

Magic and Logic



LOGIC & MAGIC

Agenda

Magic and Logic

Types of Data

Creating Businesses from Data

Demographic data for personalization

Behavior data for creative execution

Consumer Research data for product design

Observation can change businesses

Moments for dynamic response

How to combine magic and with logic

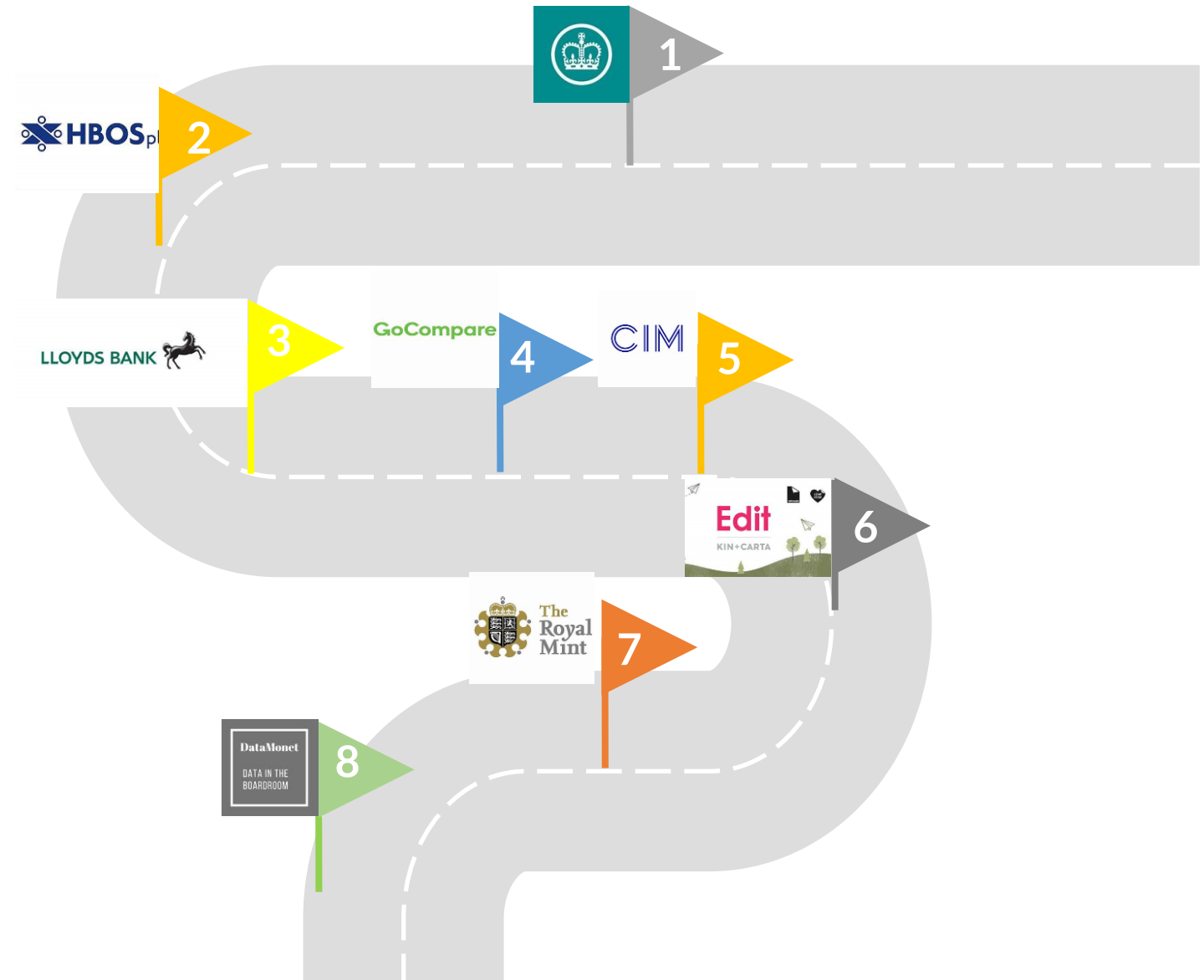
Summary

My Journey

Using data to achieve different commercial outcomes

Non-Executive Director Portfolio

- Bath Building Society
- Benenden Health
- Glamorgan Cricket Club
- Principality Stadium



The Power of Data

Seven out of the eight biggest companies in the world today have been built around data

30 % of Amazon's purchase comes from the products it recommends (from its recommendation engine)

80% of what we watch on Netflix is driven by their recommendation not our choice

Facebook had no commercial model until it started bidding on our likes, comments and demographic data

More than 80% of Google's revenue comes from PPC bidding which is based on the search data we give to Google

Types of data marketers can utilize

1 Age
Gender
Life stage
Family composition
Employment / Education

Demographic

2 Customer Engagement
Recency
Frequency
Value
Lifetime Value

Behavioral

3 Motivations
Opinions
Reasons
Emotions / Sentiment

Attitudinal

4 Social Media
Customer Service
Complaints
Observation
Surveys

Customer Feedback

5 Visits
Pages seen
Time
Conversion
Exit

Web Data

6 Economic
Competitor
Consumer Finances
Forecast

Market Data

THE MODERN MARKETER

PART ARTIST • PART SCIENTIST

Technology is transforming the marketing profession, adding new tools, techniques, and strategies on a daily basis. The modern marketer needs to have two sides: an artist and scientist. Marketers need creativity and imagination to create campaigns that engage consumers, and an analytical side to measure and calibrate marketing strategy. Let's take a look!

PART ARTIST

PART SCIENTIST



WRITTEN CONTENT

Inbound marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

VISUAL ASSETS

Visual content grabs consumers' attention, making it a valuable marketing resource.

SOCIAL MEDIA

Social media has changed the way marketers interact with consumers, making managing digital relationships an important skill.

EMAIL MARKETING

Email remains the workhorse of most modern marketing departments. Best practices and design remain essential skills for marketers.

PERFORMANCE TRACKING

Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.

OPERATIONS

With more responsibility and fewer resources, marketers must be experts in budgeting and operations.

ANALYTICS

Marketers need to be data experts, able to see major trends and important takeaways in a mass of data at a glance.

CAMPAIGN PERFORMANCE

Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.

It's no surprise that the modern marketer must be multi-faceted. By developing both an artistic side and a scientific side, marketers are able to quickly adapt and thrive in the rapidly-changing marketing landscape.

What is data-led creativity?

The ability to harness factual data and pair it with the gift of human creativity to distil the perfect marketing elixir. Do it well, and you rise to the top

Why do we need it?

Creativity without data is just Art. Data without creativity is pure neglect. Together, they can turn marketing into a growth-engine

How can it benefit organisations?

Companies who consistently utilize data to inform their creative campaigns see faster time to revenue and increased return on investment (McKinsey, 2020).

A combination of data and creativity is going to set the leaders apart from the laggards (Forrester, 2021)



The background consists of several overlapping, semi-transparent blue diamonds. The central diamond is the most prominent, and the text is centered within it. The overall color palette is a range of blue tones, from light to dark.

**Creating
Businesses
out of data**

Monetizing Data through creative thinking

Datasets used to create products, propositions and new businesses



Community Participation
Peloton



Wellbeing
Headspace



Co-funding
Just Giving



Sharing Economy
Split-it



Don't make me think
Netflix



Data Source
Uber



Convenience
PayPal




Mobile Education
EdX



Personalisation
Amazon

The Inflection point

Market Trends	Consumer Trends	Internal Trends	Market Gap	Key Implications
Credit becoming more difficult to get	Want to buy things and defer payments but don't want to pay interest	Feedback suggesting consumers want to buy / indulge more, just don't have the access to money	No provider which offers interest free credit for small amounts and does not do credit checks and instantly approve applications	Enter 'Buy Now Pay Later' interest free proposition
ONS	Gov.uk and other surveys	Social Media	Stitching it all together	Klarna, Clear pay Lay buy

The background consists of several overlapping, semi-transparent blue diamonds. The central diamond is the most prominent, with others layered behind it, creating a sense of depth and geometric pattern.

Demographic data for personalization

Amanda Foundation – Profile Match



<https://vimeo.com/155018267>

Logic

Profile matching algorithm. Amanda Foundation, a non-profit Animal Rescue, uses demographics and browser history data to introduce animals in need to potential owners via programmatic banner ads.

For example, bookworms might be matched to cats, whereas outdoorsy folks might be introduced to an athletic pup.

Result

Profile matches of animals and the potential owner increased adoption by 500% through it's clever creative execution



**Behavior
data forms
the spark
for creative
execution**































Netflix

Hyper-personalization

- In Netflix's, the genres you prefer impact not just the recommendations that show up in your feed, but also the thumbnails that represent each recommendation.
- If you're an action aficionado, the thumbnail will depict a movie's most intense moment. If your inclinations lean toward comedy, you'll see a funny scene or an actor known for comedic roles.
- Netflix doesn't just know what content you like it knows why you like it, too. The company uses that information to perfect its recommendation engine.

Result

- 80% of what people watch on Netflix comes from their recommendation algorithm

OVERALL		MILLENNIALS		GEN X	
FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
 19%	 22%	 23%	 22%	 21%	 26%
 9%	 10%	 8%	 13%	 7%	 11%
 7%	 8%	 6%	 11%	 7%	 8%
 5%	 4%	 6%	 4%	 5%	 4%
 4%	 4%	 5%	 4%	 4%	 4%

Snickers – Hitting the digital sweet spot at which media, content and commerce collide



Logic

The *Hangerisim algorithm* worked by analyzing 14,000 social posts per day from Facebook, Twitter and YouTube, allowing *Snickers* to measure the moods of people on politics, sporting events, TV spoilers and simple day-to-day bring-me-downs such as traffic jams or crummy weather.

Cranky people at the brink of a “hanger” crisis were sent personalized promo codes with a witty message inviting them to purchase a discounted Snickers.

Result

6,600 coupons were redeemed. Traffic and consumer engagement were at an all-time high with a 1,740 percent increase in Facebook traffic



Consumer
Research Data
to get creative
with product
design

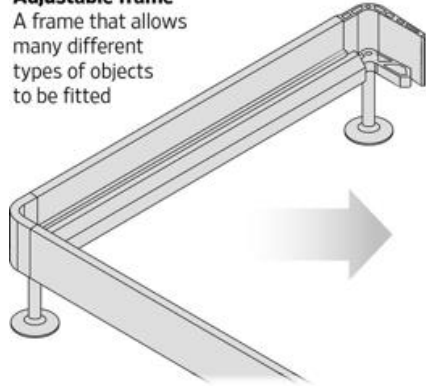
IKEA

Open Source IKEA

IKEA has designed a platform that allows designers—or anyone, really—to add to or modify its furniture. Here are some elements and variations.

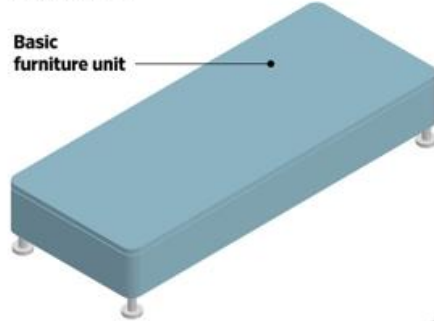
Adjustable frame

A frame that allows many different types of objects to be fitted



Default kit

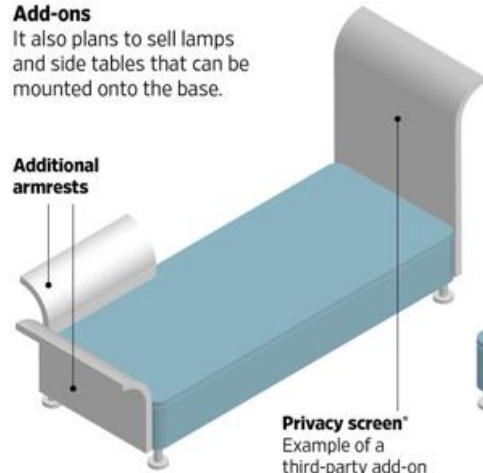
Building on an aluminium base, IKEA plans to sell 'snap-on' seats, backs and armrests



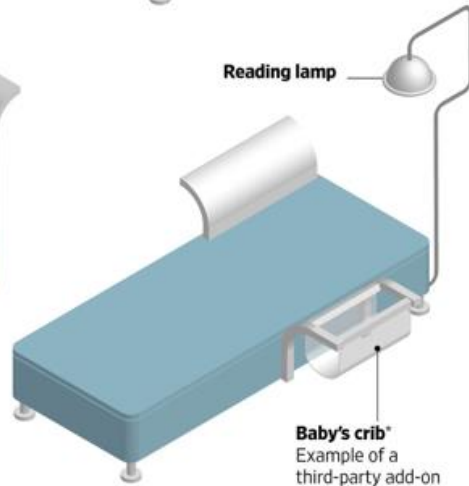
Add-ons

It also plans to sell lamps and side tables that can be mounted onto the base.

Additional armrests



Reading lamp

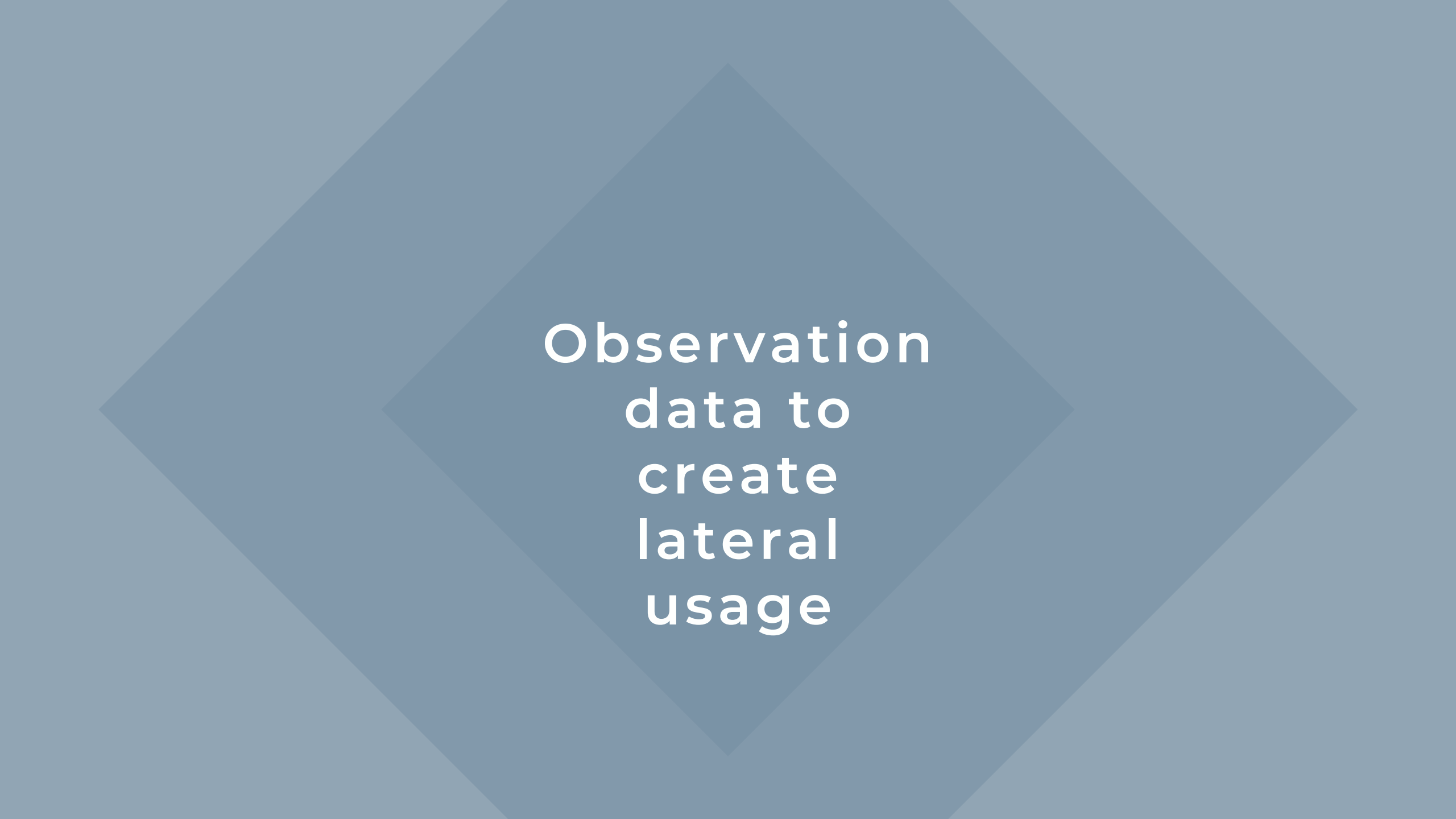


Asking customers for product idea suggestions

Running IKEA Bootcamps to work with entrepreneurs

Collaborating with university students on product solutions

Connecting with innovation labs around the world



Observation
data to
create
lateral
usage

Observing customer's usage behaviour



Frisbees were originally pie containers

Yale students discovered a second use for the tins, and began to hurl them around the university campus.

As the flying disk approached its target, the thrower would shout "Frisbie" as a warning.

Creative use of products



Bubble Wrap was originally marketed as wallpaper.



Marc Chavannes and Alfred Fielding had been attempting to devise a new style of textured wallpaper, when they produced bubble wrap in 1957.



It was not until IBM launched the 1401 computer in 1959 that bubble wrap was first used for the purpose of keeping products safe in transit



**Data
creates
businesses**

The data you use doesn't have to be your own

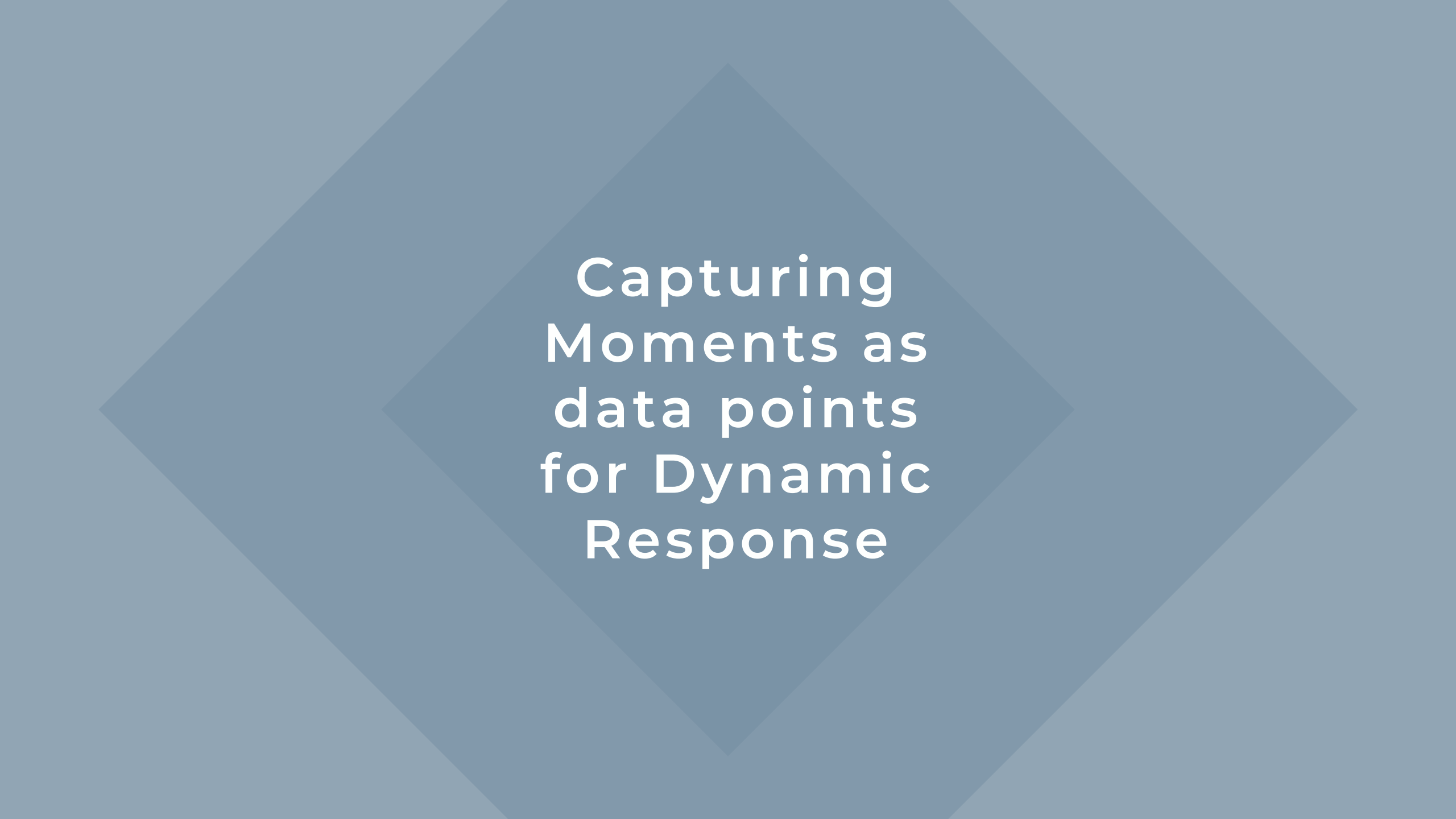


Uber relies heavily on Google mapping technology.

Uber's business wouldn't have existed in its current form without Google Maps data


Lots of open sources of data exist which can be tapped into


Think what data you could need for your business and it's out there in some shape or form



Capturing
Moments as
data points
for Dynamic
Response


Oreo – Dunk in the Dark

 **Oreo Cookie** @Oreo 15m
Power out? No problem. pic.twitter.com/dnQ7pOgC
Hide photo Reply Retweet Favorite More



YOU CAN STILL DUNK IN THE DARK

3,591 RETWEETS 944 FAVORITES



Don't go from bad to wars!



Amul
Sign treaty
with a treat

Case Studies

1	Amanda Foundation	Demographic	4	Ikea	Customer Feedback
2	Netflix	Behavioral	5	Oreo, Amul	Web / Moments
3	Bubble wrap Frisbie	Attitudinal / Observation	6	Klarna	Market Data



How to
create a
data
driven
campaign

Start with business outcomes and determine how data can enable you to achieve it

- Are you clear on what outcomes you want to achieve and the biggest opportunities and pain points?
- How does the different types of data help in driving this outcome?
- Does your company know it's customers and their profile / persona? Do you have a segmentation?
- Customer Insight studies – Any relevant research on consumers attitudes and motivations of buying. Emotional reason for buying.
- Product Insight data – Any relevant data on product and their likeability. Factors such as Pricing and what attributes of product is the USP?
- Product Usage - Does the product in any way make their lives better?
- Web behaviour – Web stats on conversion, most liked pages, most engaging content
- Campaign Insights – Which campaigns have worked well in the past and why?
- What are the main pain points of consumers?

If you are not sure about the questions for specific projects, get services of your data expert / team to define the questions for you.

Get the data and the creative team in a room for a day at the start of the project

Key Steps

01

Start with Data at the problem definition stage.

02

Zero-in on the most useful data required

03

Try to understand the consumers and their demographics and behavior

04

Understand the 'Why' behind consumer behavior. Research Studies

05

Always ask for detailed campaign report on consumers on who, why and how people have engaged with the campaign

06

Evolve the campaign accordingly and be prepared for course correction

Open source data - Data.gov.uk

Search data.gov.uk



[Business and economy](#)

Small businesses, industry, imports, exports and trade

[Crime and justice](#)

Courts, police, prison, offenders, borders and immigration

[Defence](#)

Armed forces, health and safety, search and rescue

[Education](#)

Students, training, qualifications and the National Curriculum

[Environment](#)

Weather, flooding, rivers, air quality, geology and agriculture

[Government](#)

Staff numbers and pay, local councillors and department business plans

[Government spending](#)

Includes all payments by government departments over £25,000

[Health](#)

Includes smoking, drugs, alcohol, medicine performance and hospitals

[Mapping](#)

Addresses, boundaries, land ownership, aerial photographs, seabed and land terrain

[Society](#)

Employment, benefits, household finances, poverty and population

[Towns and cities](#)

Includes housing, urban planning, leisure, waste and energy, consumption

[Transport](#)

Airports, roads, freight, electric vehicles, parking, buses and footpaths

[Digital service performance](#)

Cost, usage, completion rate, digital take-up, satisfaction

[Government reference data](#)

Trusted data that is referenced and shared across government departments



Summary

Data is a commercial entity

As part of your marketing strategy think what business needs to achieve and how data can get you there

- Data can create **new businesses** – Uber
- Data can help **develop products** – IKEA
- Data can help create **new revenue streams** - Netflix producing own content
- Data Monetization - Data is a **tradeable commodity**, Mastercard sells insights to businesses. Selling insights, companies like Mintel, Datamonitor
- Data can **create Partnerships** - Vitality Health partnership with Headspace

Data and Creative working together can be the engine for business growth

Data elevates creative's ability to think differently rather than restrict it

- Creativity is the superpower but **data is the compass**
- Data and creativity is about **ensuring that you understand your customers incredibly well, in terms of their demographics, behaviours, attitudes and needs**, coupled with clever ways of leveraging the data in an engaging and eye catching way
- **Data must act as the spark that ignites the creative execution** which in turn captures the consumers' imagination
- It can help to **validate audiences and indeed all the nuances within them**
- Helps to moving from 'I think' to 'I know'
- Data and tech help us to tell **more personalized stories** — and those are the most potent stories of all
- Data isn't the goal; it's a **means to an end**, and an incredibly **exciting new playground for creation**
- Data and creativity building an intimate, symbiotic relationship which will elevate advertising and marketing
- To measure the impact our work is making, to optimize for even greater results

It's not Magic vs. Logic,
it's Magic AND Logic

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100

THE MOST
INFLUENTIAL
PEOPLE IN DATA



2022 Global Top 100 Innovators in Data & Analytics

*Our List of the Most Innovative
Minds in Corinium's Global Network
of Data and Analytics Leaders*



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Thank you



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