



INSIGHTS INTO ACTION

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AAI ■ ADVERTISER'S TOOLKIT



The nuts & bolts of advertising





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*

1. **DISCOVERING:** The journey to outstanding insight

If you want to see how a tiger hunts, go to the jungle.
Not the zoo.

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

DISTINCTIVE METHOD

1. Social media and digital touchpoints ensured meaningful conversations
2. In-home friendship pairs, probed into deeply sensitive issues
3. 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

Children recognise they are not all equal

Young people from better-off homes are a bit more likely to think they will attend

WINNER!

Children living in urban areas have access to facilities – most children are not so lucky

Most young people aspire to go to college

Young people know that education is really important for achieving their goals

Children from less well-off homes are a third less likely to eat meat, chicken or fish daily

START
Not the start

Sport is really important to young people for confidence, fitness & self-belief

But those from less well-off families feel less understood by their teachers

Barnardos **RISE UP**
Cherish All Children Equally

CHILDREN OF 2016: FACTSHEET
Hear Their Voices

www.barnardos.ie/riseup

Barnardos **RISE UP**
Cherish All Children Equally

CHILD INEQUALITY TAKE ACTION JOIN
YOUR STORY

A CHILD THAT NEEDS HELP

▼

TELL HIM WHAT YOU TOLD US...



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

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

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

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.

2. **EMBEDDING**: How to push insight through the business



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



3. **INSPIRING:** Great examples of commercially leveragable insight

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

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

SOME GREAT EXAMPLES

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

THE OBVIOUS

Mercedes, *Dream*



THE INSIGHT

Consumers want the exhilaration of speed and control

THE PROBLEM

Speed, performance, exhilaration are numbing category clichés

SOME GREAT EXAMPLES

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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