

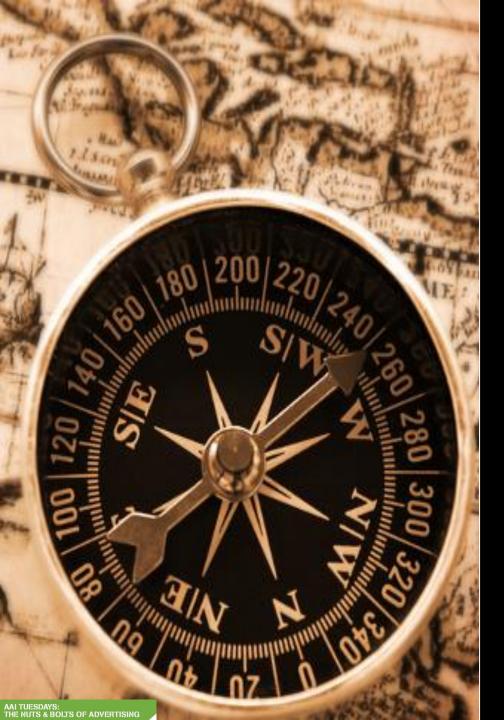
INSIGHTS INTO ACTION

OCTOBER 2015

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Navigation

- 1. DISCOVERING: The journey to outstanding insight
- 2. EMBEDDING: How to push insight through the business
- 3. INSPIRING: Great examples of commercially leveragable insight

DISCOVERING: the journey to outstanding insight



THE GUARDIAN

The whole picture

DISCOVERING: beware the sheep in wolf's clothing

AN INSIGHT IS A DISTURBANCE IN DISCOURSE FLAMINGO

A PENETRATING DISCOVERY DESIGNED TO UNLOCK GROWTH DIAGEO

NOT A REVELATION, BUT A REALISATION JWT

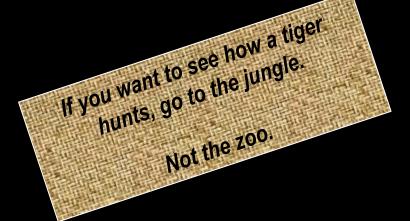
ONE OF A PLURALITY OF SOLUTIONS CHIAT DAY

A FRUITFUL, EMOTIONAL TRUTH WITH COMMERCIAL LEVERAGE



Navigation

1. DISCOVERING: The journey to outstanding insight





Barnardo's: uncovering the hidden world of financial and cultural poverty

DISTINCTIVE METHOD

- Social media and digital touchpoints ensured meaningful conversations
- In-home friendship pairs, probed into deeply sensitive issues
- Captured seldom heard voices missed via traditional recruitment
 - snowballing, recruitment in DEIS* catchment area, near a halting site, near Barnardo's centre
- 4. For the quant phase we had a youth panel review the questionnaire in detail

DISTINCTIVE DISCOVERIES

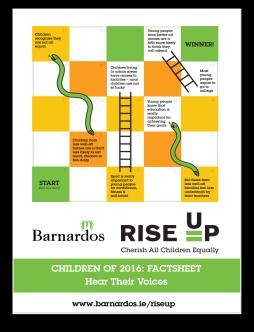
- 1. The three great divides are in:
- STRUCTURE: routines, environment, home life
- EXPOSURE: levels of social awareness, crime, deprivation, drugs
- EXPECTATION: the 'life-scripts' authored by others around them
- 2. Insight highlighted everyday reality of structural inequality
 - Sport plays a critical role in ambition, drive and self-actualisation; it can interrupt disastrous trajectories
- 3. Created powerful story-telling material to dramatise through Barnardo's *Rise Up* campaign

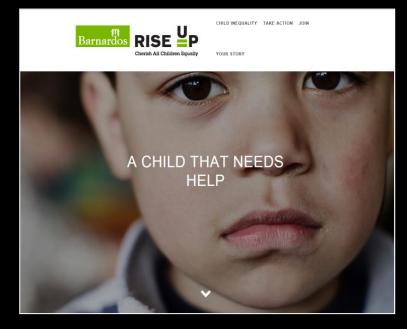


^{*} DEIS: delivering equality of opportunity in schools

Barnardo's: uncovering the hidden world of financial and cultural poverty

DISTINCTIVE OUTPUTS







All of us should be treated equally no matter who we are. All children should get a good education.

Involve us in decisions, we are the only people who know what it's like to be teenagers (and poor)

Give parents enough money to buy food and clothes for their children.

I would build an athletics track and football pitchesto keep children off the streets.

I wouldn't move bad people into the one place... ... some areas are like ghettos.











A SEVEN POINT PLAN

- 1. Create an organic online resource
- 2. Create a durable visual impact
- 3. Show it, don't tell it
- 4. Bust some myths
- 5. Create multiple ownership
- 6. Implementation planning: act as the early conscience
- 7. Keep going: get them excited by outcomes

Navigation





INSPIRING

SOME GREAT EXAMPLES

THE OBVIOUS

Save the Children



THE INSIGHT
Consumers want to make a difference to the lives of desperate people

THE PROBLEM
Shock, bleakness are powerful
deterrents to continued emotional
involvement

THE NOT SO OBVIOUS

NSPCC, Astronaut

THE INSIGHT

Consumers don't want to feel overwhelmed by the scale of any charitable challenge

THE IDEA
Restoring the power of lost dreams

CREATIVE AUTHORITY
Celebration of innocence and hope



INSPIRING

SOME GREAT EXAMPLES

THE OBVIOUS

Nike, Make Yourself



THE INSIGHT
Women want to be inspired by the best to achieve their best

THE PROBLEM
Depictions of the idealised woman inspire and intimidate in equal measure

THE NOT SO OBVIOUS

Sports Council England



THE INSIGHT

Women want to be free not to worry what others think about them

THE CREATIVE IDEA
Women celebrating their jiggles, their sweat
their power

CREATIVE AUTHORITY
Solidarity the key to restoring a sense of fun;
overcoming self-consciousness; borrowing from
analogues in cosmetics

INSPIRING

SOME GREAT EXAMPLES

THE OBVIOUS

Mercedes, Dream



THE INSIGHT
Consumers want the exhilaration of speed and control

THE PROBLEM
Speed, performance, exhilaration are numbing category clichés

THE NOT SO OBVIOUS Honda, the Other Side



THE INSIGHT

Consumers want to *experience* automotive excitement rather than witnessing it

THE IDEA

An interactive adrenaline-filled dual narrative

CREATIVE AUTHORITY
Idealised maleness; consumer control;
audacity (the lure of a 'shadow' archetype)



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