INSIGHTS ➔INTEGRATION

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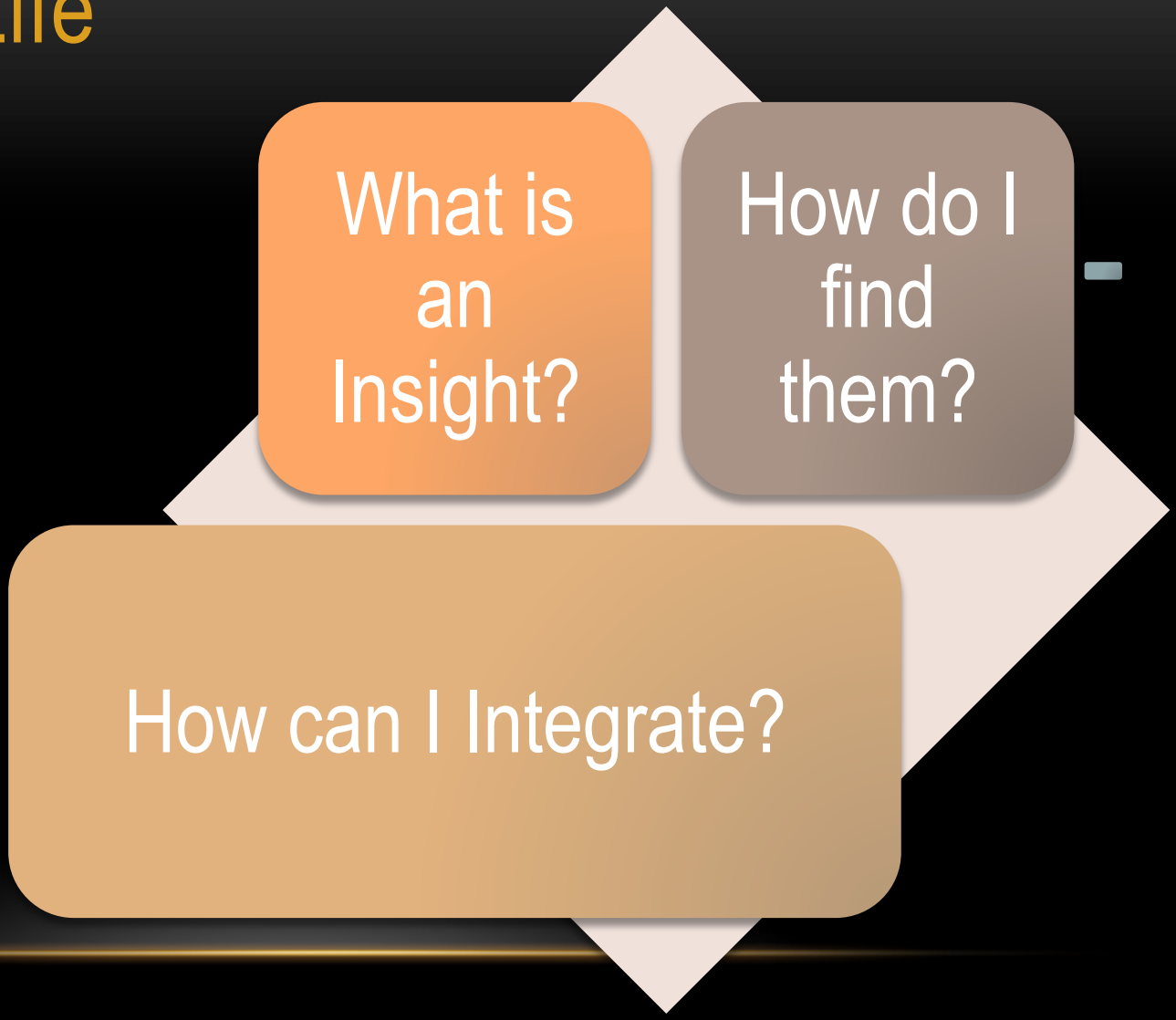
WHY ARE YOU HERE?



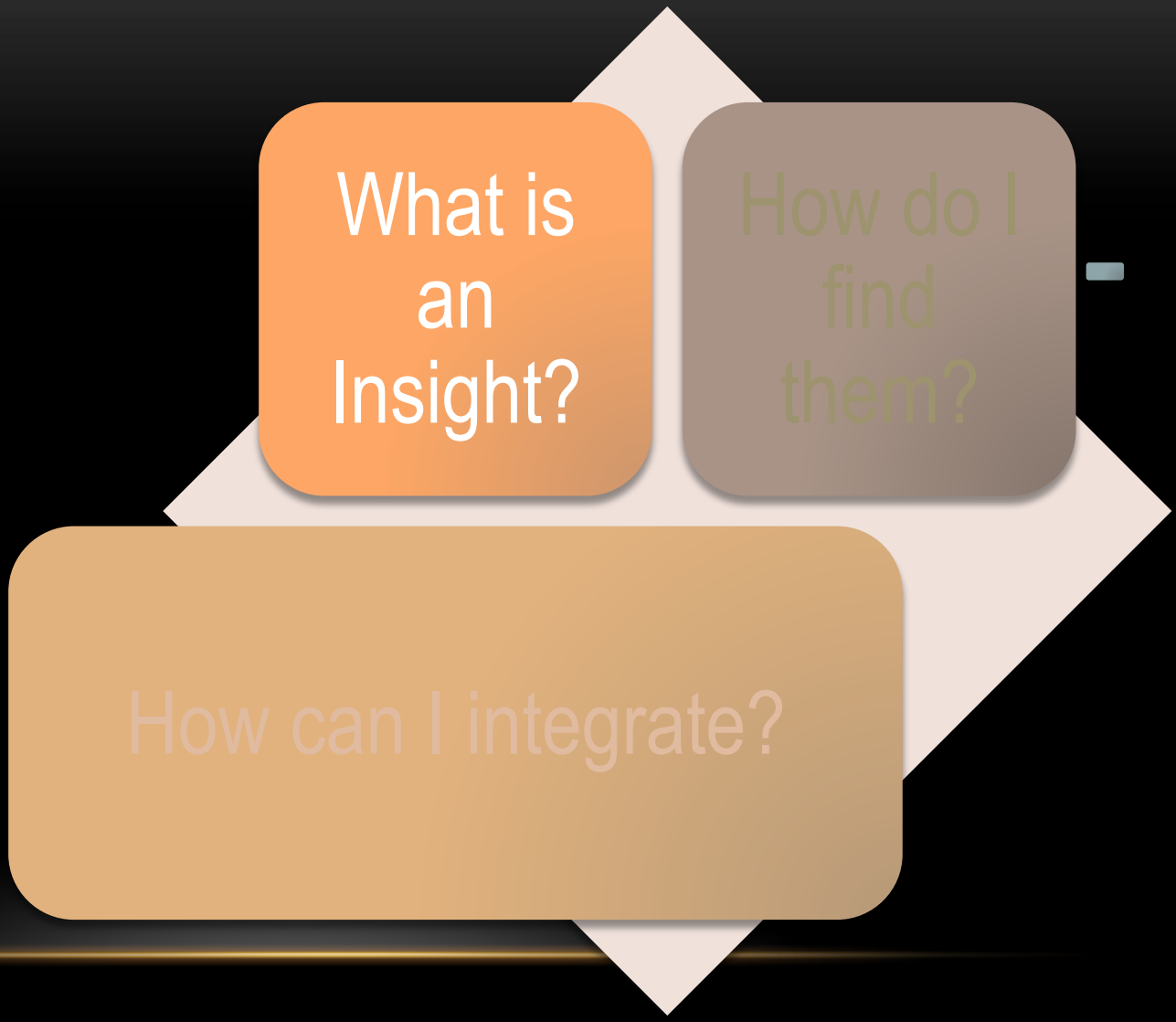
IMPROVING LIVES

WHY ARE YOU HERE?

Improving Life with Insights



Insights



WHAT IS AN INSIGHT?

insight |ˈinˌsīt| noun

The capacity to gain an accurate and deep intuitive understanding of a person or thing.

WHAT IS EMPATHY?

Empathy works when you choose to be affected.
When you feel compelled to act on behalf of the consumer.




Fairy Soap



WHAT WOMEN WANT

https://www.youtube.com/watch?v=HRCNDBfVhJ0

WHAT IS AN INSIGHT?

- Universal Truth
- Observation
- Insight

- Humans desire emotional connections.
- Dog owners in the US buy toys and clothes for their dogs.
- Dog owners think of pets as family members.

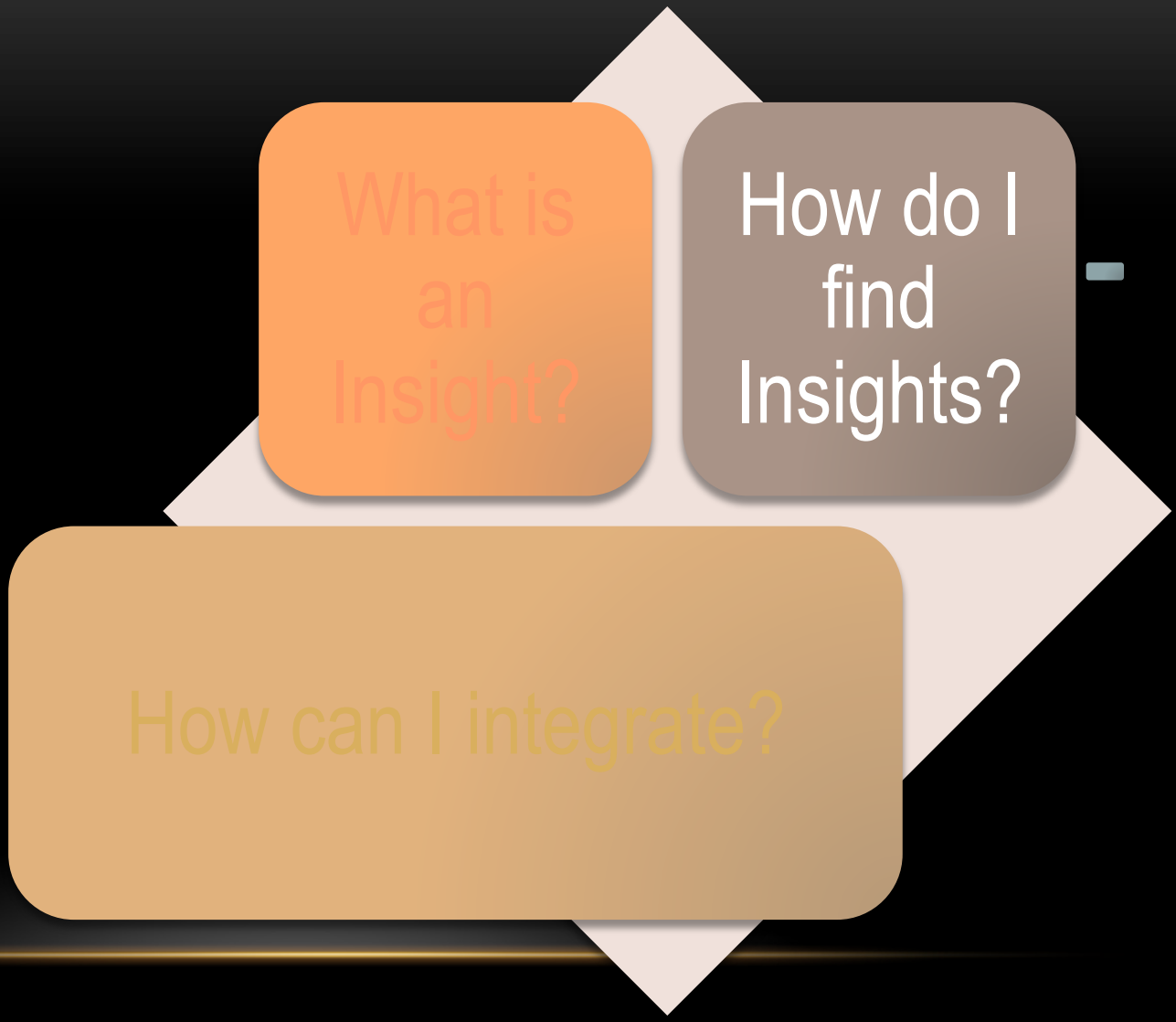
KNOWING THE WHY

BETTER INSIGHT



Someone cares that I come home.

Insights

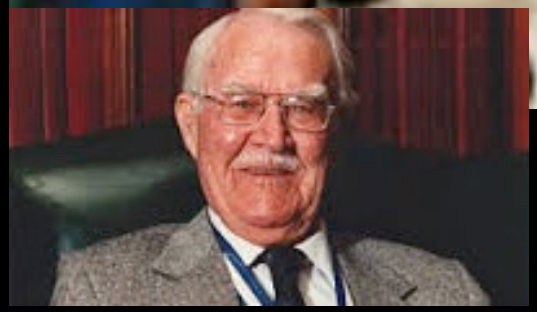


INSIGHTS COME FROM EXPERIENCE



https://www.youtube.com/watch?v=Ap2ikE54PrM





Pampers

INSIGHTS COME FROM EXPERIENCE…

IN THE EARLY 90'S WHAT WERE CONSUMERS SAYING ABOUT COFFEE?

"I have a few acceptable brands and price is the most important factor in my purchase decision."

What if Howard Schultz only listened to what coffee drinkers said they wanted?



What if my Folgers team would have better understood the experience?



Periodontal Rinse

Importance of taste and aftertaste...



CULTURAL DIFFERENCES

US



Japan




Febreze
AIR
Febreze
AIR
Febreze
AIR
Febreze
AIR
Febreze
AIR



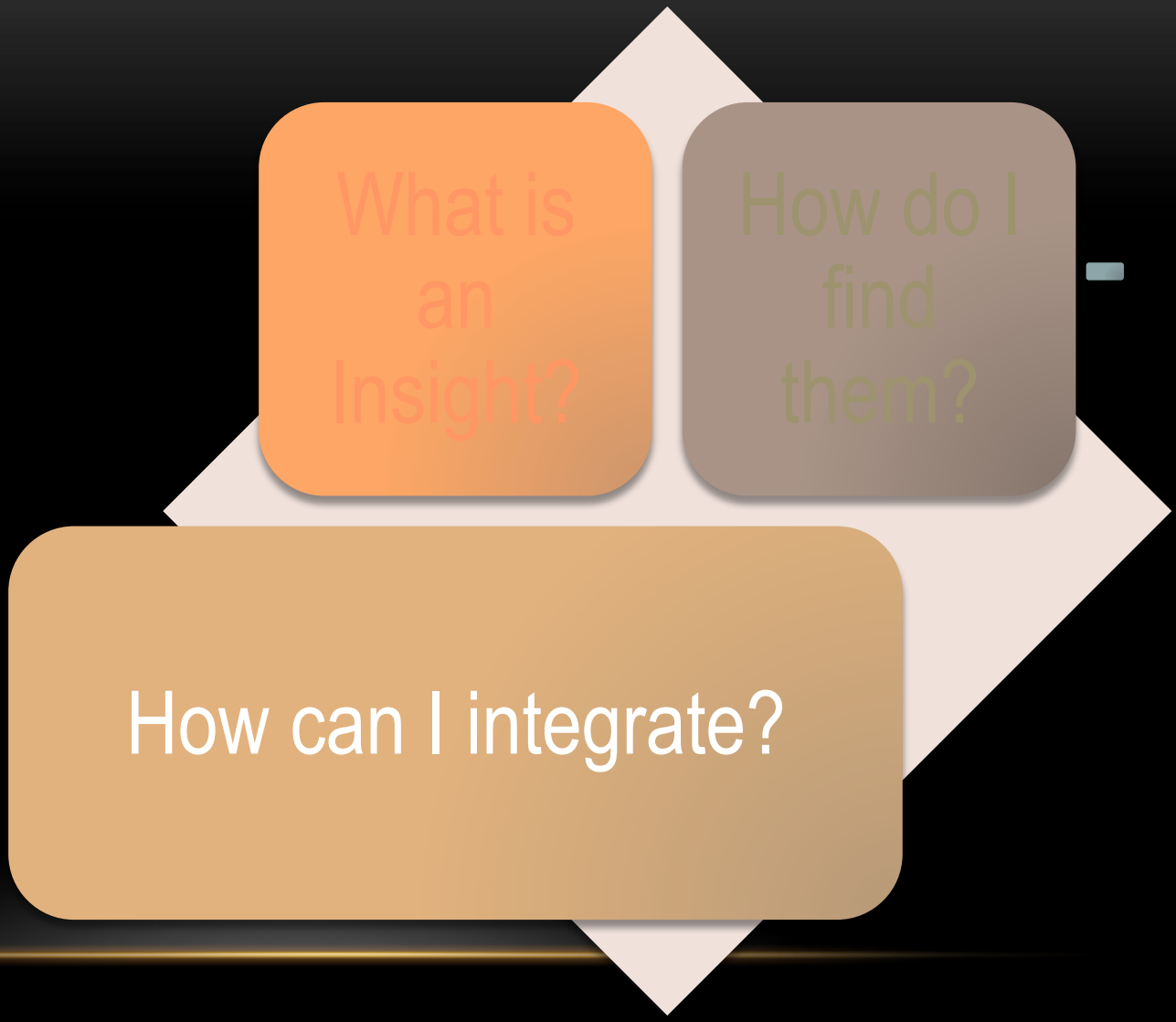

2 weeks
of freshness!
2 semaines
de fraîcheur!
Gain
Febreze
Hawaiian
Aloha



OXO potato peeler

INSIGHTS COME FROM EXPERIENCE

Insights



BRING YOUR TEAM ALONG



LEVERAGING INSIGHTS THE COMPETITIVE DIFFERENCE

Requires a process to enable the right culture for insight based decision making.

BRING YOUR TEAM ALONG

Tell a Story

Make it experiential

Bring the consumer into the room

“When I saw the Thank You Mom campaign I got goose bumps, I didn’t need to see the data.”

Marc Pritchard P&G CMO



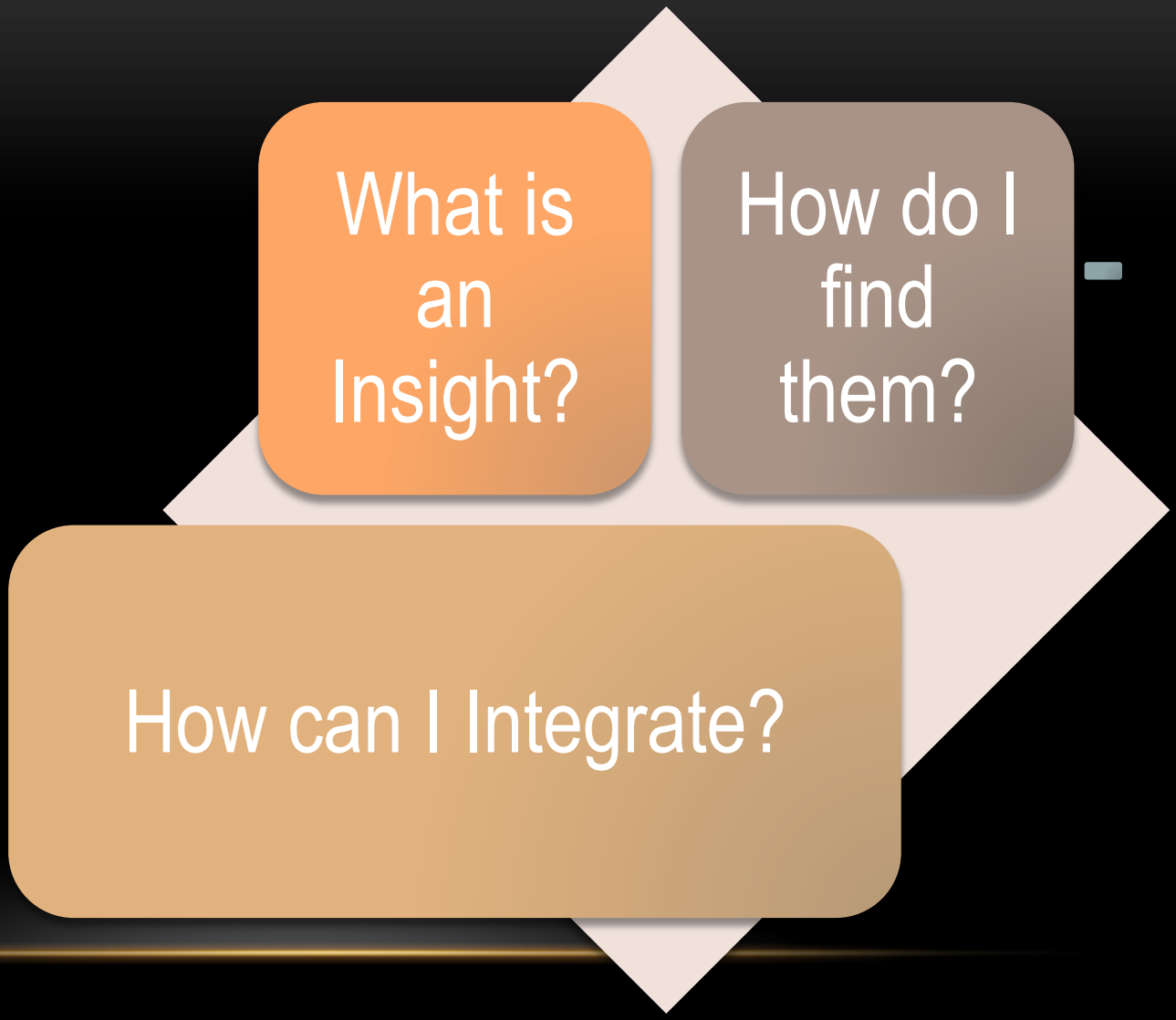
Insight

“I know I need to take my insulin before meals at night, but my life is hectic and night times are busy. I often forget it.”

Better Insight

“Taking my insulin is a reminder that I am broken. I don't mind giving it to myself in the morning when I am alone, but at night my family is close by, it feels like a reminder to them that I am broken.”




What is an Insight?
How do I find them?
How can I Integrate?

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