

WELCOME TO

**M&CSAATCHI**  
OPEN HÔUSE

# WELCOME TO WEEK 2

## DATA & INSIGHT

**M&CSAATCHI**  
OPEN HÔUSE



# HELLO



James Calvert  
M&C Saatchi  
Chief Data & AI Officer



Tim Spencer  
Fluency  
Chief Executive Officer



# HOUSE RULES

You are not able to be seen or heard by the panelists or other participants

Please be respectful of the speakers and of each other when using the communication features

Please use the Q&A function to ask any questions and we will do our best to answer as many as we can

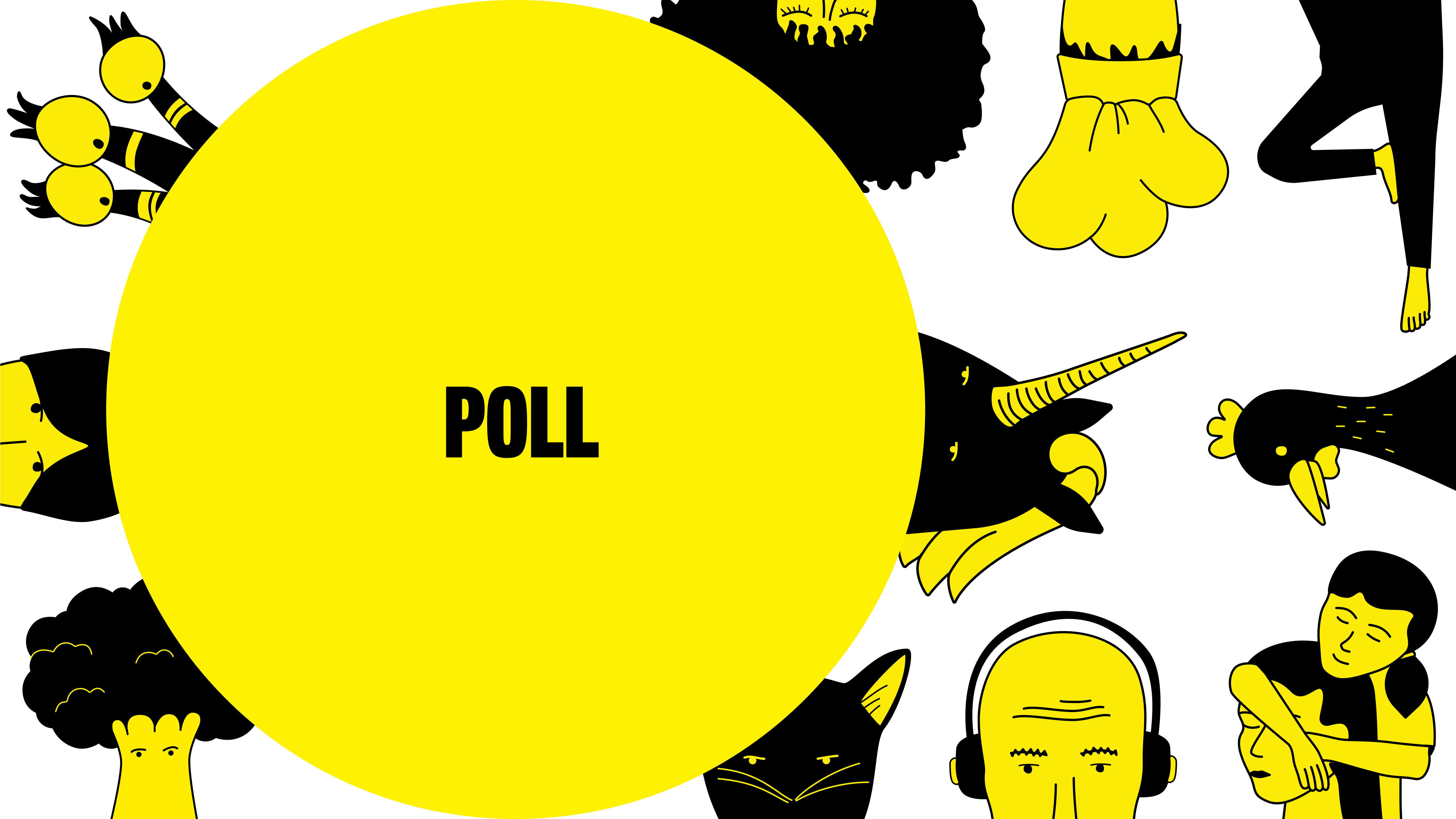
Please use the Polling function when directed to by the Speakers

Please use captions if you need to

This session will be recorded and uploaded to the login site following the session  
- so don't worry if you miss anything!



**POLL**



**WHY**

**DATA**

**DECISIONS**

**DECISIONS**

**RISK +**

**REWARD**



**POWER OF**

**PERSUASION**



# ORATOR AND THE ANALYST

**DATA ANALYTICS**

**+**

**STORYTELLING**

**=**

**PERSUASION**

## YOUR PHONE

- Who you know
- Where you are
- Who you call
- What you say
- Your photos
- What you listen to
- What you're looking at



## YOUR WATCH

- Your heart rate
- Your fitness
- When you exercise
- Ambient noise
- Hand washing
- Where you are in your menstrual cycle



# EXPLOSION OF DATA

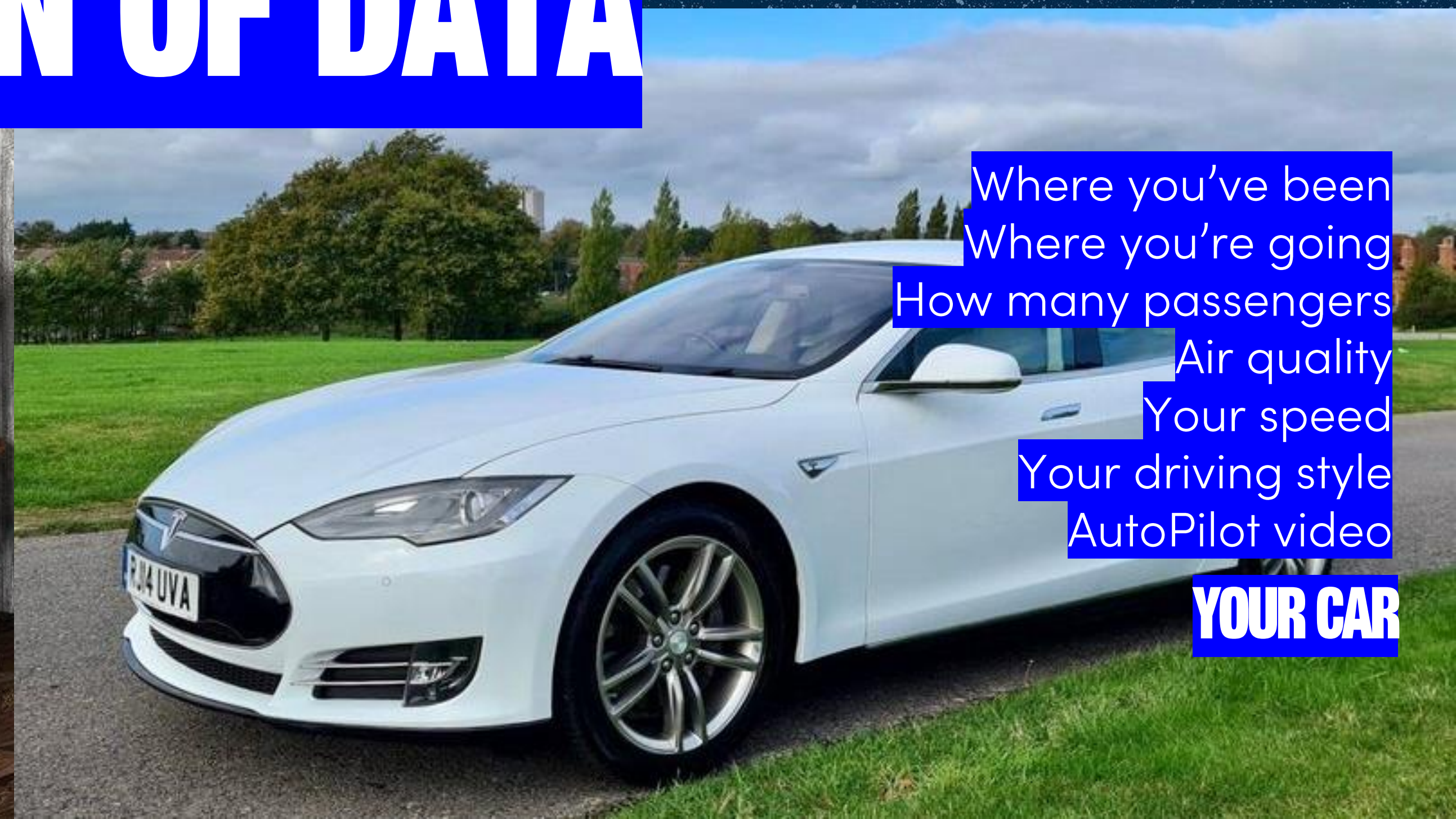
- Your bed time
- Alone or together
- How quick you get to sleep
- How long you sleep
- Your body temperature
- How often you turn
- Quality of sleep

## YOUR BED



- Where you've been
- Where you're going
- How many passengers
- Air quality
- Your speed
- Your driving style
- AutoPilot video

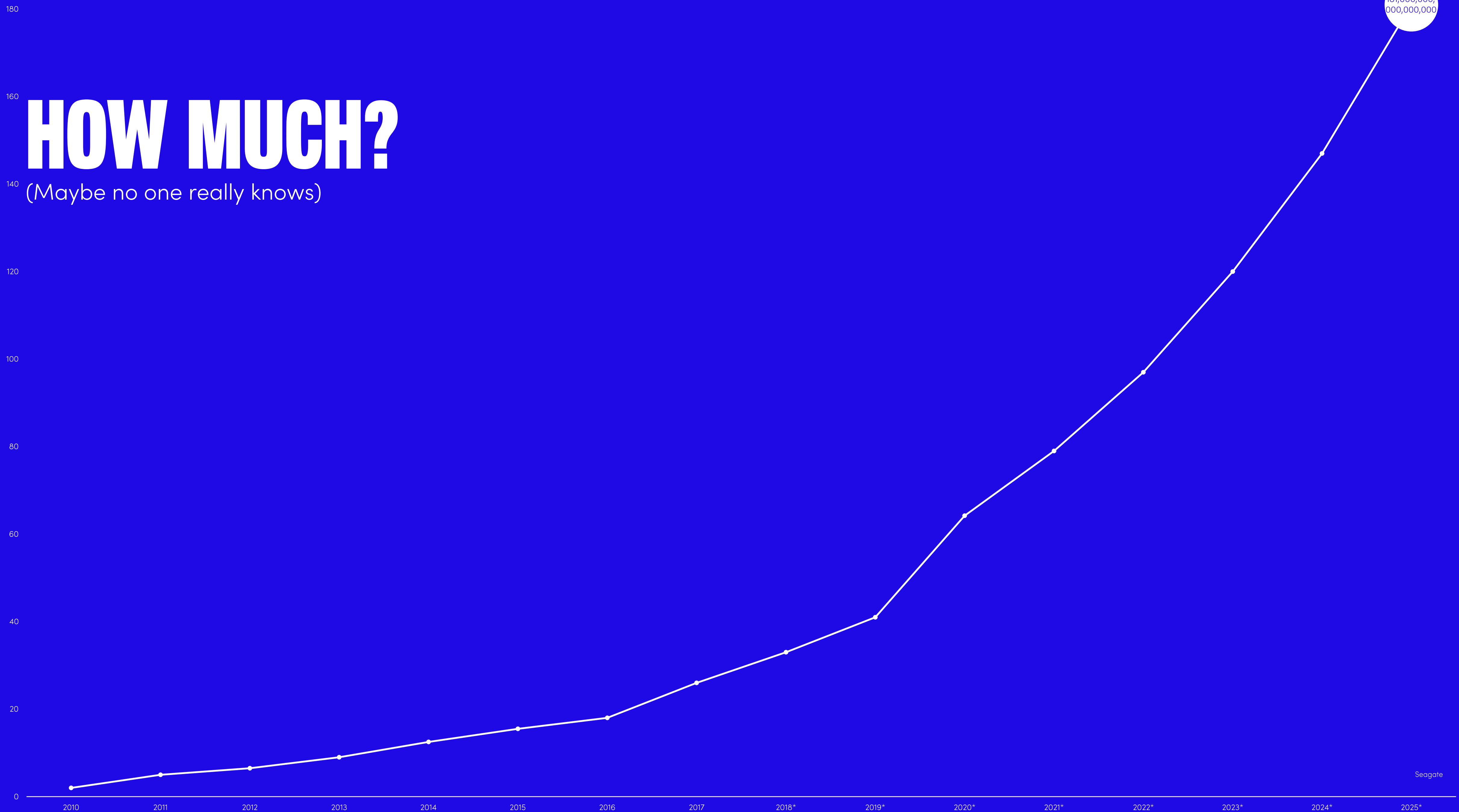
## YOUR CAR

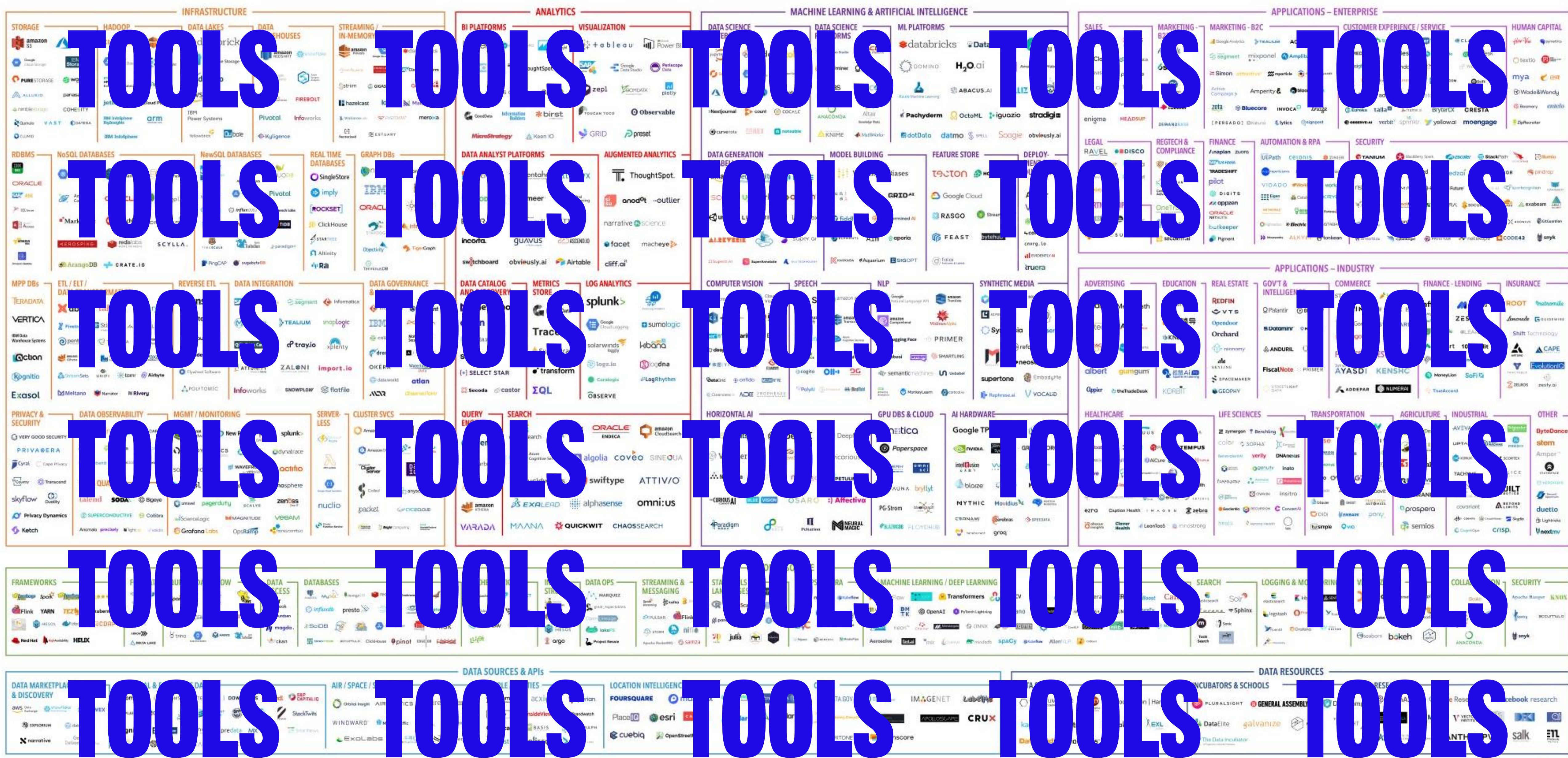


# HOW MUCH?

(Maybe no one really knows)

Data volume in zettabytes





**TOOLS**

**TOOLS**

**TOOLS**

**TOOLS**

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"THAT'S THE END OF MY PRESENTATION. ANY QUESTIONS?"



**STORYTELLING**





## ENGAGE OUR SENSES

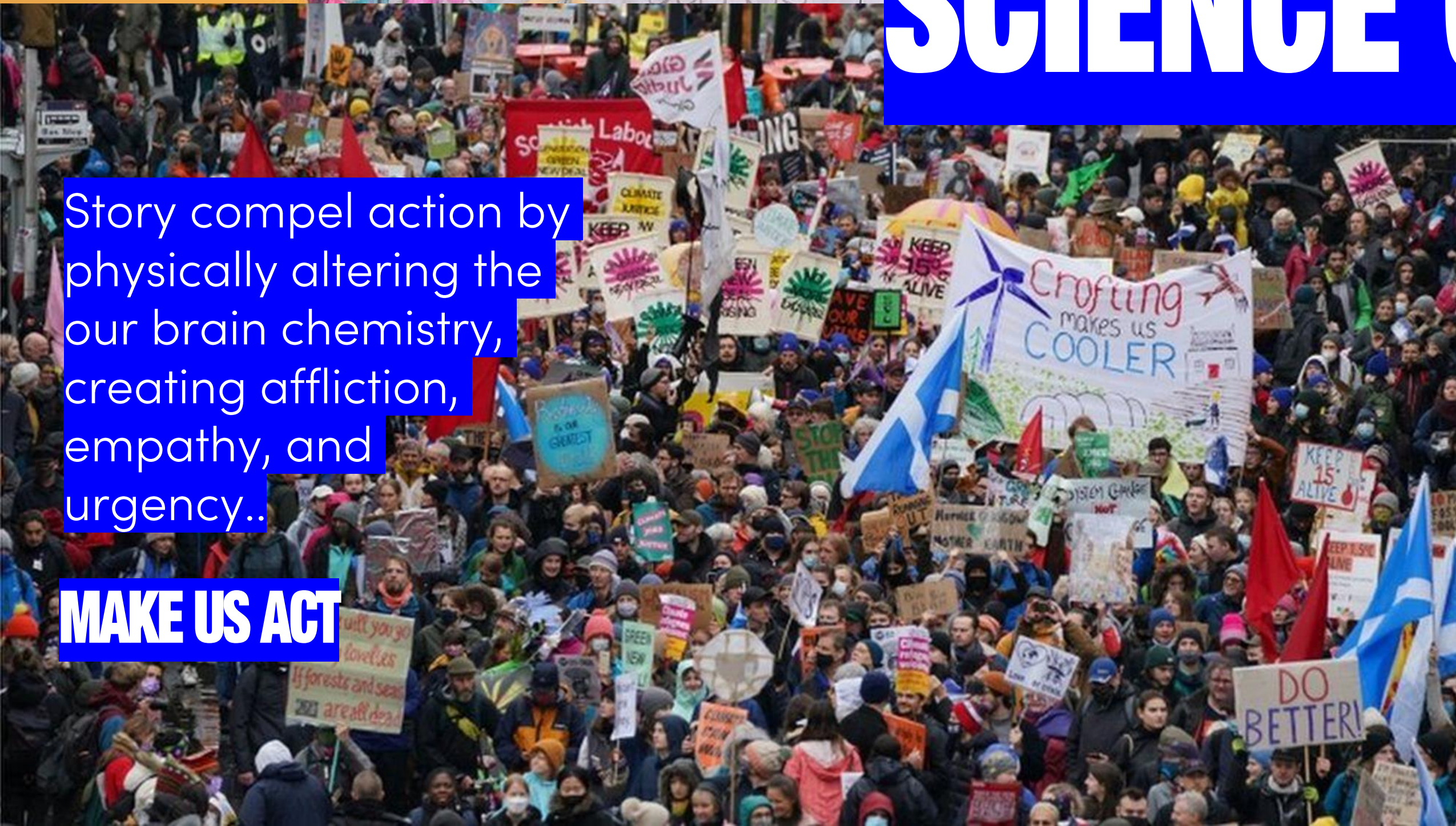
When we hear stories, our brains respond by making sense of the information more completely.



## BRING US TOGETHER

Exchanging stories connects storyteller and listener, a hardwired human trait to build common ground.

# SCIENCE OF STORY



Story compel action by physically altering the our brain chemistry, creating affliction, empathy, and urgency..

## MAKE US ACT



Stories have a magical ability to transport us, shifting critical thinking as we become distracted by positive feelings.

## MOVE US TO FEEL

# STORIES ARE TEN TIMES MORE MEMORABLE



**DATA ANALYTICS**

**+**

**STORYTELLING**

**?**

**SCIENTIST**

**ARTIST**

**LEFT BRAIN**

**RIGHT BRAIN**

**RATIONAL**

**EMOTIONAL**

**ANALYTICAL**

**INTUITIVE**

**MATHEMATICAL**

**CREATIVE**

**LOGIC**

**IMAGINATION**

**CONTROL**

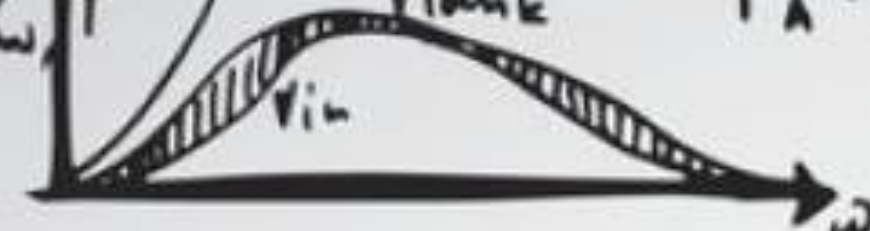
**FREEDOM**

**ANALYSTS THAT DON'T COMMUNICATE**

**COMMUNICATORS THAT DON'T ANALYSE**



$$P = \bar{S}$$



$$x = \rho \cos \varphi, y = \rho \sin \varphi$$

$$T = \frac{2\pi}{\omega} = 2\pi \sqrt{\frac{J}{mgl}}$$

$$\rho = \sqrt{x^2 + y^2}$$

$$x - x_n = 0$$

$$\frac{h}{v - 5m} \rightarrow ?$$

$$x = x_0 + vt$$

$$y = y_0 + vt$$

$$z = z_0 + pt$$

Formula for's

$$3) v = \frac{2\pi r}{T}$$

$$6) v = \frac{v}{2\pi r}$$

Physics - 10

Resistance

$$BC \omega = 0$$

$$z \omega = A$$

$$a = ca$$

$$\frac{dp}{p} + \gamma \frac{dv}{v} = 0$$

$$I = \frac{U}{R}$$

$$\downarrow \tau = \text{const}$$

$$\uparrow a = \text{const}$$

$$I = \frac{U}{R}$$

$$I = \frac{U}{R}$$

$$I = \frac{U}{R}$$

$$I = \frac{U}{R}$$

$$I = \frac{U}{R}$$

@%!!%?

$P = \bar{S}$

$w = \frac{mgL}{J}$

$T = \frac{2\pi}{\omega} = 2\pi \sqrt{\frac{J}{mgL}}$

$x = \rho \cos \varphi, y = \rho \sin \varphi$

$\rho = \sqrt{x^2 + y^2}$

$q = \frac{h}{v} = \frac{h}{\frac{5-10m}{0.5}}$

$x' = x_0$   
 $y' = y_0$   
 $z' = z_0$

Formul

1)  $\bar{I} = \frac{t}{5}$

2)  $v = \frac{t}{5}$

3)  $T = \frac{v}{k}$   
 $D = \frac{v}{T}$

4)  $T = \frac{2\pi}{v}$

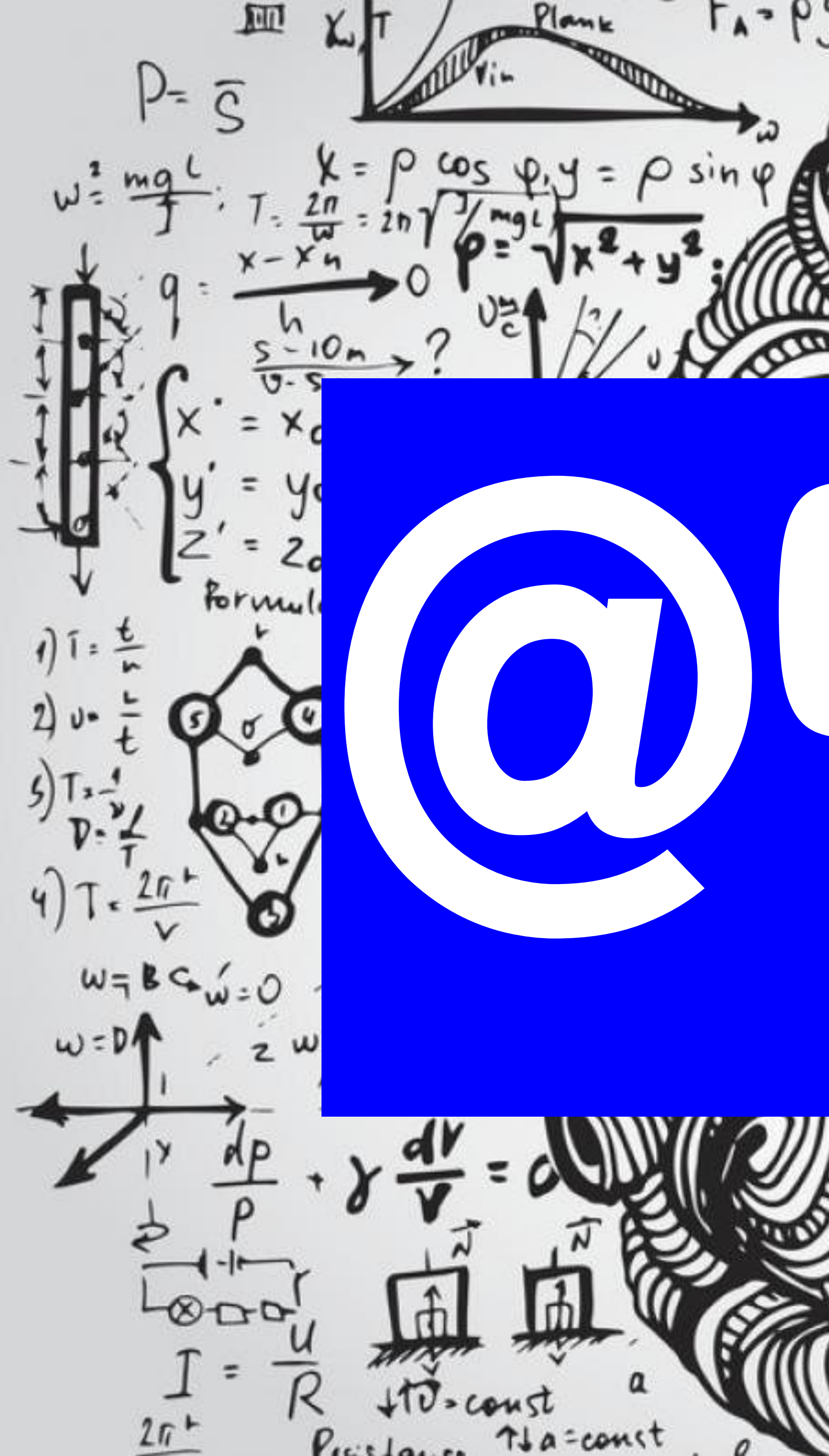
$w = B \cdot \omega = 0$

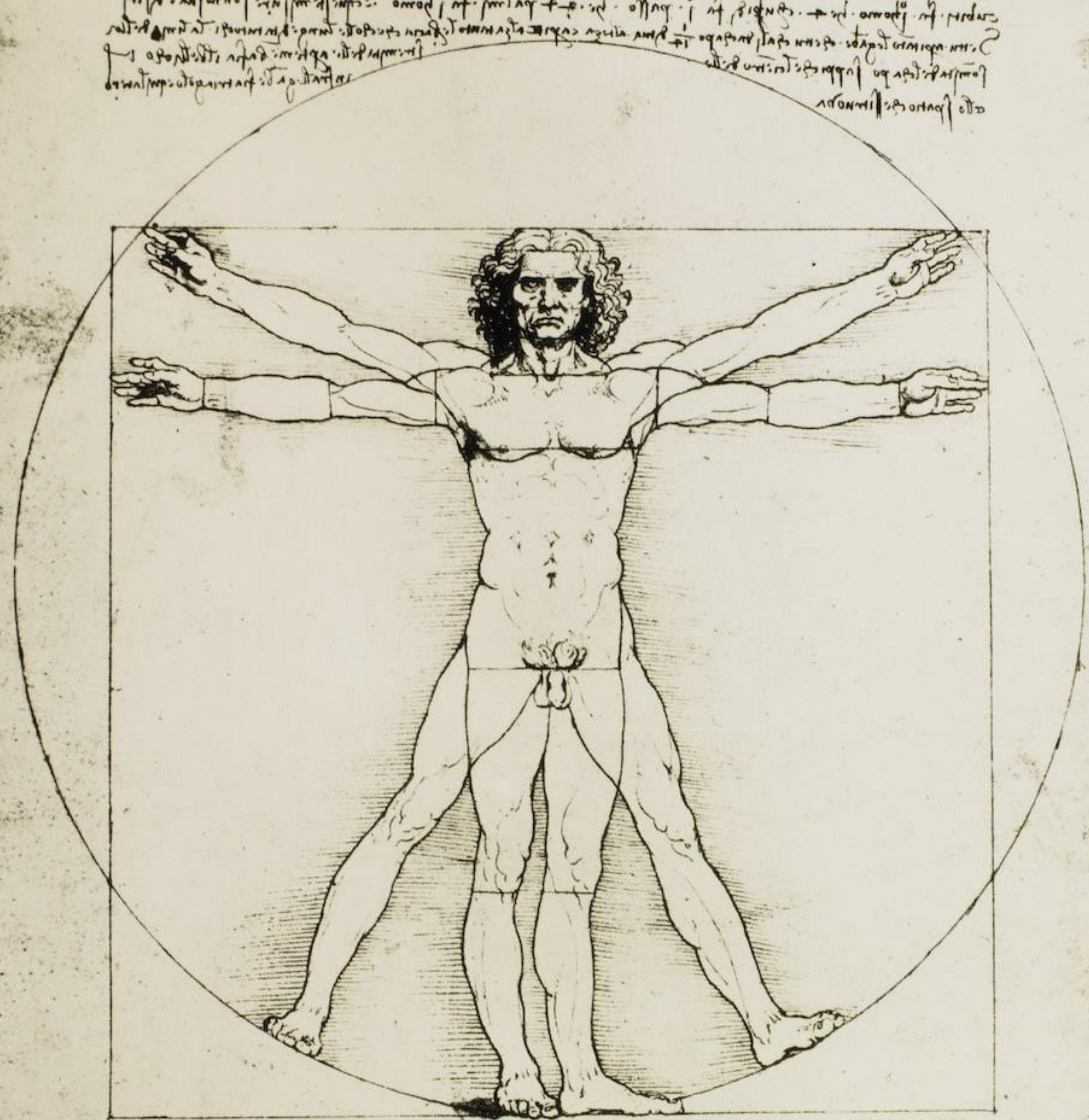
$w = D$

$\frac{dp}{p} + \gamma \frac{dv}{v} = 0$

$I = \frac{U}{R}$

$\downarrow \vec{v} = \text{const}$  a  
Resistanse  $\uparrow \vec{a} = \text{const}$





Handwritten text in Italian, likely a scale or measurement for the drawing.

Handwritten text in Italian, likely a scale or measurement for the drawing.

B





**USING DATA TO MAKE YOUR  
BUSINESS BETTER IS NOT  
SOMEONE ELSE'S JOB,  
IT'S YOURS!**

**1.**

**TO INTERROGATE,  
UNDERSTAND AND EXTRACT  
MEANING FROM DATA.**

**2.**

**TO USE THESE FINDINGS  
AND INSIGHTS TO INSPIRE  
ACTION.**

**DATA ANALYTICS**

**+**

**STORYTELLING**

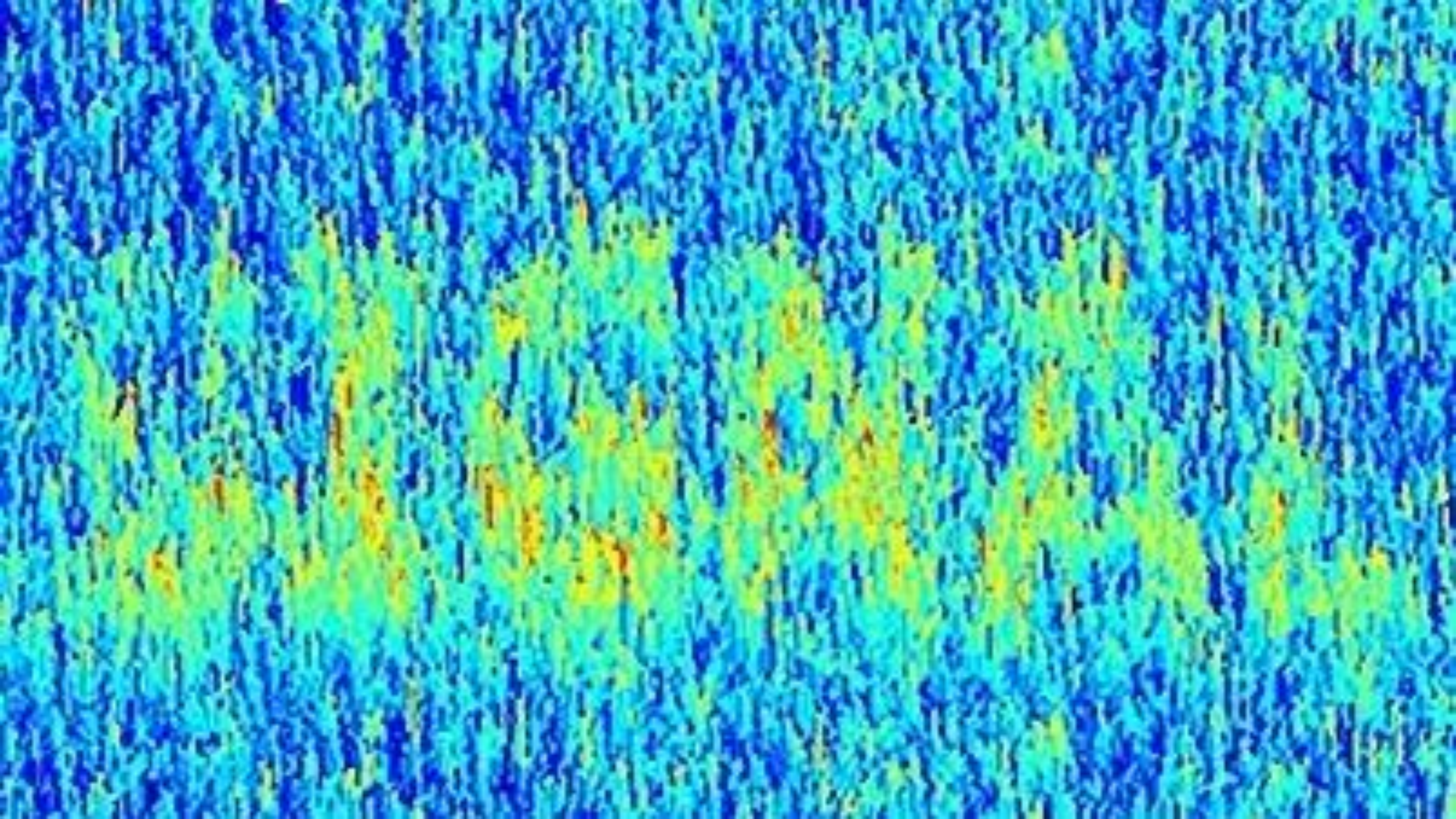
**=**

**PERSUASION**

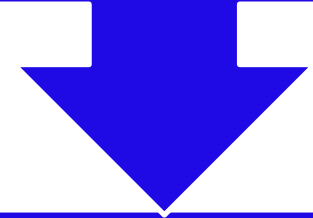
**HOW?**



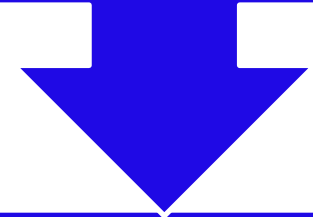
**PICK  
THE RIGHT  
DATA**



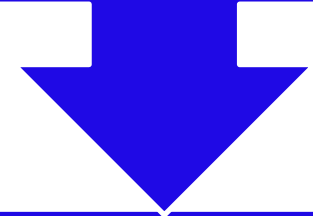
**ZONE**



**MINE**



**EXTRACT**



**REFINE**

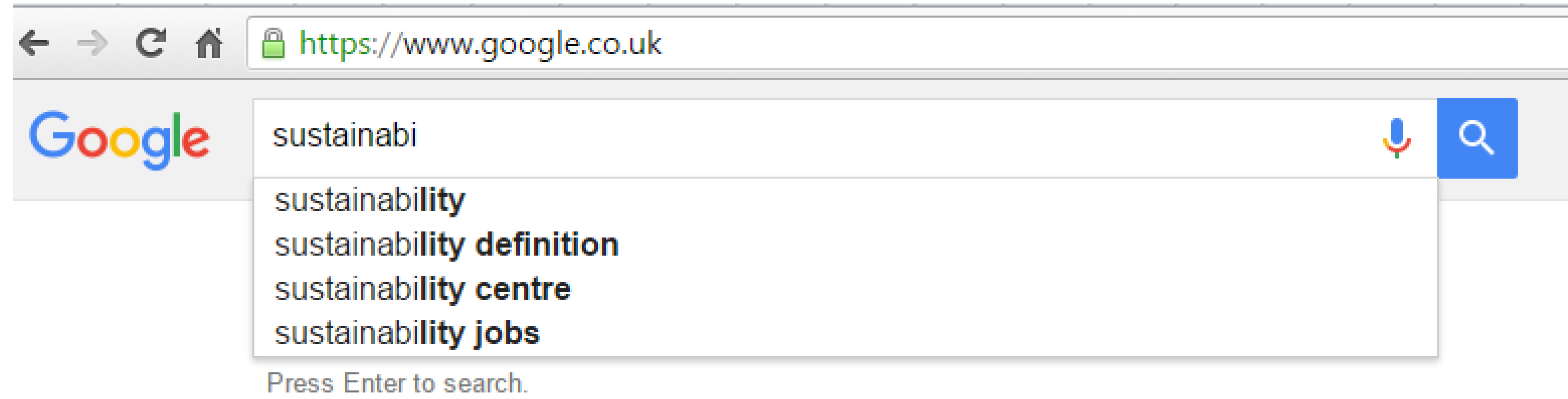
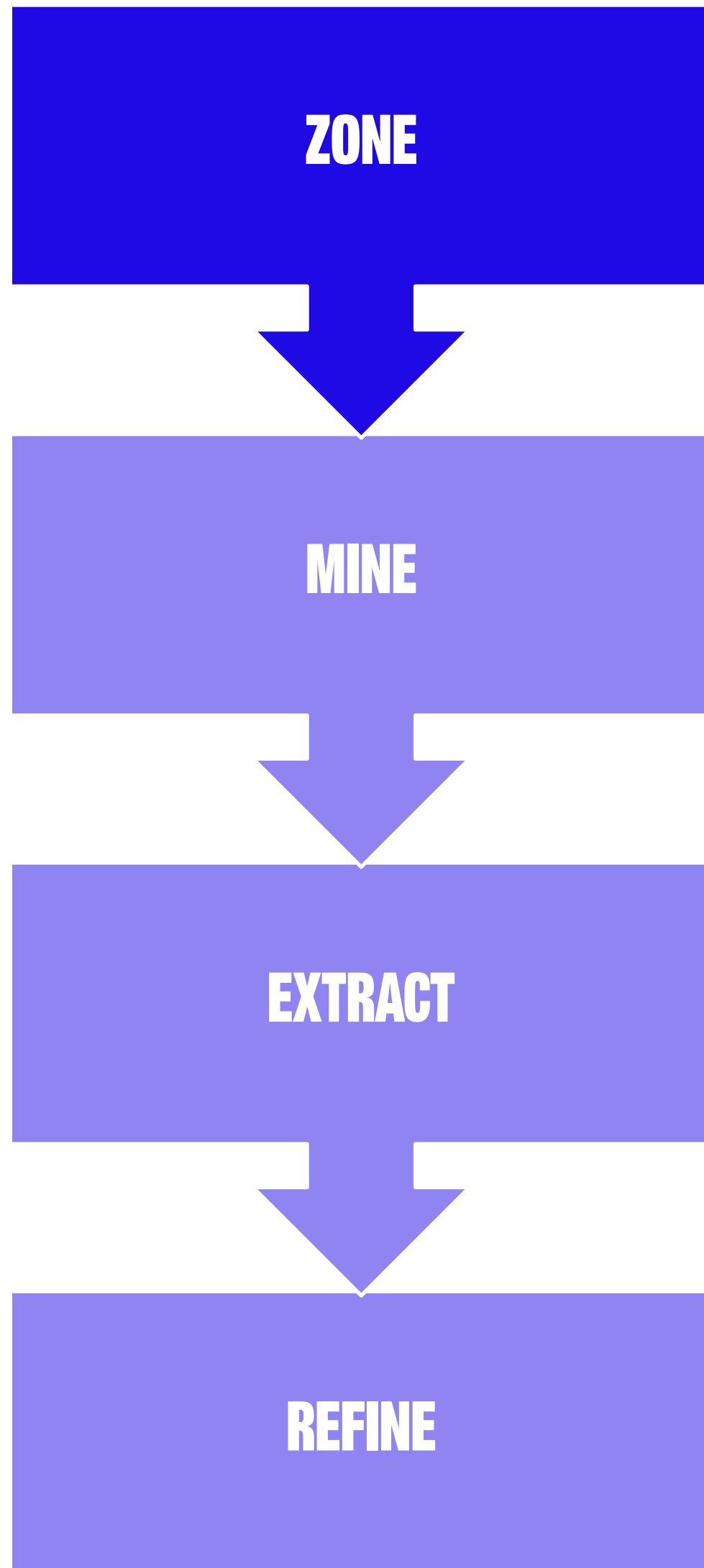
Selecting the 'right' data for your problem

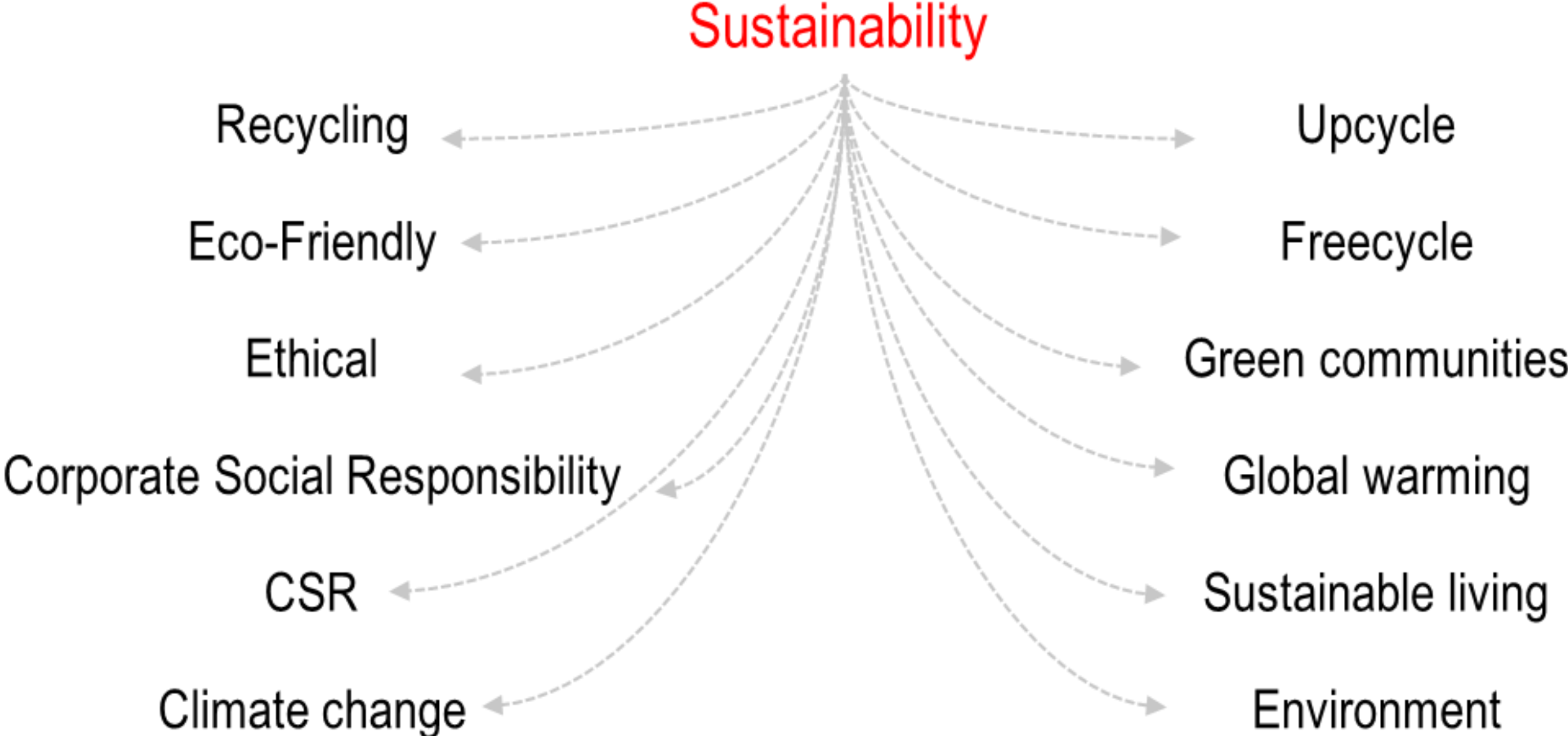
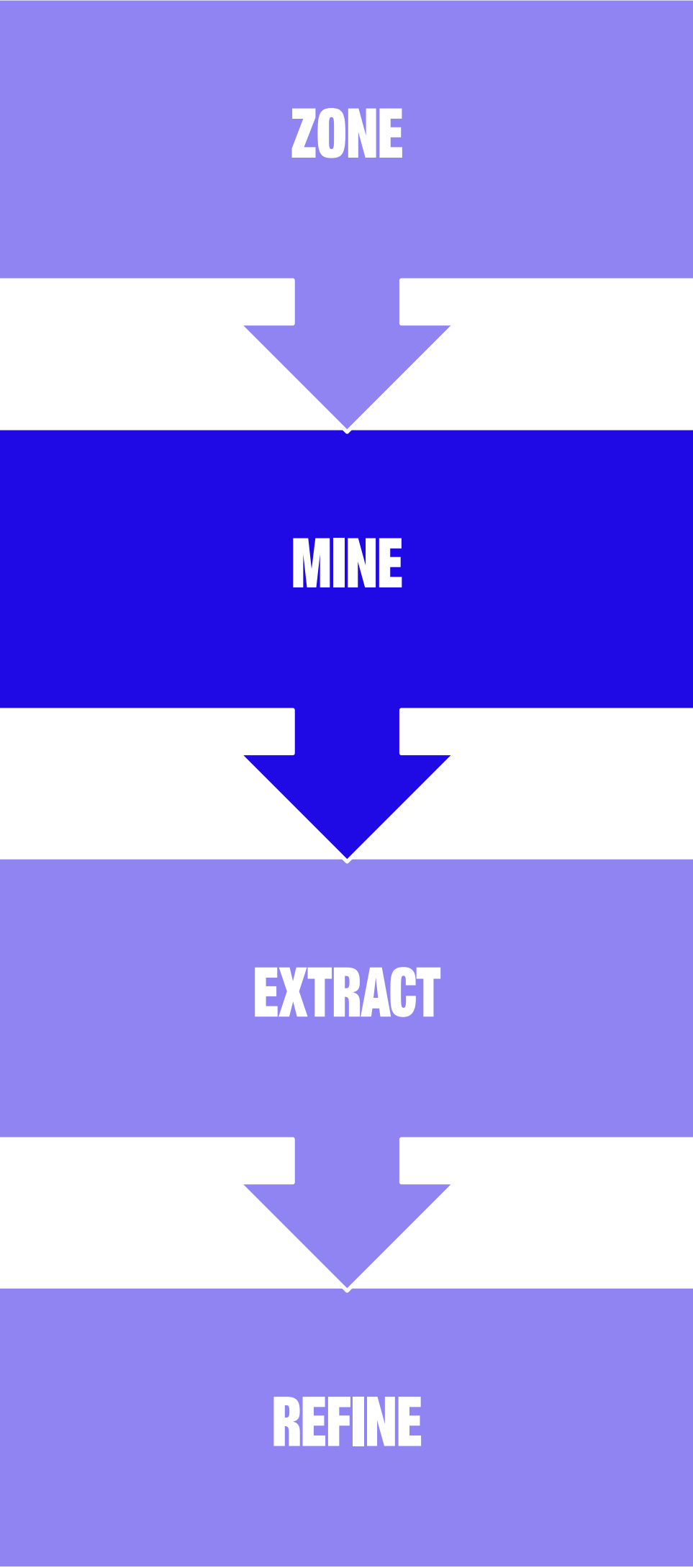
Collecting and preparing the 'right' data

Putting together something relatively crude

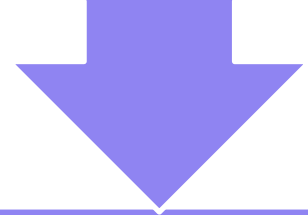
Sifting and sorting until you have something powerful



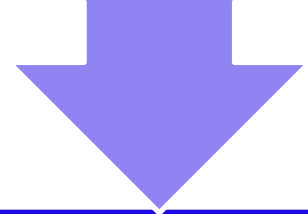




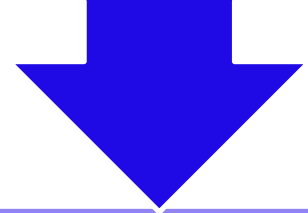
**ZONE**



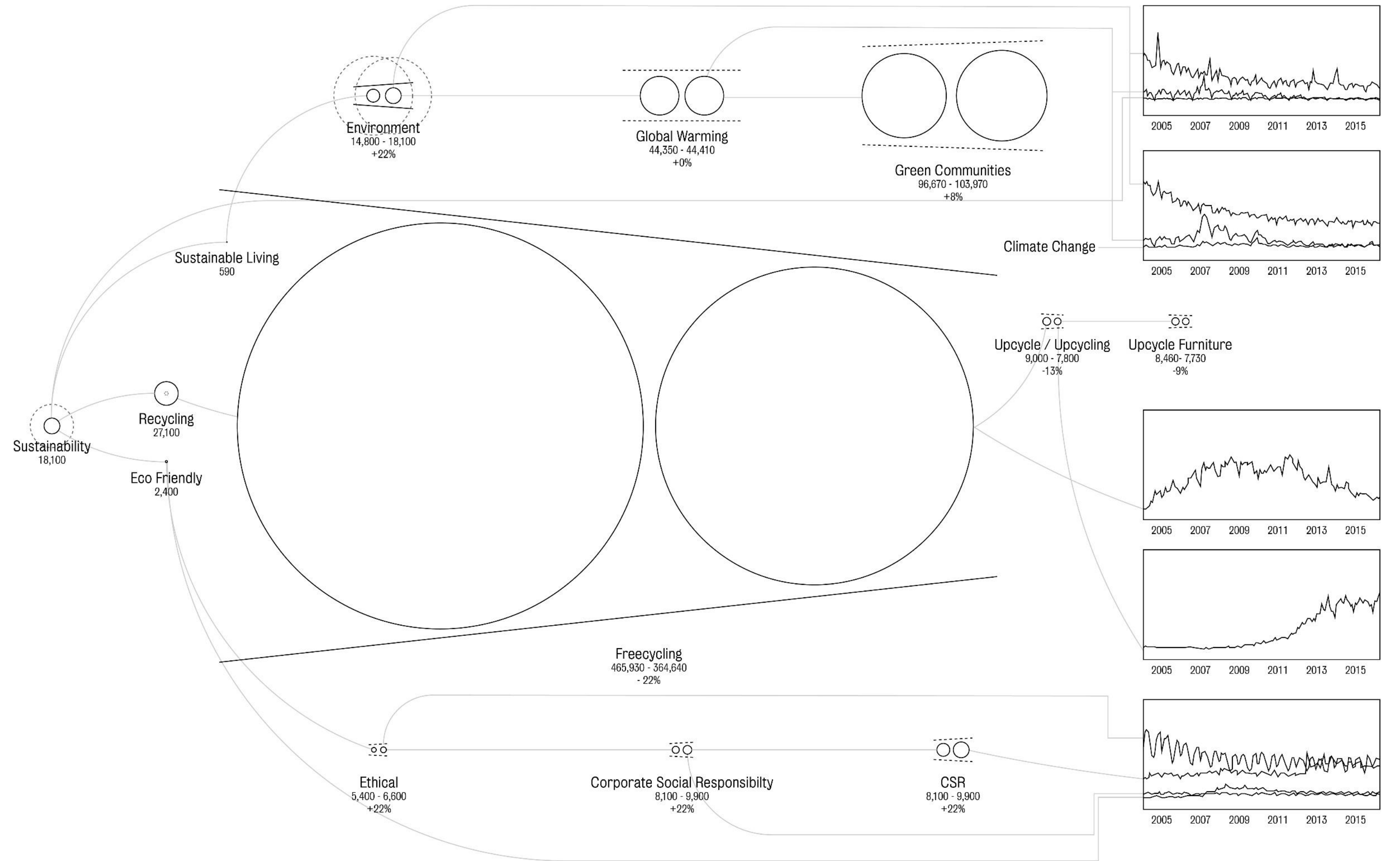
**MINE**

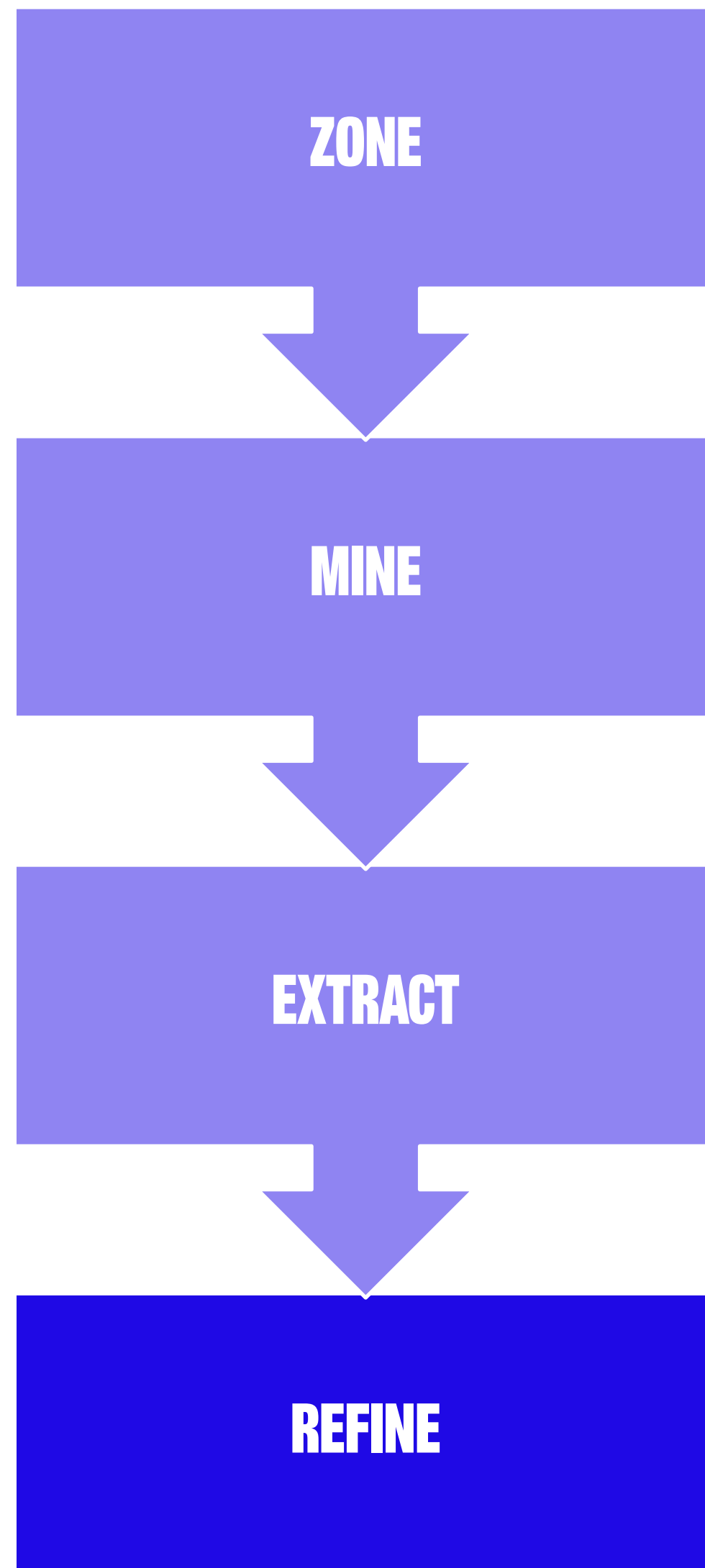


**EXTRACT**



**REFINE**





**FOR EVERY 'SUSTAINABILITY' SEARCH,  
THERE ARE 26 SEARCHES FOR 'RECYCLING'**



4,500+  
'Lagomers'  
in an active  
Facebook  
Group

Shifted  
perceptions  
on the  
affordability  
of sustainable  
living from  
25% to 63%

60% saved  
on gas bills &  
90% on  
electricity

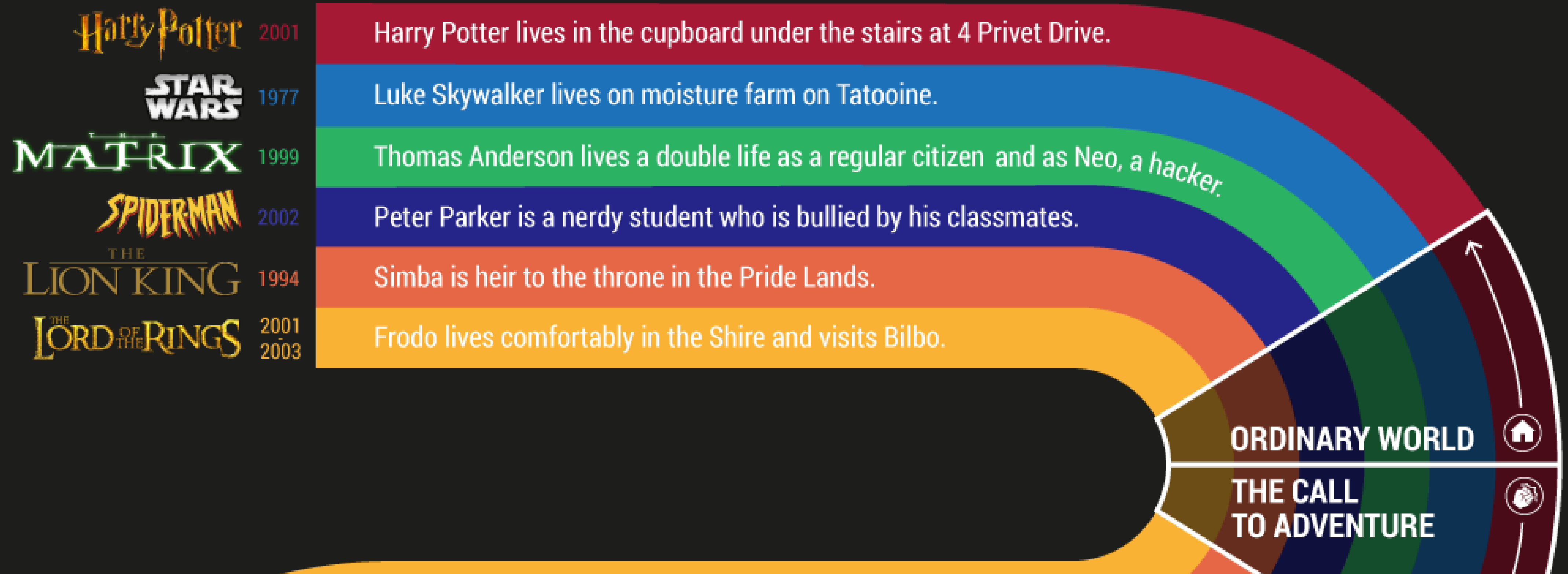
Reached  
26m+ people  
& inspired a  
'new'  
products.

**2.**

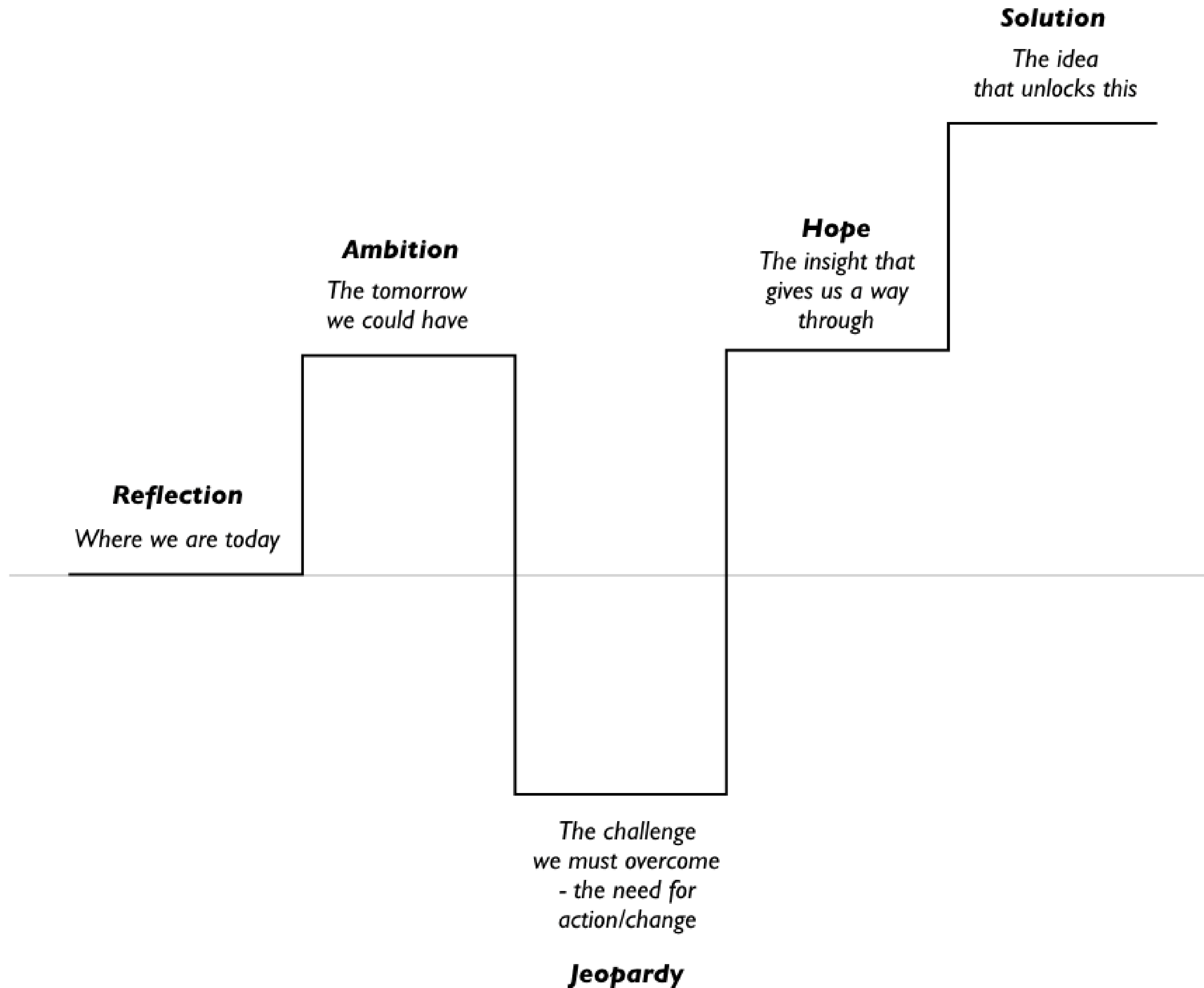


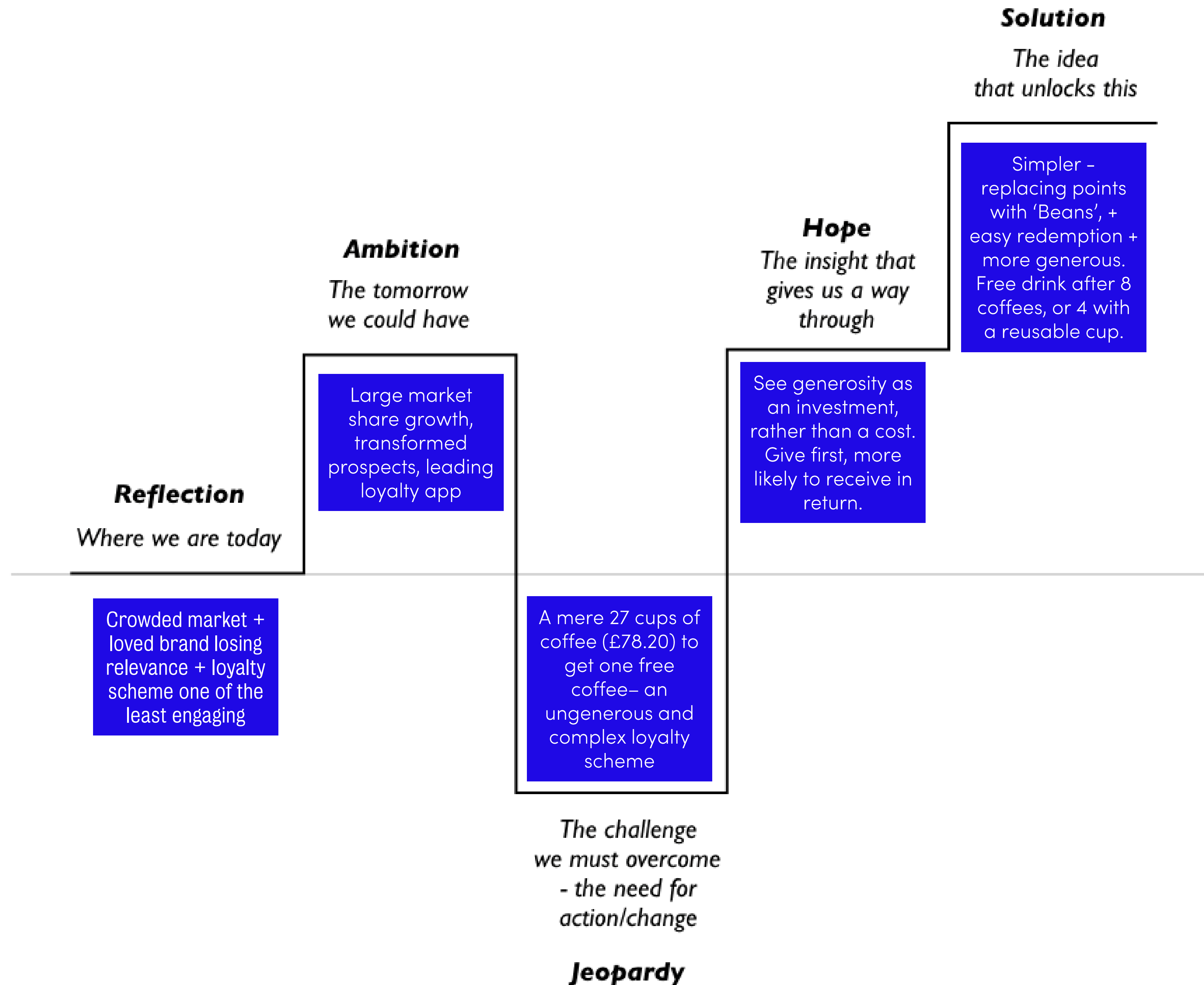
**WRITE A  
STRATEGY  
STORY**

# THE HERO'S JOURNEY IN 6 POPULAR MOVIES









**£1.2M INCREMENTAL SALES/MONTH**  
**58% JUMP IN SUSTAINABLE CUP USE**  
**HALF OF ALL SALES**

**3.**

**USE  
MEMORABLE  
NUMBERS**

We send the EU **£350 million** a week

let's fund our **NHS** instead  Vote Leave

Let's take back control



It's simple

It's big

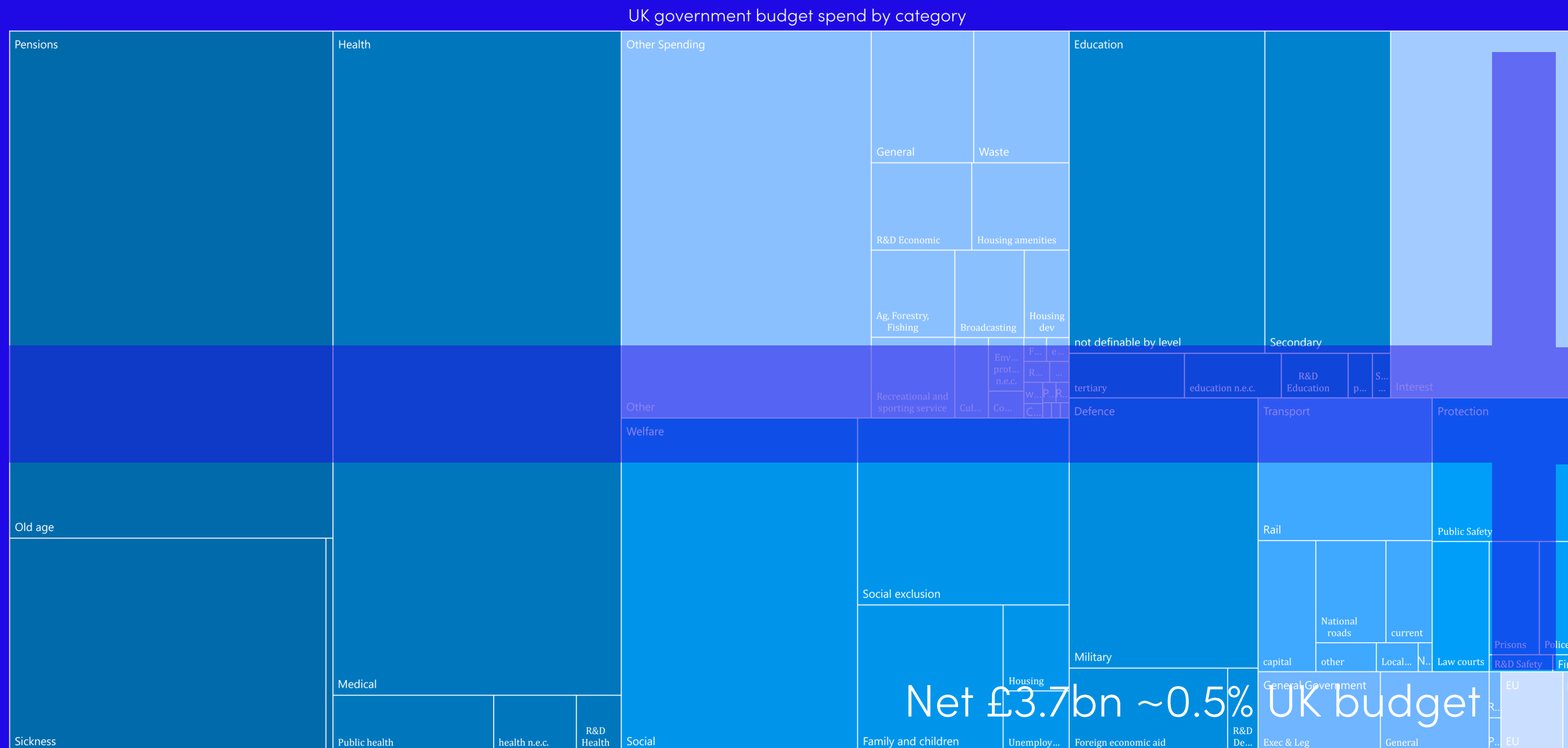
It doesn't show working out

It's a compound variable

It's understandable

It's easily repeatable

# It avoids an inconvenient context





**4.**

**BE AS  
SIMPLE AS  
POSSIBLE**

$$M = (4/3)e/c^2$$

Oliver Heaviside

$$\Delta e = \Delta mc^2$$

Albert Einstein

$$e = mc^2$$

Popular culture

$$e = m$$

$c = 1 \text{ lightyear / year}$

*Energy and mass are equivalent*

**BE AS  
SIMPLE AS  
POSSIBLE**

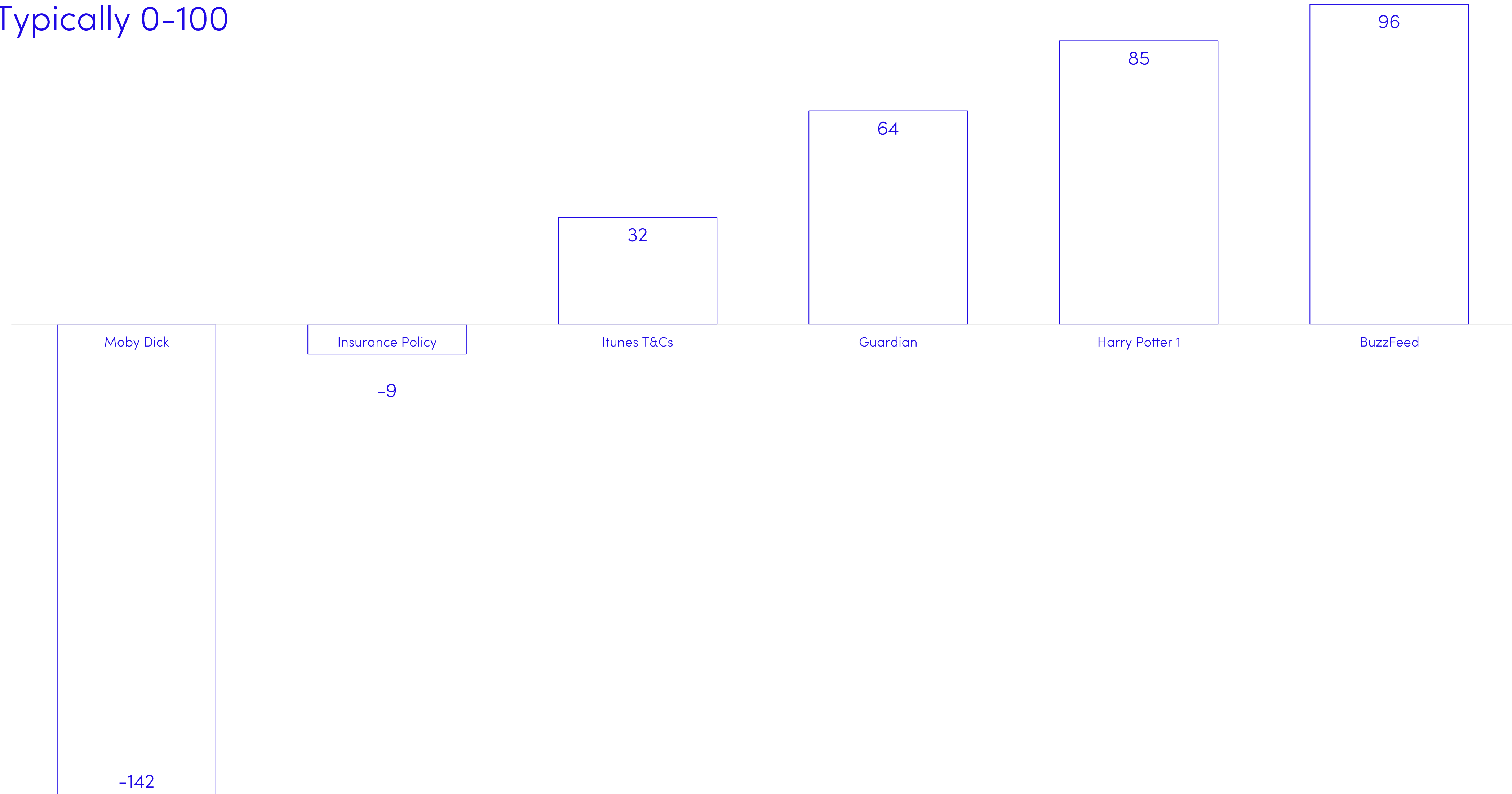
(But no simpler)



## Flesch-Kincaid

The shorter your sentences and fewer long words, the higher your score.

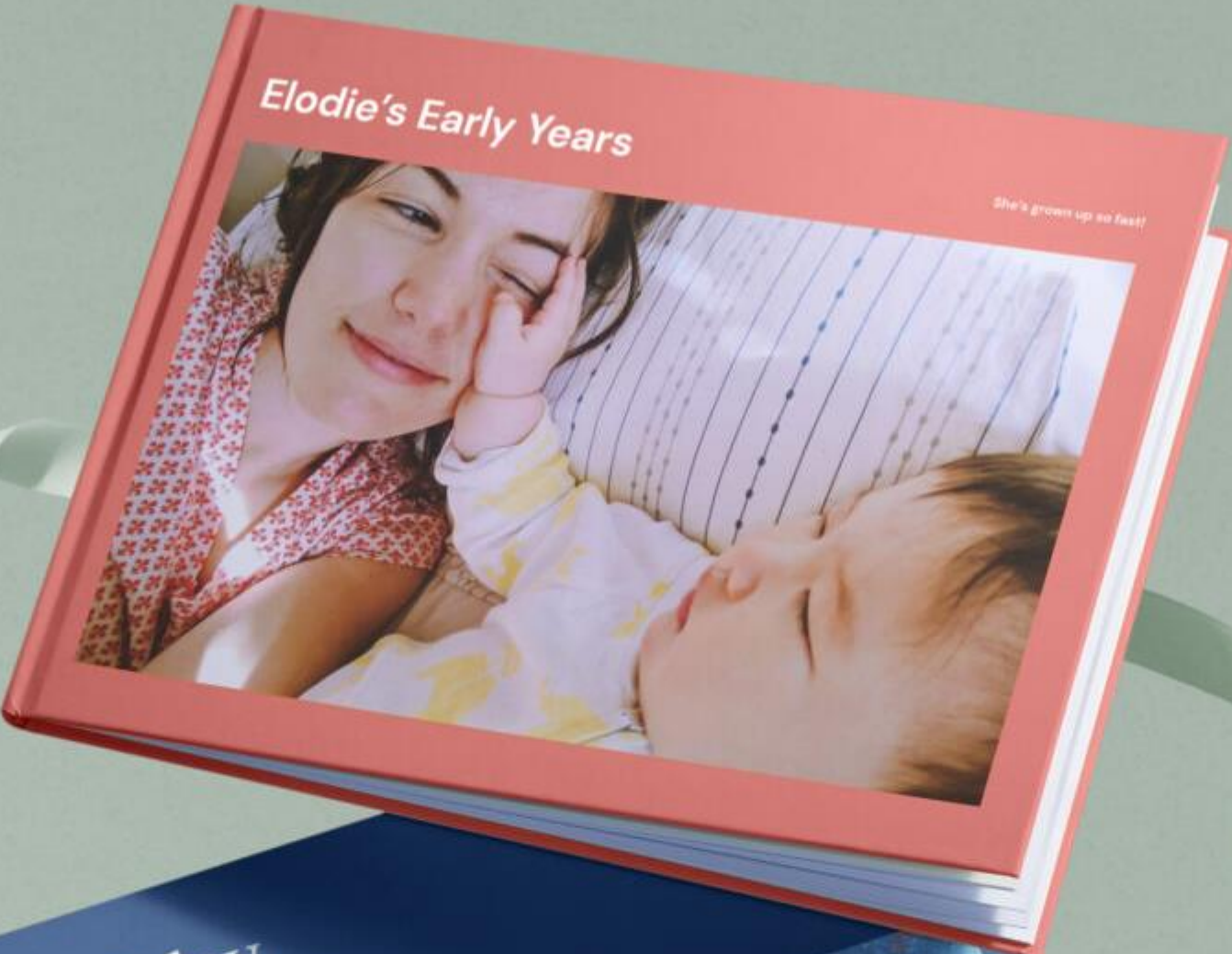
Typically 0-100



Never use a long word if a short one will do.

If it's possible to cut a word out, always cut it out.

Never use an industry phrase, technical word, or jargon if you can think of an everyday equivalent.



Converts clicks at  
**4X**

Lowers cost of acquisition  
**75%**

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**DATA ANALYTICS**

**+**

**STORYTELLING**

**=**

**PERSUASION**

**PICK  
THE RIGHT  
DATA**

**WRITE A  
STRATEGY  
STORY**

**USE  
MEMORABLE  
NUMBERS**

**BE AS  
SIMPLE AS  
POSSIBLE**  
(But no simpler)



**LET'S GET PRACTICAL**







**IMPACTFUL  
HUMAN  
CONNECTION**

# MAKING DATA USEFUL



**COSTA**  
**COFFEE**

# HOW DATA & INSIGHT CHANGE (ALMOST) EVERYTHING

Organise

Diverse  
Data.



Analyse

Persuasive  
Insight.



Act

Better  
Decisions.



**0P**

### **Zero-Party Data**

Data that a customer intentionally and proactively shares with a brand

**1P**

### **First-Party Data**

Information a company collects directly from its customers and owns

**2P**

### **Second-Party Data**

Data that is essentially someone else's first-party data

**3P**

### **Third-Party Data**

Any information collected by an entity that does not have a direct relationship with the user the data is being collected on

**POWER OF**  
**1P DATA**

# HOW DATA & INSIGHT CHANGE (ALMOST) EVERYTHING



**THE**

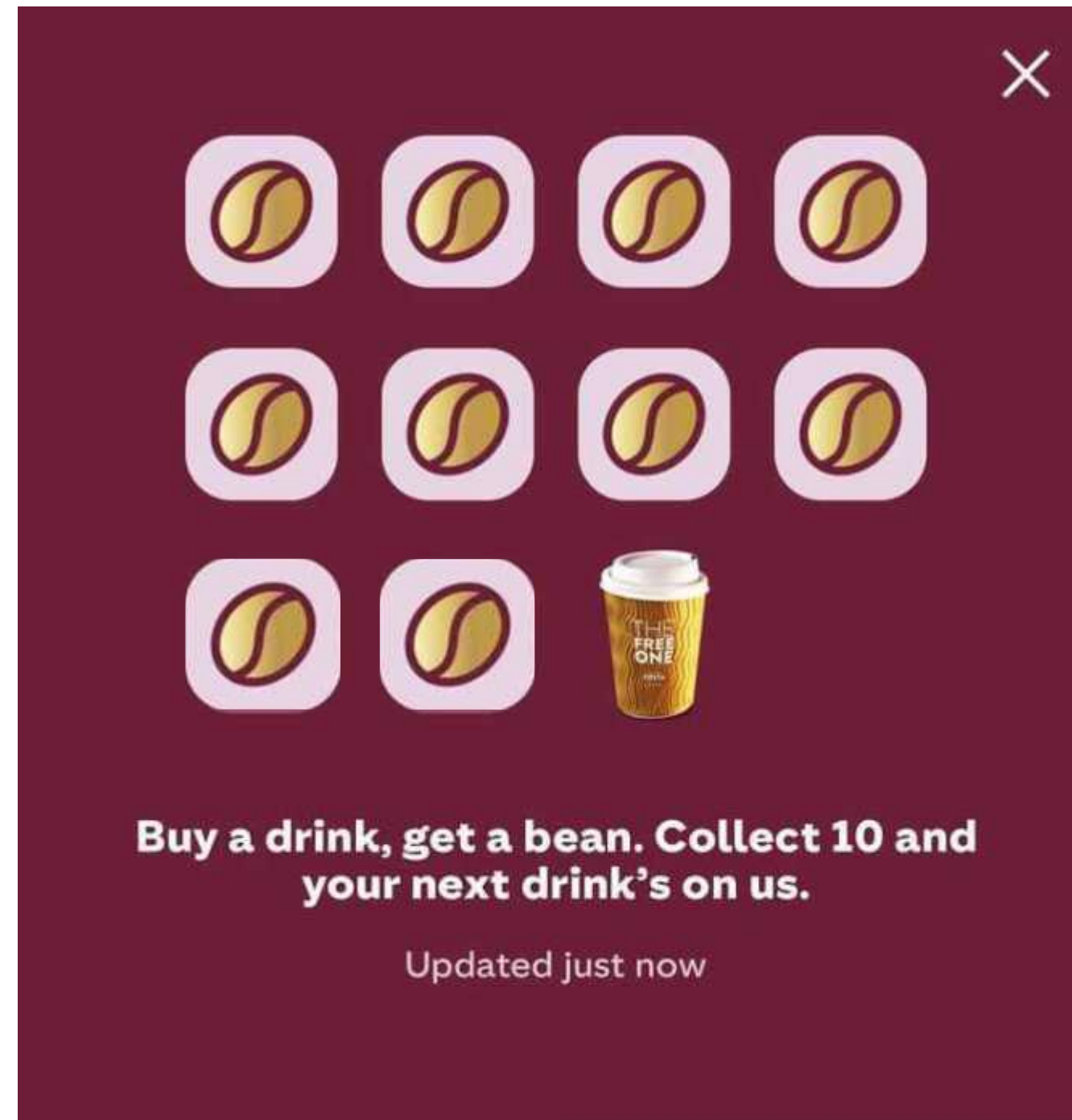
**INSIGHT**

- ☕ People who frequently buy lattes, are more likely to respond positively to personalised seasonal drink offers
- ☕ Costa Club members who engage with promotions in their first month are 2x as likely to remain active.
- ☕ People who buy coffee and pastries together are more likely to try new food items when bundled with their favourite drink.
- ☕ People who buy coffee after 3pm are also more likely to buy indulgent treats.
- ☕ People who are “morning rush” personas, are more likely to respond to offers focused on speed and convenience.

# HOW DATA & INSIGHT CHANGE (ALMOST) EVERYTHING



**DIFFERENT**  
**MESSAGE**



Emily;

Flat-whites and spends time in-store.

Woo-hoo, you've reached 10 beans! Your next coffee is on us.

How about a perfect pause with a Flat White, you've earned a well-deserved moment of calm.

Jack;

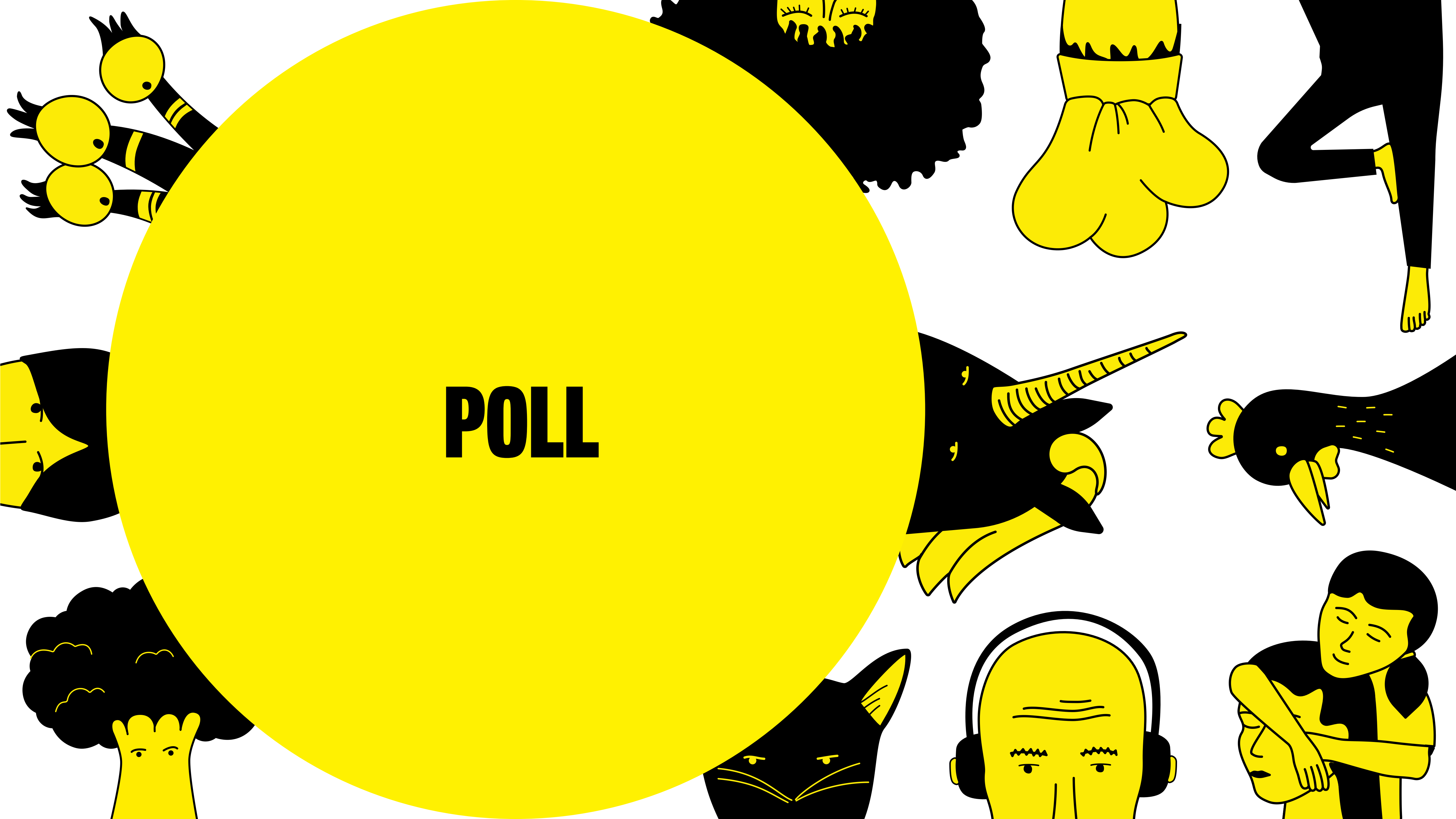
Morning espresso and Americano at Express

Congrats on reaching 10 beans! Your next coffee is on us.

Perhaps enjoy a power shot Espresso, a bold moment of pure energy to fuel your day



**POLL**



# TASK FOR THIS WEEK

## 1. PICK A BRAND

Spend 5 minutes to think about this.  
Pick one. Don't overthink it.

Some questions to prompt your decision.

- The last brand of snack you bought?
- A brand you've always wanted to try but haven't yet?
- A brand you recommended to a friend or family member?
- A brand you've seen an advertisement for that caught your eye?
- A brand that you feel emotionally connected to?

## 2. FIND SOME NUMBERS

Spend about 20 minutes on this.  
Aim for 10 numbers.

Your numbers don't need to come from rigorous data analysis. There will already be lots of published numbers.

You could try looking at:

- YouGov | What the world thinks
- News sites (BBC, Sky, Sun, DailyMail)
- The brand website
- Advanced Google search (*('Brand you picked' AND (statistics OR "annual report" OR percentage OR "market share" OR data OR "financial report" OR survey)) filetype:pdf | filetype:doc | filetype:xls*)

## 3. MAKE IT MEMORABLE

Spend about 15 minutes on this.  
Reframe one or two to make memorable.

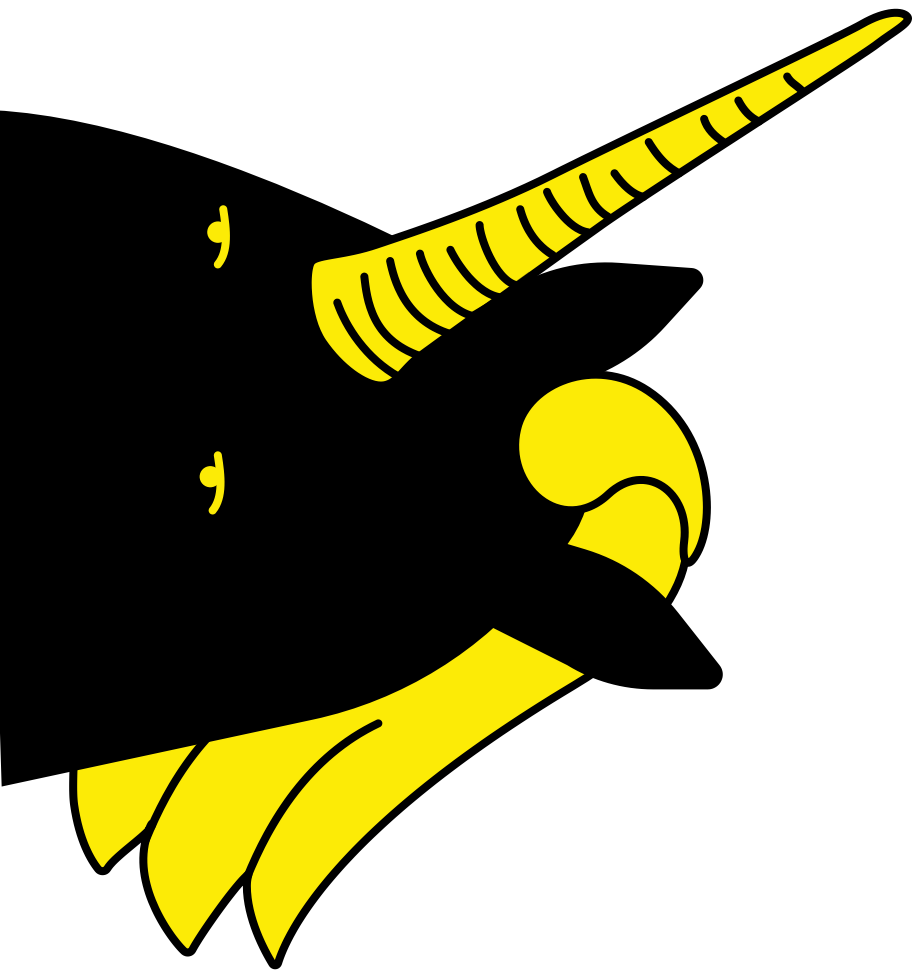
Some questions to guide you:

- Round to zero without losing meaning?
- Drop the decimal points?
- Is it big enough to deserve attention?
- Can it be scaled (up or down)?
- Does it 'feel' relatable? (but not suspicious)
- Are the units easy to grasp?
- Is it catchy? Can it use alliteration, rhyme, repetition, or contrast so it becomes a 'soundbite' that sticks in people's memory?

# Q&A



# WHAT'S NEXT



## 18 SEPT: BRAND EXPERIENCE

How strategists, designers & innovators work together with clients to create compelling brands, transformative customer experiences and innovative products and services.

Allison Zelby, Clear Strategy US, Tom Hume and Fraser Donaldson, Re Design UK



*Thank  
you*

**M&CSAATCHI**  
OPEN HÔUSE

