MAKES A GREAT BRIEF: EXECUTIONAL CONSIDERATIONS

- Color choices
- Communication channel recommendations
- Social/digital media needs
- Retailer communication vehicles



A movie poster for Guardians of the Galaxy. It features the main cast: Star-Lord (Chris Pratt) in the center holding his Element Blaster, Gamora (Zoe Saldana) to his right with her twin daggers, Drax the Destroyer (Dave Bautista) to her right with his sword, Rocket Raccoon (voiced by Bradley Pitt) at the bottom left, and Groot (voiced by Vin Diesel) on the left. The background is a cosmic scene with a planet, stars, and small spacecraft.

# **#3 GUARDIANS OF THE STRATEGY**

## GUARDIANS OF THE STRATEGY

**STRATEGY**



**IDEAS**



**EXECUTION**



SUCCESS  
=



When **brand** and **customer** teams  
are **happy**,

**shoppers** and **consumers**  
are motivated into **action**.

# INSIGHT TO IDEA: REAL WORLD EXAMPLE



## INSIGHT TO IDEA

## FACTS...

**Only 12%**

US women feel their lives are shown accurately in advertisements

**2 in 3**

Parents say brands don't accurately portray family life today

**1 in 2**

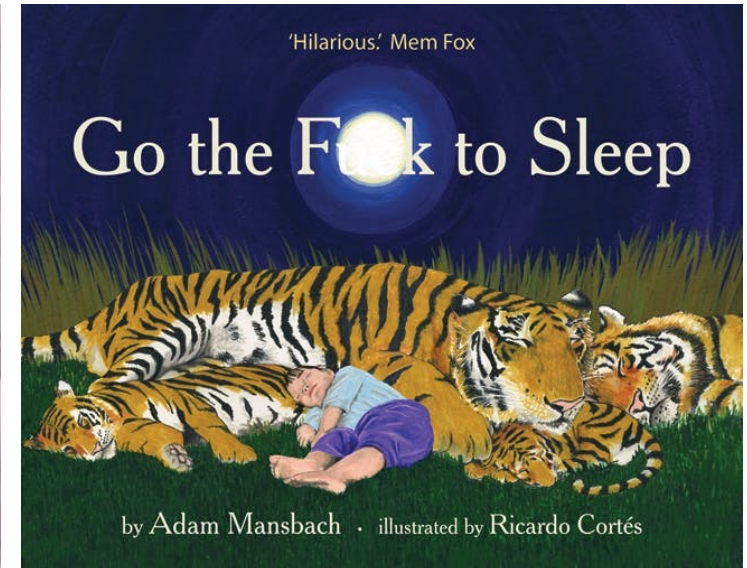
US parents feel better about themselves when other parents are honest about the reality of parenting



INSIGHT TO IDEA

TRENDS...

#HONESTPARENTING  
#PARENTINGFAILS



INSIGHT TO IDEA

INSIGHT...

MOMS ARE **OVERSCHEDULED**  
AND **UNDER STAFFED**

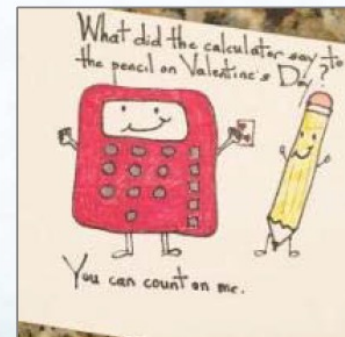
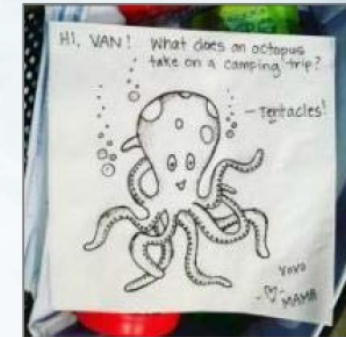


INSIGHT TO IDEA

IDEA...

HELP MOM **GIVE BACK**

## Our inspiration: Lunch notes



INSIGHT TO IDEA

EXECUTION...



# WHEN TO ENGAGE US

## WHEN TO ENGAGE US

**AS SOON AS POSSIBLE!**



## WHEN TO ENGAGE US

### REQUESTS THAT INCLUDE WORDS LIKE:

- Concepts
- Exploration
- Inspiration
- Strategy
- Brainstorming
- Ideation
- Thoughts
- Rebranding
- White Paper
- Alcohol



# INTERNAL TOOLS AND RESOURCES

## INTERNAL TOOLS AND RESOURCES

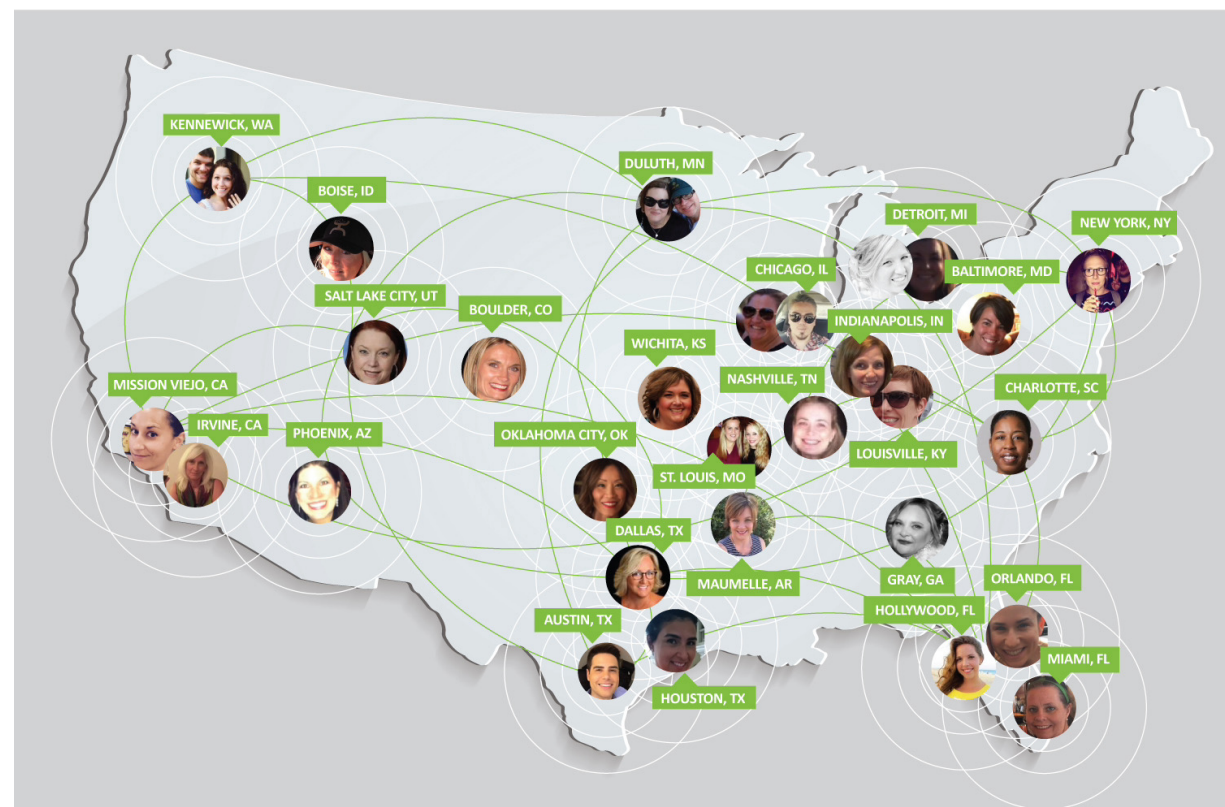
- Secondary Data Mining
  - Existing research
  - Scholarly articles
- Quantitative
- Qualitative
- Ethnography (real world & digital)
- Social media buzz tracking



## INTERNAL TOOLS AND RESOURCES

# SMART SHOPPER NETWORK

- 2015: Beta Phase
- 2016: Rollout
- 125+ national members
- Proprietary in-house resource
- Pre-qualified shoppers
  - Highly-involved with key categories and retailers
  - Creative and emergent mindset
- Provides specific insight within hours, days
  - Online, mobile, social
- All from shopper's directive and perspective



# INTERNAL TOOLS AND RESOURCES

## SMART SHOPPER NETWORK



The screenshot shows the Facebook interface for the 'Smart Shopper Network' group. The group is a 'Secret Group' with a green logo featuring a lightbulb and the text 'SMART SHOPPER NETWORK'. The left sidebar shows navigation options: Discussion, Your post (selected), Members, Events, Videos, Photos, and Manage Group. A search bar is present. The main content area shows a post by Jodi Littleton from 1 hour ago, asking a random question about holiday entertaining. The right sidebar shows 'ADD MEMBERS' with a search bar, 'MEMBERS' (126 Members, 1 new), and 'SUGGESTED MEMBERS' with a list of members and an 'Add Member' button.



**Jodi Littleton**

August 29 at 10:05am

Hi SSN! We have a quick turn assignment and need your help! We are interested in better understanding your MILK buying experience. A few questions for you:

- 1) Is it a planned (regular weekly) or an as needed purchase?
- 2) How do you decide (when) to purchase?
- 3) What influences your milk purchase?
- 4) What brand(s) do you purchase? What type (skim, 2%, 1%, whole, etc.)? Where do you purchase? Also, do you always purchase your milk at the same place? If not, why does it change?
- 5) Is your milk purchase always the same brand? Same size/container? Again, why/why not?
- 6) Finally, take a picture of the milk in your refrigerator and share it with us. 😊

# TAKEAWAY

## TAKEAWAY

Good ideas **fail**

Fur pillows are  
actually hard to sleep  
on.

Kanye West

[WWW.STOREMYPIC.COM](http://WWW.STOREMYPIC.COM)

## TAKEAWAY

Good ideas **fail**, BUT...

Fur pillows are  
actually hard to sleep  
on.

Kanye West

[WWW.STOREMYPIC.COM](http://WWW.STOREMYPIC.COM)

## TAKEAWAY

Good ideas **fail**, BUT...

with the **right insights**

## TAKEAWAY

Good ideas **fail**, BUT...

with the **right insights** and **imagination**,

## TAKEAWAY

Good ideas **fail**, BUT...

with the **right insights** and **imagination**,

**ANYTHING** is possible.



## TAKEAWAY

Good ideas **fail**, BUT...

with the **right insights and inspiration**,

**ANYTHING** is possible.

**#TeamworkMakesTheDreamWork**

