

The Future of Insights Project



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ABA Insights São Paulo October 2016





Talk to Marketing & Insight leaders of world's biggest brands.

Deploy latest research tools to elicit the feelings, associations & aspirations towards Insights.

Create a Future-of-Insights vision & road map for how to

Accelerate
Profitable
Brand
Growth

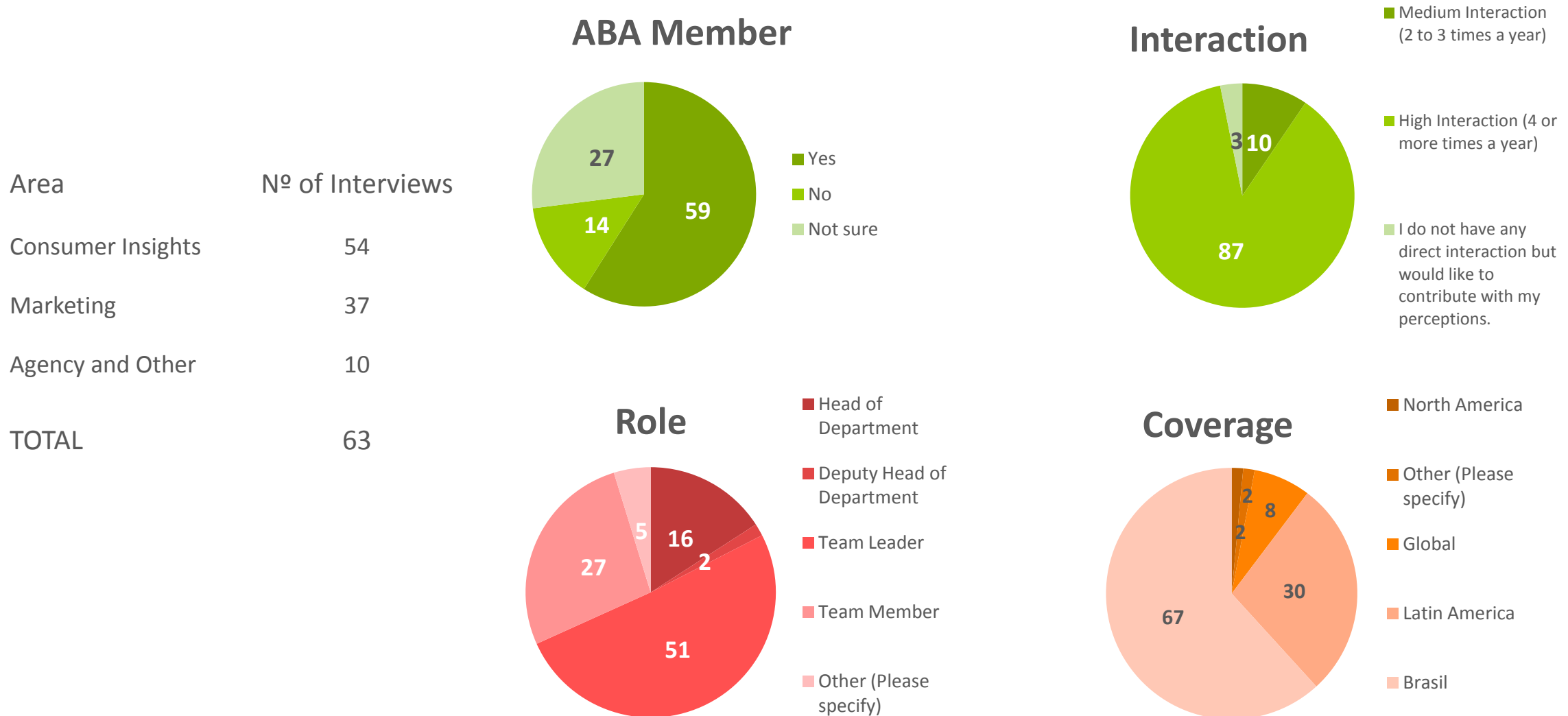
Globally with 300+ senior marketing and insights leaders across 94 of the world's largest brand owners, representing \$2.6 trillion annual sales and 6.2 million employees.



Thank you to all our 63 participants at the following companies in Brazil!

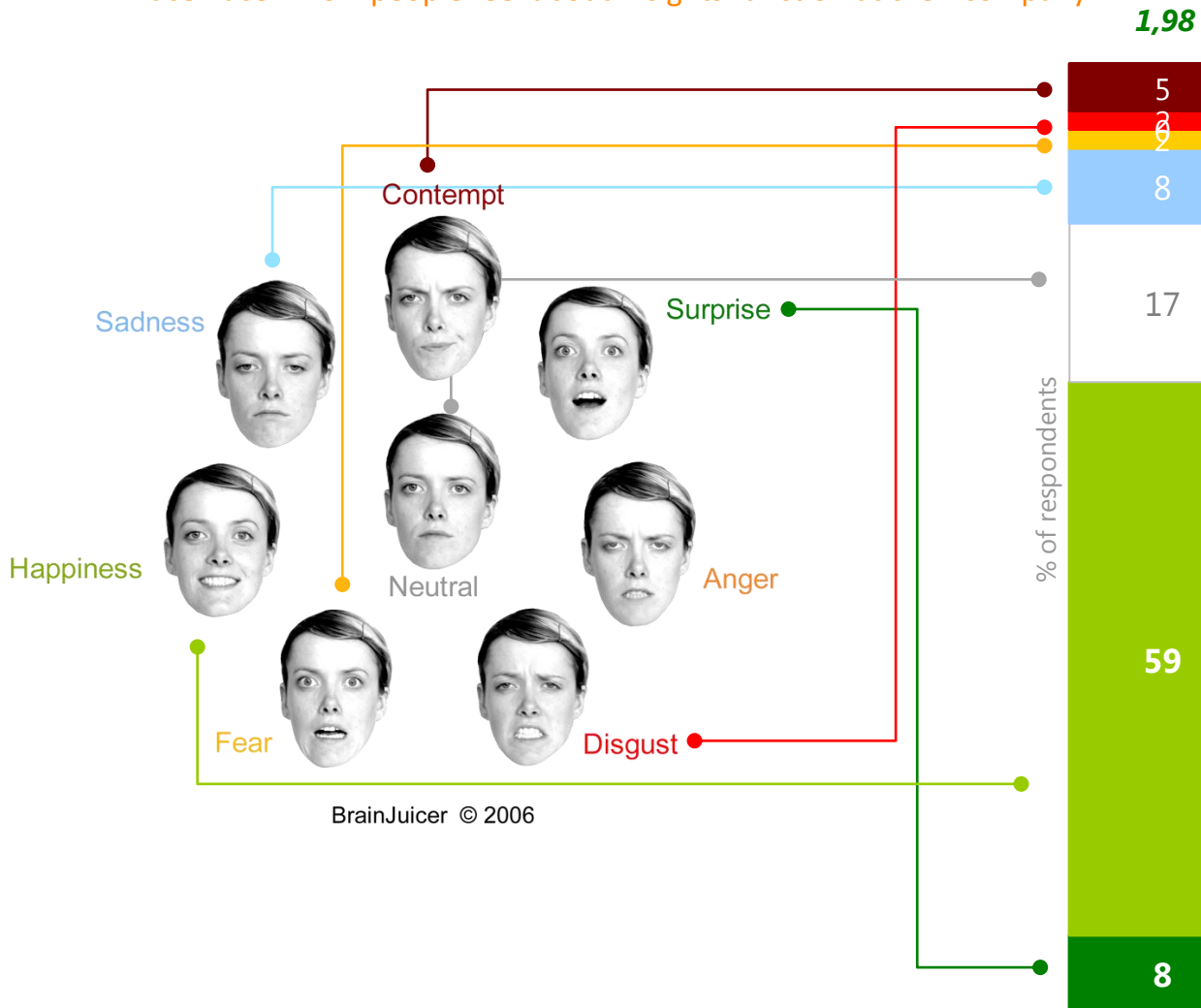


ABA Future-of-Insights | 63 participants, mainly team leaders involved with Insights



In general, respondents feel very good about the Insights function, but there are areas of improvement.

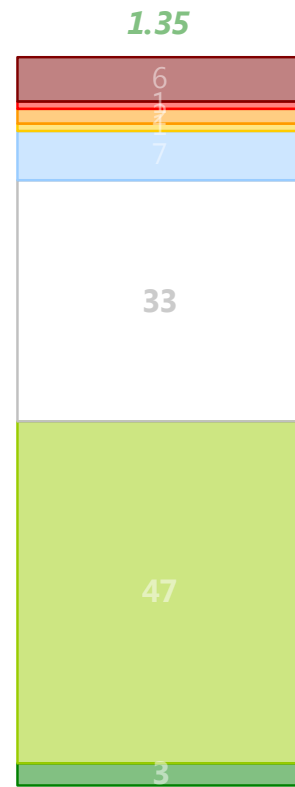
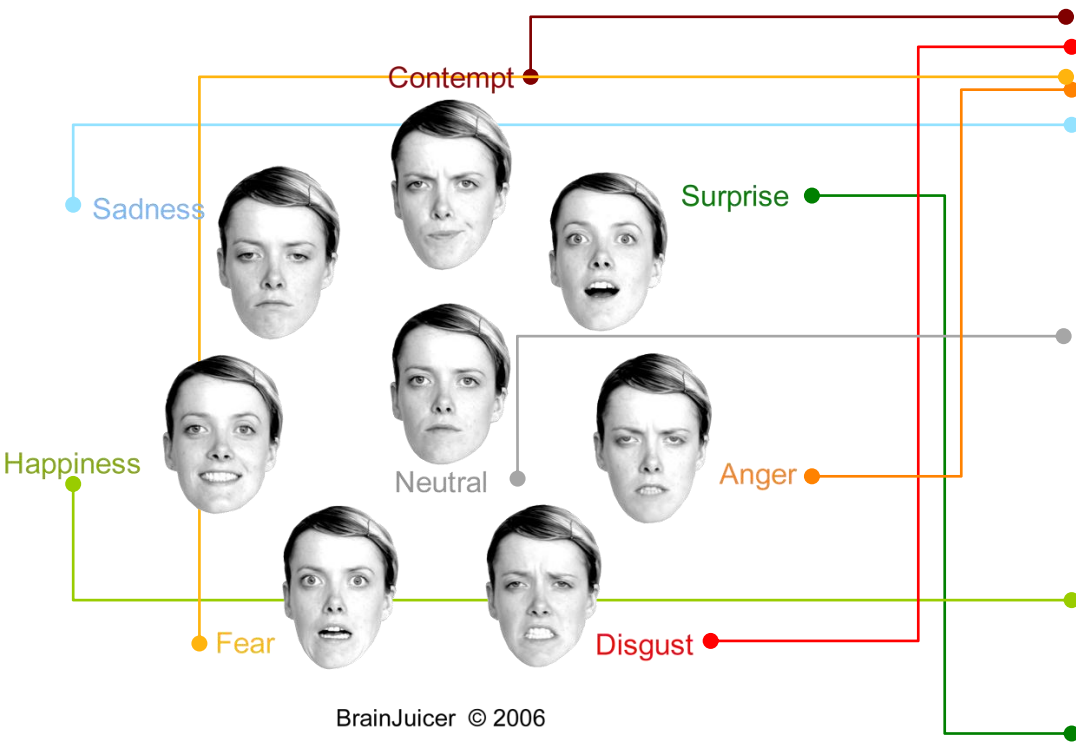
FaceTrace®: how people feel about Insights function at their company



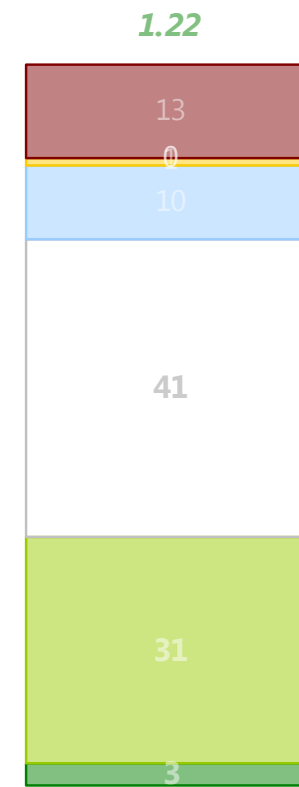
A empresa ainda **não tem cultura de informação** para valorizar a área
 As **metodologias** ainda são um pouco atrasadas, com base em dado declarado apenas.
 As pesquisas são definidas por quem pede (carteirada), são pouco/ **má utilizadas**
Muita burocracia, falta de clareza nos processos. Excesso de **opinião pessoal**
 Investimento na área e o uso das informações.
 A empresa é **muito voltada para números e não de consumidor**.
 Muitas vezes acho que não temos voz o suficiente
 Área muito voltada apenas para grandes concorrentes, perde oportunidades
 Pouca interação com o pdv, **pouco protagonista** e **falta de agilidade**
 Este tipo de trabalho não tem a **devida valorização** aqui, a **burocracia** conta mais
 A área de insights não existe de forma clara na minha empresa.
 Dinamismo da tecnologia, **pouco tempo** para entendimento do consumidor
 Não foca realmente em consumer insights e sim em dados secundários
Trabalhar na estratégia das marcas
Maior assertividade para nossas ações de marketing
 Ser uma área **parceira do negócio**, que entende as necessidades do cliente
 É uma função que **desafia o senso "comum"** e contribui p/ a **construção estratégica**
 Dia a dia do meu trabalho
Novos insights, ideias e maneiras de ver os projetos
 A segmentação que escolhem para avaliar os produtos
 Dado que a empresa não investe muito em conhecimento, fico surpresa com a qualidade
 Dados que não tínhamos nenhum conhecimento antes de uma pesquisa

Respondents in Brazil feel much better than the globally and negativity comes mostly from people working in the area

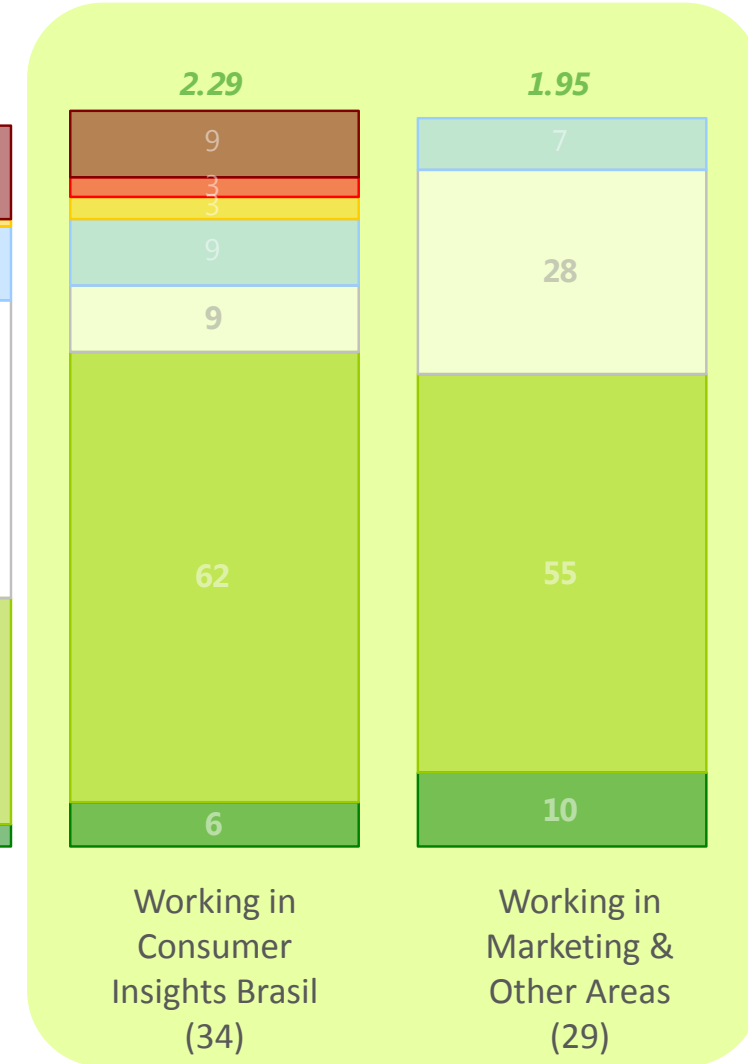
FaceTrace®: how people feel about Insights function



Working in Consumer Insights



Working in Marketing



Working in Consumer Insights Brasil (34)

Working in Marketing & Other Areas (29)

Pen Portraits of the Insights Function

Coletor e distribuidor de dados. Preciso e rápido, visão não muito ampla, muito organizado. Trabalha nos bastidores.

Objetivo e justo, concentrado em aprovar ou reprovar. Criador de empecilhos, concentrado em uma única questão do negócio. 'Carimbador oficial'. Elemento de poder e respeito.

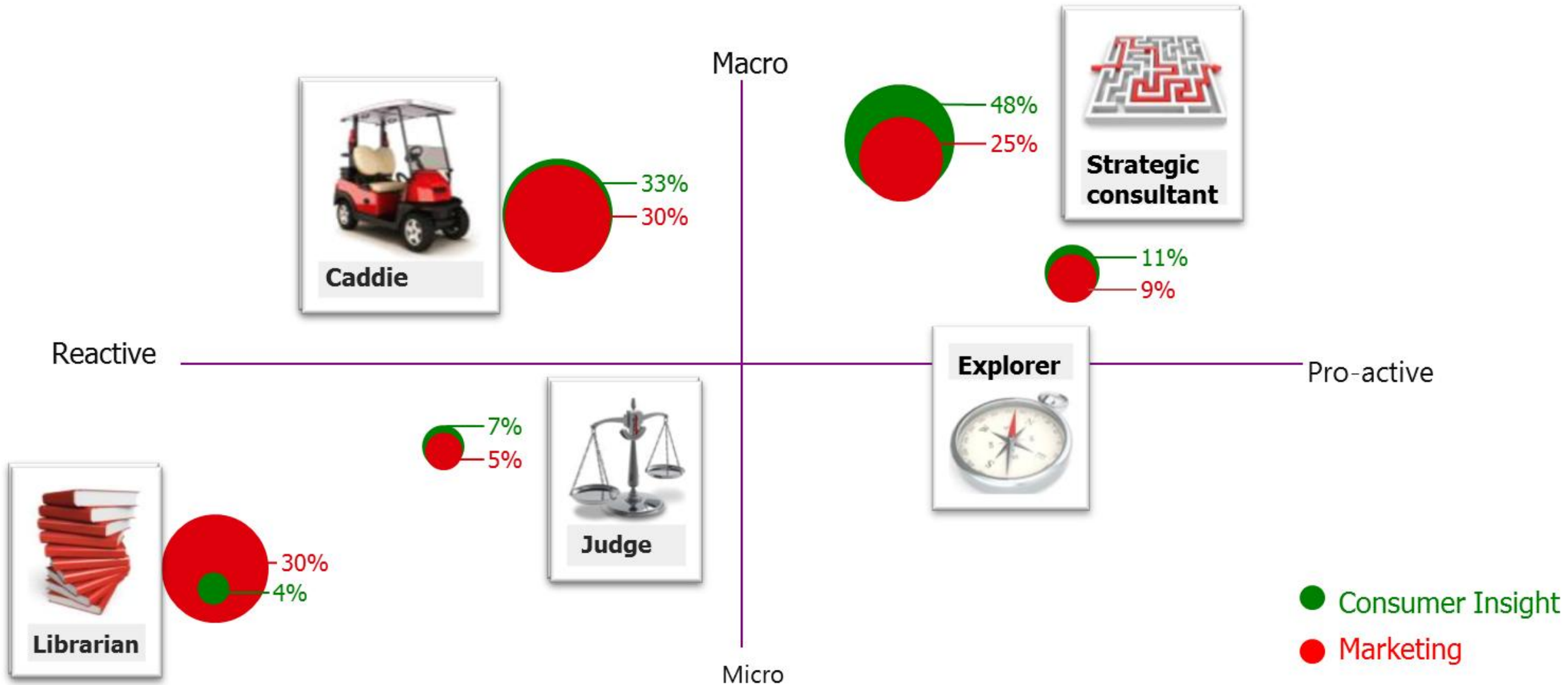
Sabe lidar bem com a maioria das ferramentas de negócios e insights. Conselheiro e instrutor de confiança, reage às perguntas recebidas, aproveita as ideias dos outros e promove suas recomendações.

Se pergunta "no que ainda não pensamos?" Inovador, traz novas ideias, defende temas o executa. Vislumbra novas oportunidades de negócios ou de conhecimento de consumidores.

Se pergunta "estamos fazendo a pergunta certa?" Não segue apenas o fluxo do projeto. Propõe e incentiva novas ideias ou caminhos para a equipe seguir. Considera o negócio de maneira ampla.

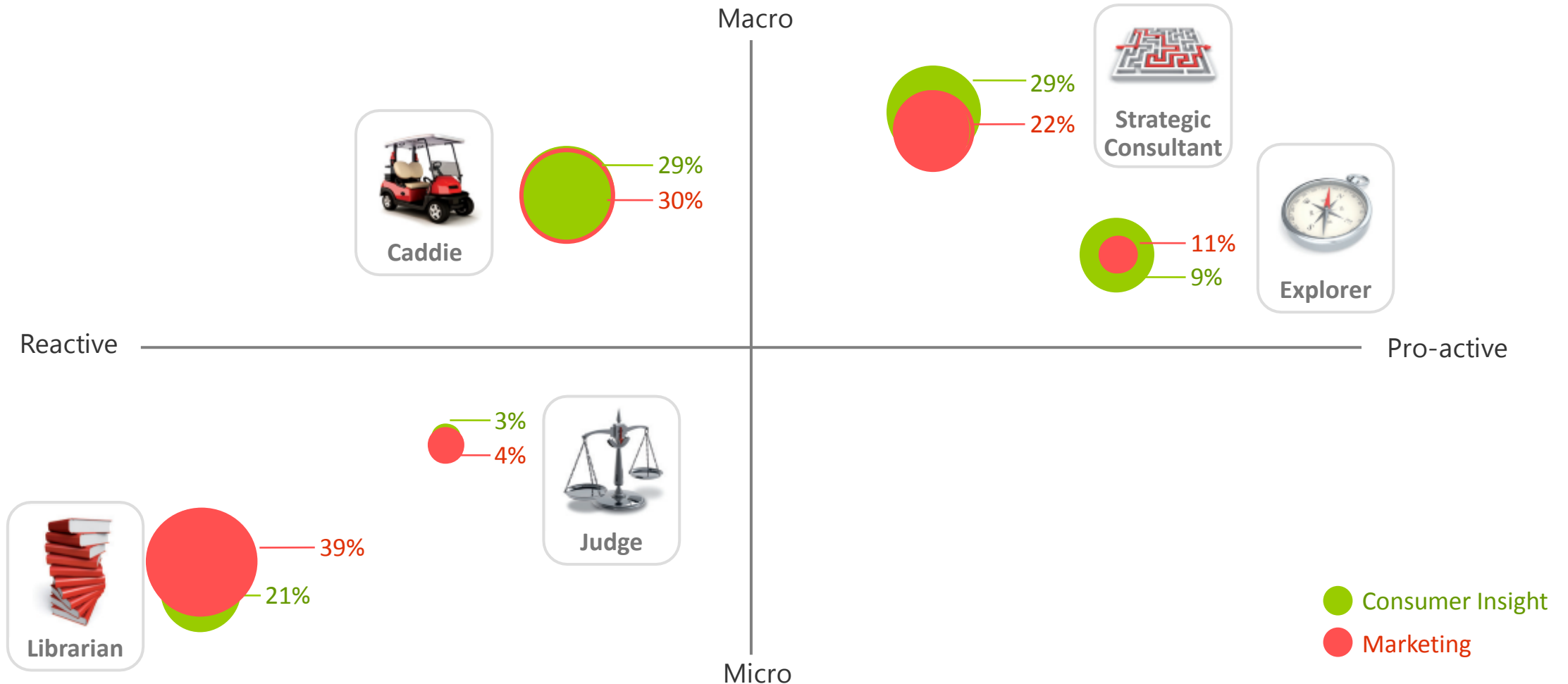
Future-of-Insights | Insights function Currently

% Choosing Each Portrait as the *Best* Description of Insights Function Currently (Marketing vs Insights)



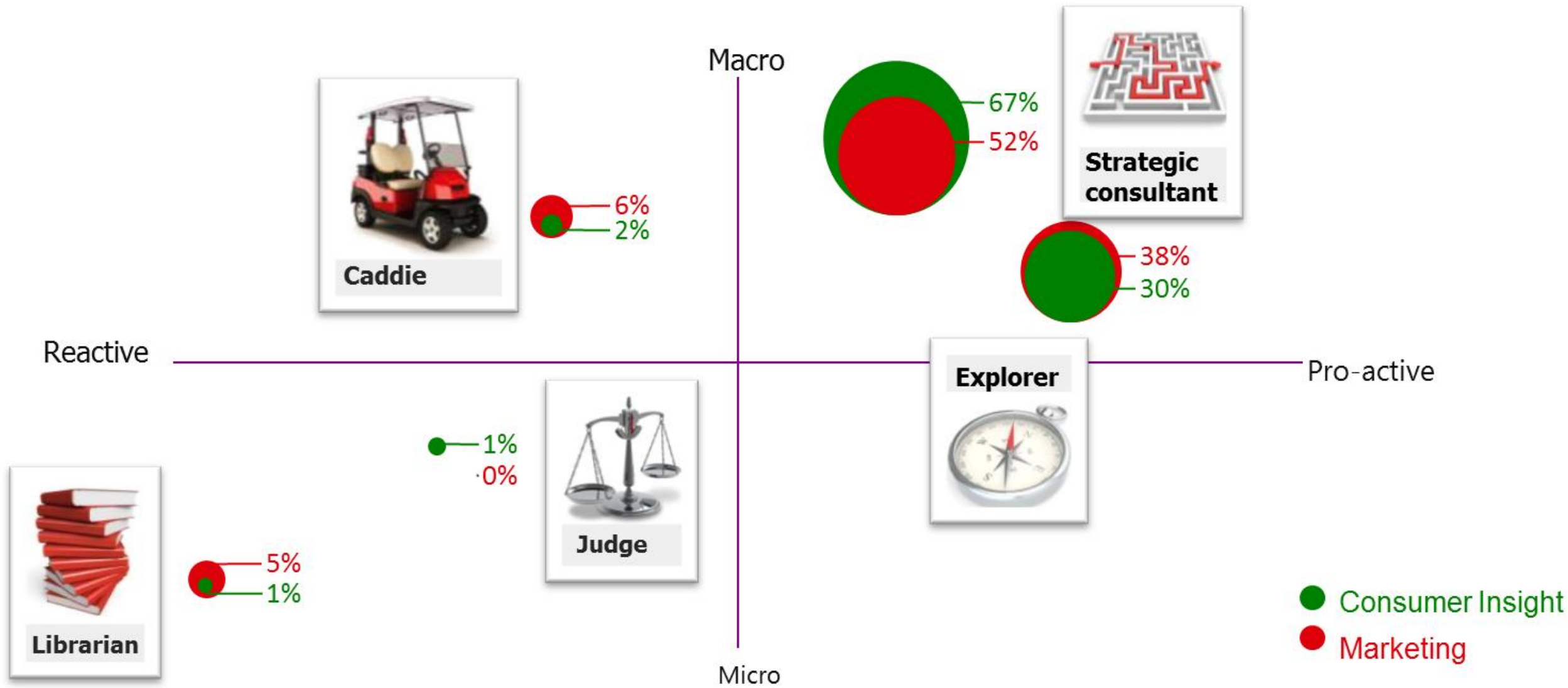
Future-of-Insights | Insights function Currently

% Choosing Each Portrait as the *Best* Description of Insights or Market Research Department Currently (Marketing vs Insights)



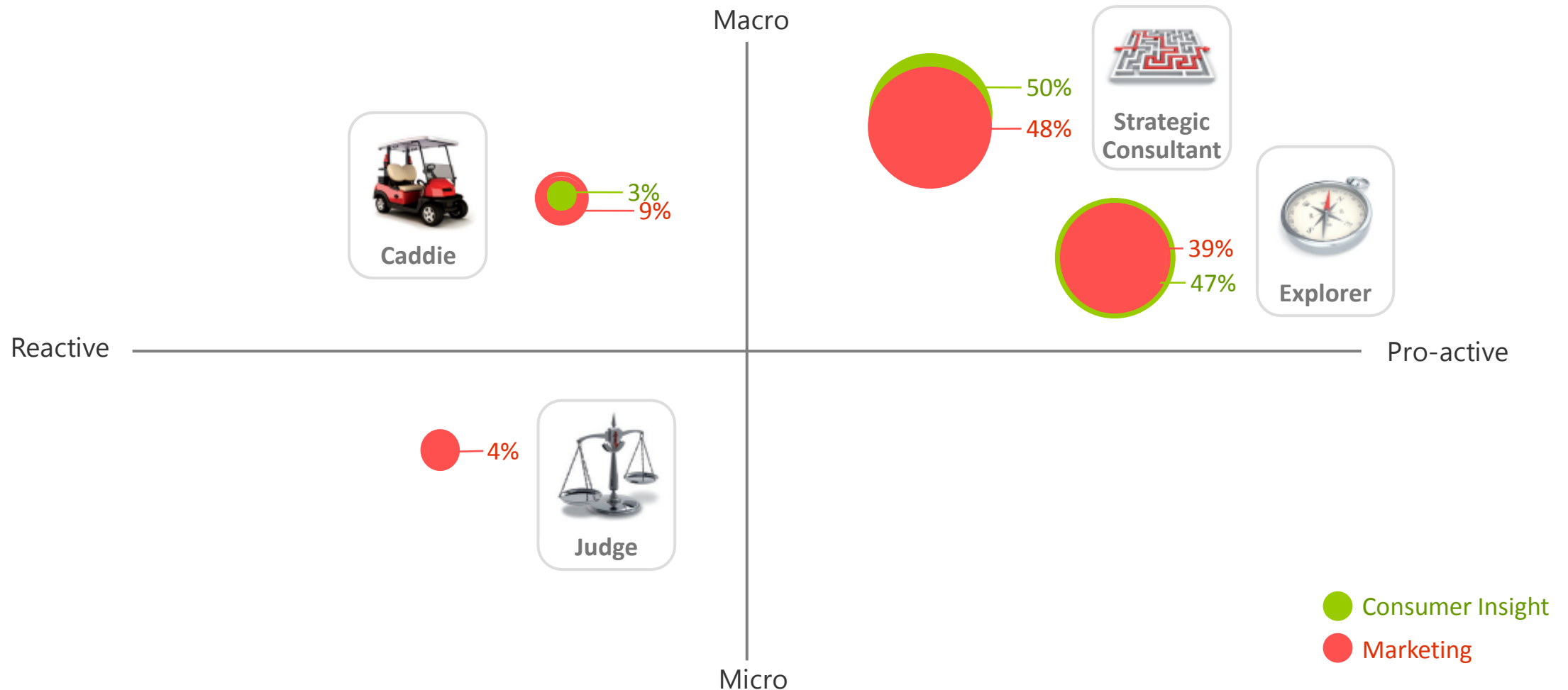
Future-of-Insights | Insights function Ideally

% Choosing Each Portrait as the *Ideal* Description of Insights Function (Marketing vs Insights)



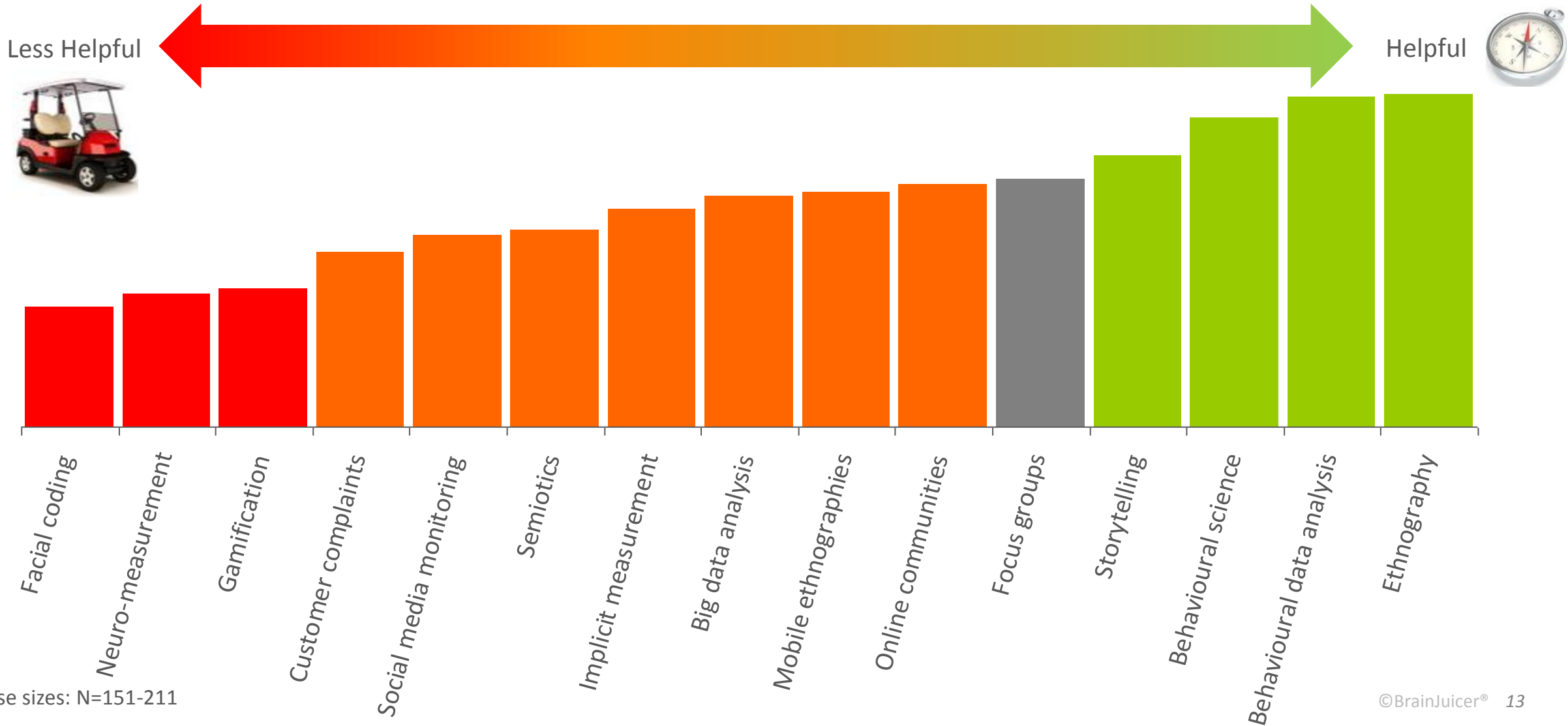
Future-of-Insights | Insights function Ideally

% Choosing Each Portrait as the *Ideal* Description of Insights Function (Marketing vs Insights)



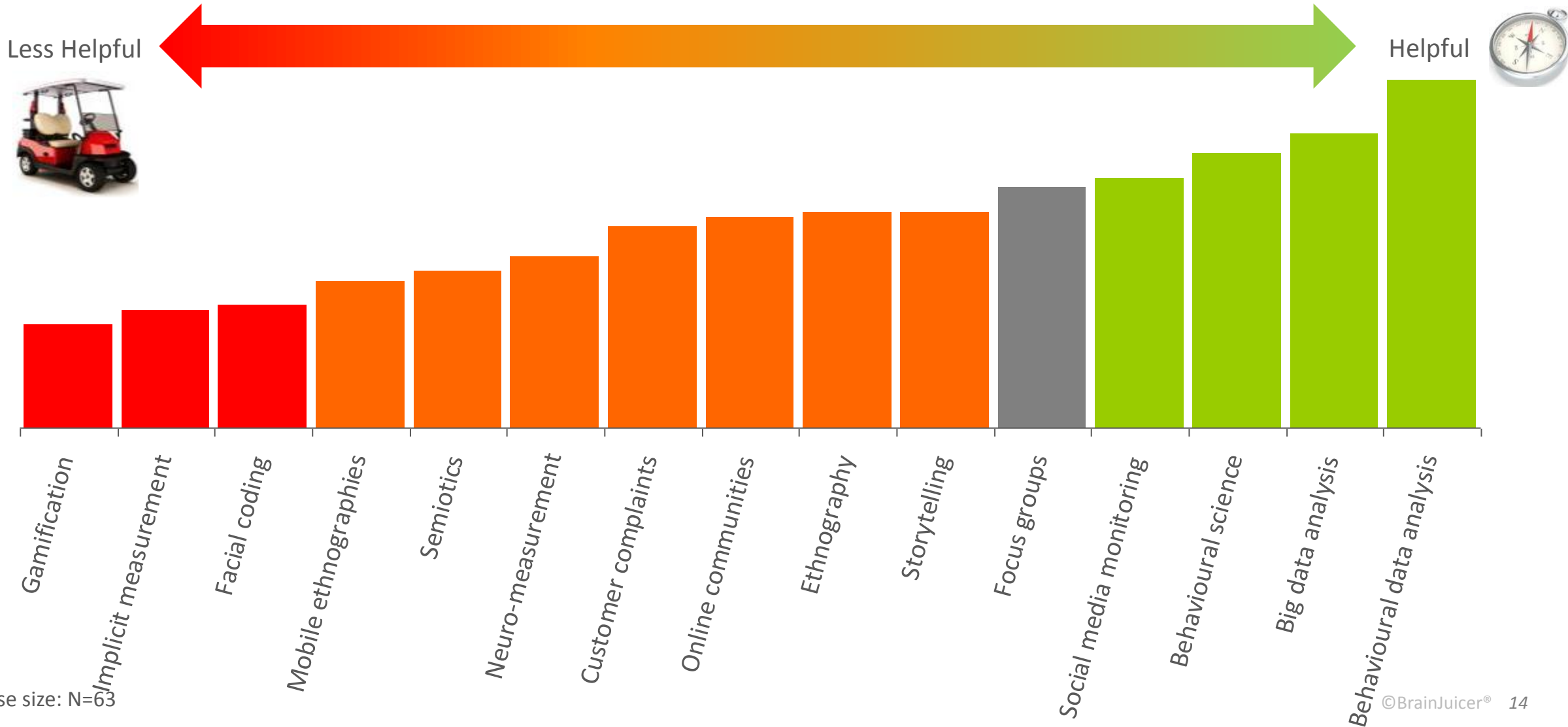
Future-of-Insights | from Caddy to Explorer using behavioural approaches

% stating extremely or very effective at generating commercially advantageous insights



In Brazil, view is more favorable to analytics and data monitoring

% stating extremely or very effective at generating commercially advantageous insights



Future-of-Insights | Explorer to Strategic Consultant via Modern Marketing

% agreeing with the *Modern Marketer* (i.e. stating 'false')



Five 20th Century Beliefs Overcome



Five 21st Century Beliefs Still To Acquire



More 20th Century Marketing Beliefs to Overcome in Brazil

% agreeing with the *Modern Marketer* (i.e. stating 'false')



Five 20th Century Beliefs Overcome

Consumers **carefully evaluate** all competing brands before buying

87% **71%**

Marketing should single-mindedly focus on **brand loyalty**

68% **29%**

Communicating a **persuasive message** is **66%** **81%** more efficient than simply making people feel something

Advertising works best when it sets out to convince people of a **brand's superiority** **63%** **67%**

Any marketer must **listen directly to & act upon** what customers say they need **61%** **59%**



Five 21st Century Beliefs Still To Acquire

5% **15%** **Attitudes** are an important step towards influencing brand choice

14% **17%** Good research is about striking an even **balance between rational & emotional measures**

8% **18%** **Differentiation** is key to a brand's growth

8% **23%** Efficient marketing relies on skilful **segmentation** of consumer need states

17% **29%** Understanding of how **your brand's buyers** are different is fundamental to successful marketing



**FIVE THINGS EVERY MODERN MARKETER KNOWS
ABOUT FAMOUS, 5-STAR MARKETING**

(The whole of Behavioural Science distilled
to the five drivers of profitable brand growth)

1

WE THINK MUCH LESS THAN WE THINK WE THINK

(Fast feelings drive decisions,
slow thinking rationalises the reasons)*



*With acknowledgement to Daniel Kahneman: *Thinking, Fast & Slow*

2

THOSE WHO TELL THE BEST STORIES RULE THE WORLD

(The human mind is a story processor
not a logic processor)*



*With acknowledgement to Jonathan Haidt: *The Righteous Mind* and Dan & Chip Heath: *Switch*

3

YOUR BUYERS MOSTLY BUY OTHER BRANDS & OCCASIONALLY BUY YOURS

(Growth comes from gaining a repertoire spot among more people)*



*With acknowledgement to Byron Sharp/Ehrenburg Bass Institute & Jenni Romaniuk:
How Brands Grow 1 & 2

4

FOCUS ON NEW BUYERS BECAUSE LOYALTY COMES FOR FREE

(You don't increase your brand's market share by targeting existing users)*



*With acknowledgement to Byron Sharp/Ehrenburg Bass Institute & Jenni Romaniuk:
How Brands Grow 1 & 2

5

FAME, FEELING & FLUENCY DRIVE FAMOUS 5-STAR MARKETING

(Fortune follows fame / Feel more: Buy more /
Recognition speeds decision)*



*With acknowledgement to Tom Ewing, Orlando Wood & John Kearon:
Feeling and Fluency Drive Famous 5-Star Marketing

Future-of-Insights | Road map to profitable brand growth



STEP 1: Remove barriers, can-do process and mind-set

STEP 2: Constant experimentation brings insight
& inspiration to successful brand building

STEP 3: Introduce Modern Marketing knowledge,
models, measurement and advice to:

Accelerate
Profitable
Brand
Growth