

WELCOME TO

**M+C SAATCHI**  
OPEN HOUSE

# WELCOME TO WEEK 2

## STRATEGY + INSIGHT

**M+C SAATCHI**  
OPEN HOUSE



# HELLO



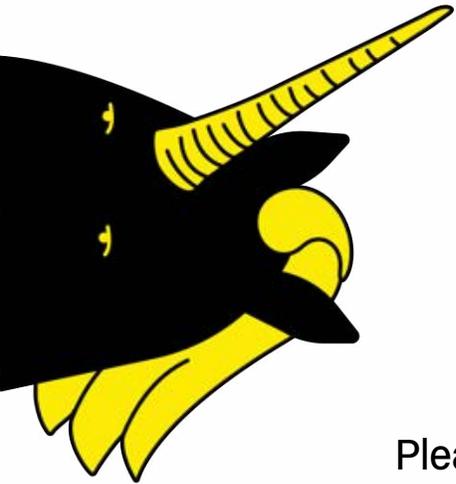
**Jakob Miller**

Head of Strategy, Berlin House



**Massimo Capucci**

Chief Strategy Officer, Europe



# HOUSE RULES

You are not able to be seen or heard by the speakers 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 the auto-transcript function in if you need to

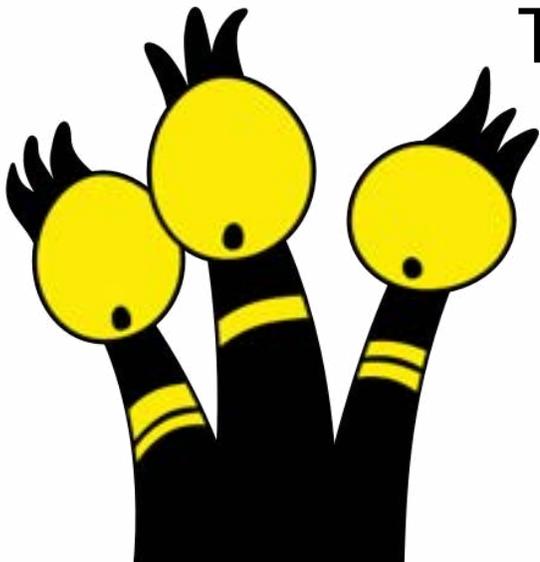
This session will be recorded and uploaded to the Open House login site following the session,  
so don't worry if you miss anything!



# WHY WE ARE HERE TODAY?



DISCOVER HOW TO CRAFT A **CREATIVE STRATEGY**  
THAT TACKLES CORE BUSINESS CHALLENGES,  
POWERED BY **ACTIONABLE INSIGHTS**,  
AND DELIVERS A RELEVANT **BRAND PROPOSITION**  
THAT TRULY CONNECTS WITH **PEOPLE AND CULTURE.**







**WHAT DOES A  
STRATEGIST DO?**

# TRANSLATOR



A black and white photograph of a person walking on a zebra crossing. The person is wearing light-colored trousers and dark shoes. The zebra crossing consists of white stripes on a dark surface. A large, bright yellow circle is overlaid on the left side of the image, containing the text 'RULE MAKER' in bold, black, uppercase letters.

**RULE MAKER**



**PLAY MAKER**

**GAME CHANGER**

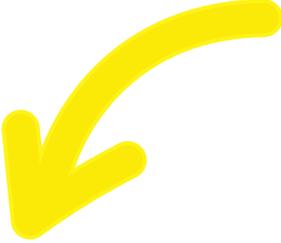


# STORY TELLER





**STORY SELLER**



# SELLING PROPOSITION





**HOW DO YOU  
CRAFT  
A STORY THAT SELLS?**

# OUR CREATIVE STRATEGY JOURNEY

Challenge

**WHAT'S THE REAL MISSION WE ARE ON?**



Market Truth

**WHAT'S THE  
COMPETITION  
ABOUT?**



People Truth

**WHAT DO  
PEOPLE REALLY  
CARE ABOUT?**



Cultural Truth

**WHAT'S THE  
DRIVING  
FORCE?**



Brand Truth

**WHAT'S OUR  
RIGHT  
TO WIN?**



**SELLING PROPOSITION : DIFFERENTIATING, RELEVANT AND TRULY OWNABLE**





ILLUSTRATIVE



PURELY ILLUSTRATIVE, FOR EXERCISE PURPOSE ONLY - NOT REQUIRED, RELEASED OR VALIDATED BY THE MENTIONED COMPANY.

**THE BRIEF**

A GLOBAL CAMPAIGN TO RAISE  
AWARENESS AND  
DESIRABILITY OF THE GERMAN  
BUNDESLIGA IN THE GLOBAL  
AUDIENCE UNDER 25.

CHALLENGE

**WHAT'S  
THE REAL  
MISSION WE  
ARE ON?**



CHALLENGE

**WHAT'S  
THE REAL  
MISSION WE  
ARE ON?**



THE GREATEST POSSIBLE RESULT OUR CREATIVE SOLUTION IS MEANT TO ACHIEVE

**THE ULTIMATE GOAL**

What does the brief truly want?  
What we should focus on?  
What can the brand really offer?  
Where's the gap?  
What's the issue?



**TIP: Be open to review your challenge at any moment during your strategic process.**

**WHAT'S THE  
ULTIMATE GOAL?**

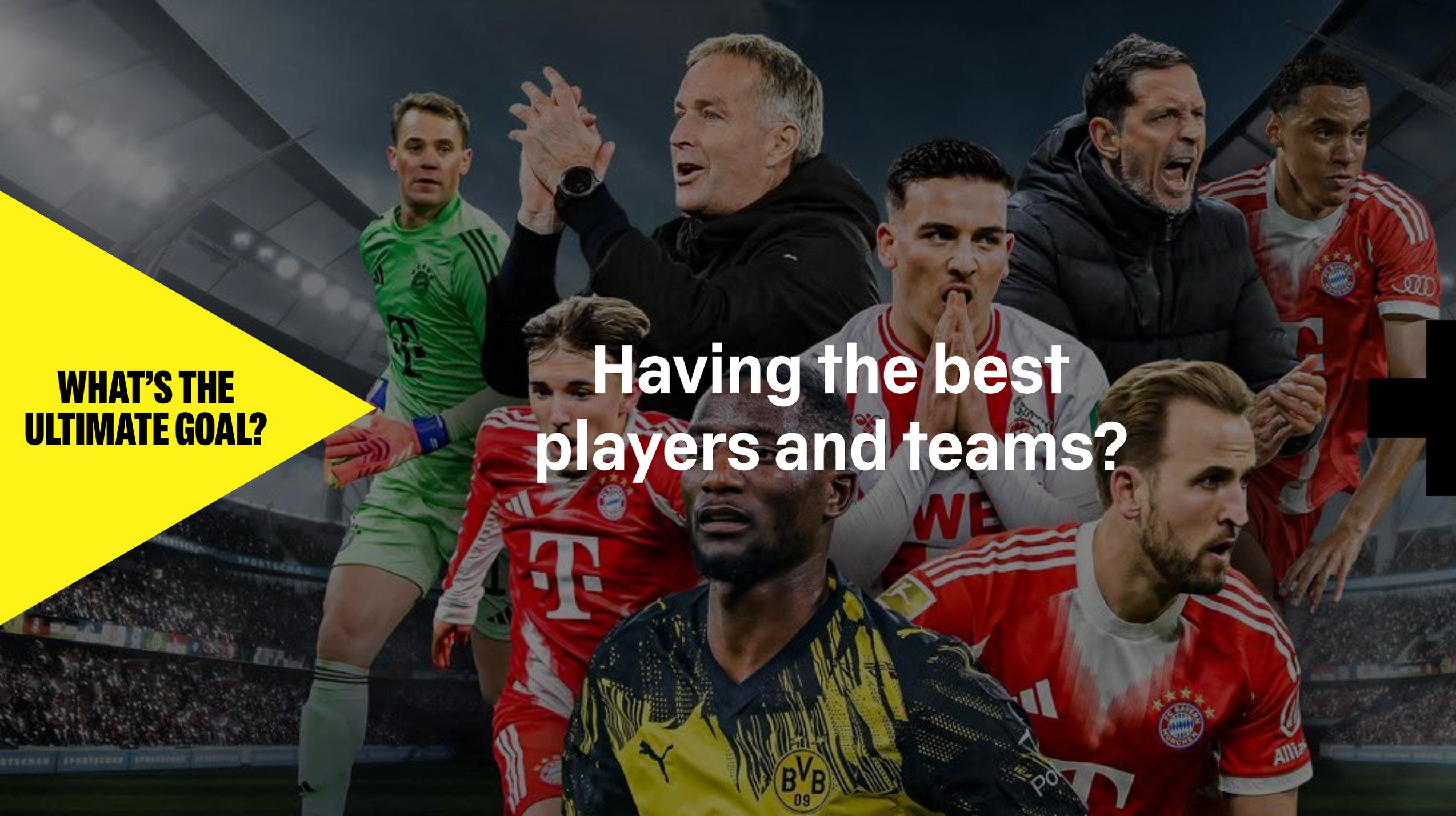
**Delivering the best  
football product?**

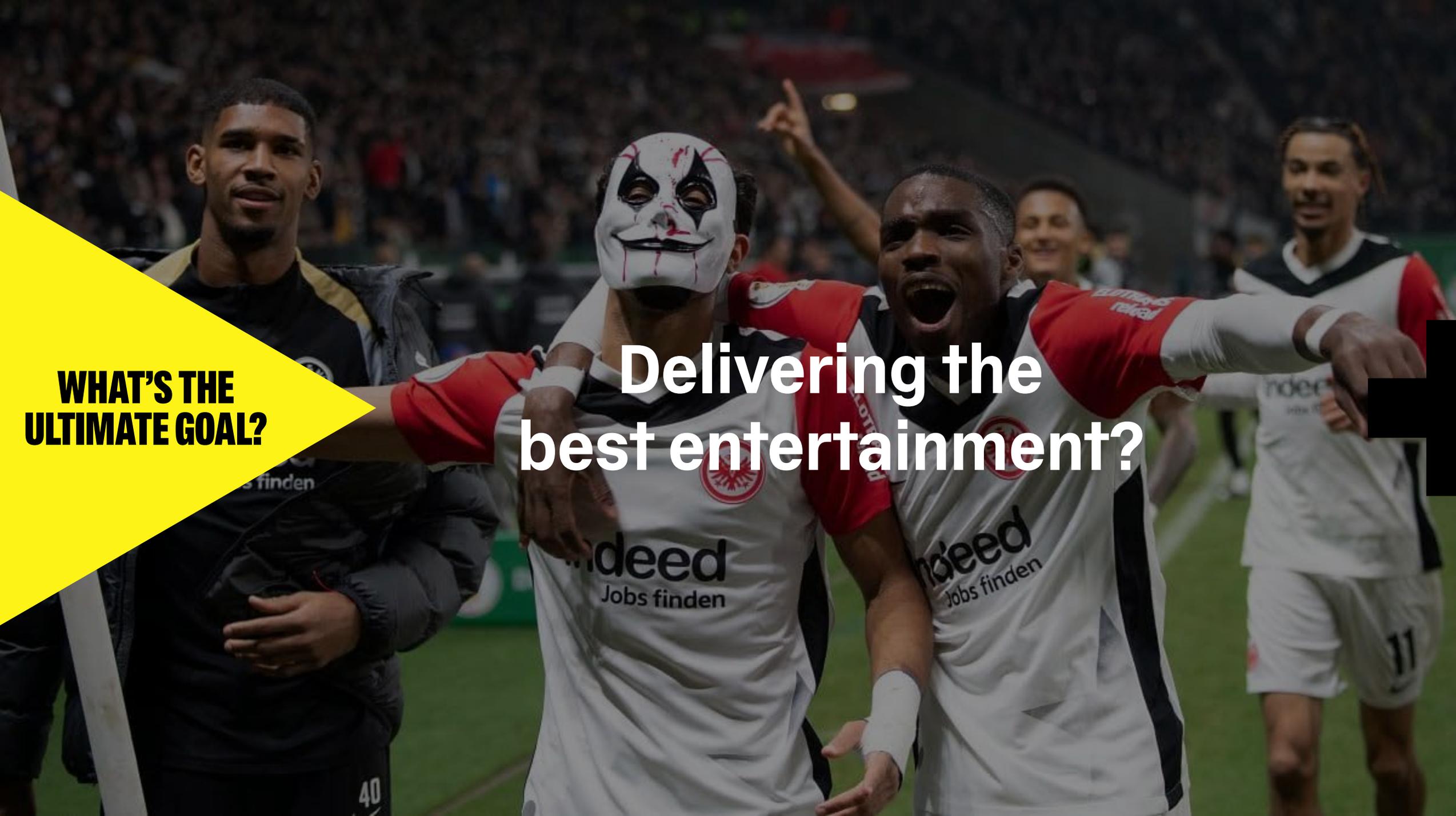
**BUNDESLIGA**

**BUNDESLIGA**

**WHAT'S THE  
ULTIMATE GOAL?**

**Having the best  
players and teams?**





**WHAT'S THE  
ULTIMATE GOAL?**

**Delivering the  
best entertainment?**

# ASKING QUESTIONS





**WHAT IS  
FOOTBALL?**

**Football is  
not just sports**

PRIME ORIGINAL

# ALL OR NOTHING

MANCHESTER CITY

prime video



# TAKE THE BALL THE BALL

**WHAT IS FOOTBALL?**

**Football is also entertainment**



# BECOMING ZLATAN ...

BY FREDRIK GERTTEN AND MAGNUS GERTTEN



# KROOS



CHALLENGE

**WHAT'S  
THE REAL  
MISSION  
WE ARE ON?**





MARKET TRUTH

**WHAT'S THE  
COMPETITION  
ABOUT?**

MARKET TRUTH

# WHAT'S THE COMPETITION ABOUT?



A STRATEGIC ANGLE THAT LETS US SEE THE BUSINESS FROM  
**A MORE AUTHENTIC  
PERSPECTIVE**

How does your industry really look like?  
Who are your real competitors?  
Where's the untapped potential?



**TIP:** You don't simply compete within your industry, you always compete with all the (best) experiences people have.

**WHO ARE OUR  
COMPETITORS?**

**Other Leagues?**



**WHO ARE OUR  
COMPETITORS?**

**Different Sports?**



**WHO ARE OUR  
COMPETITORS?**

# Different Games?

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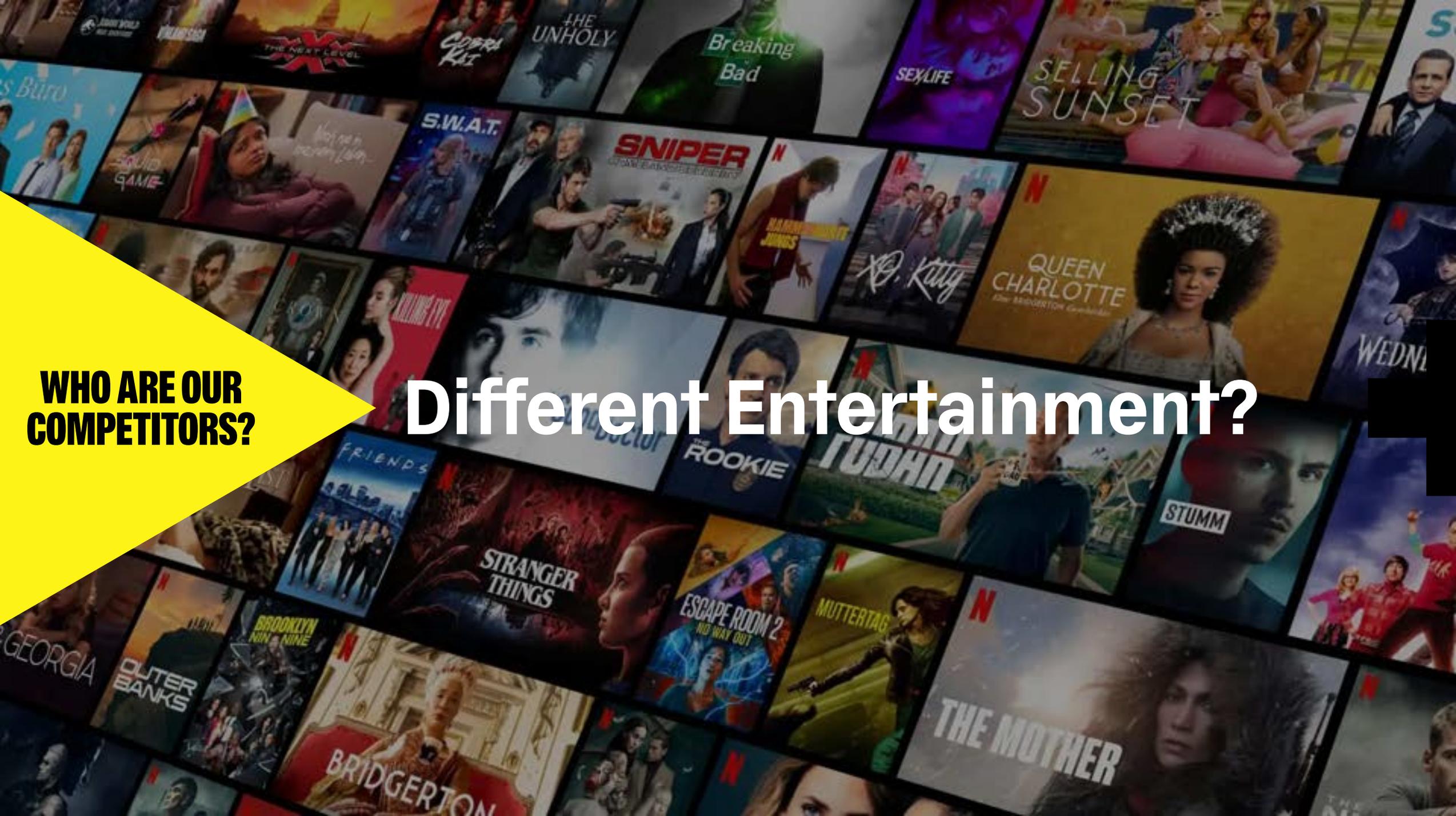
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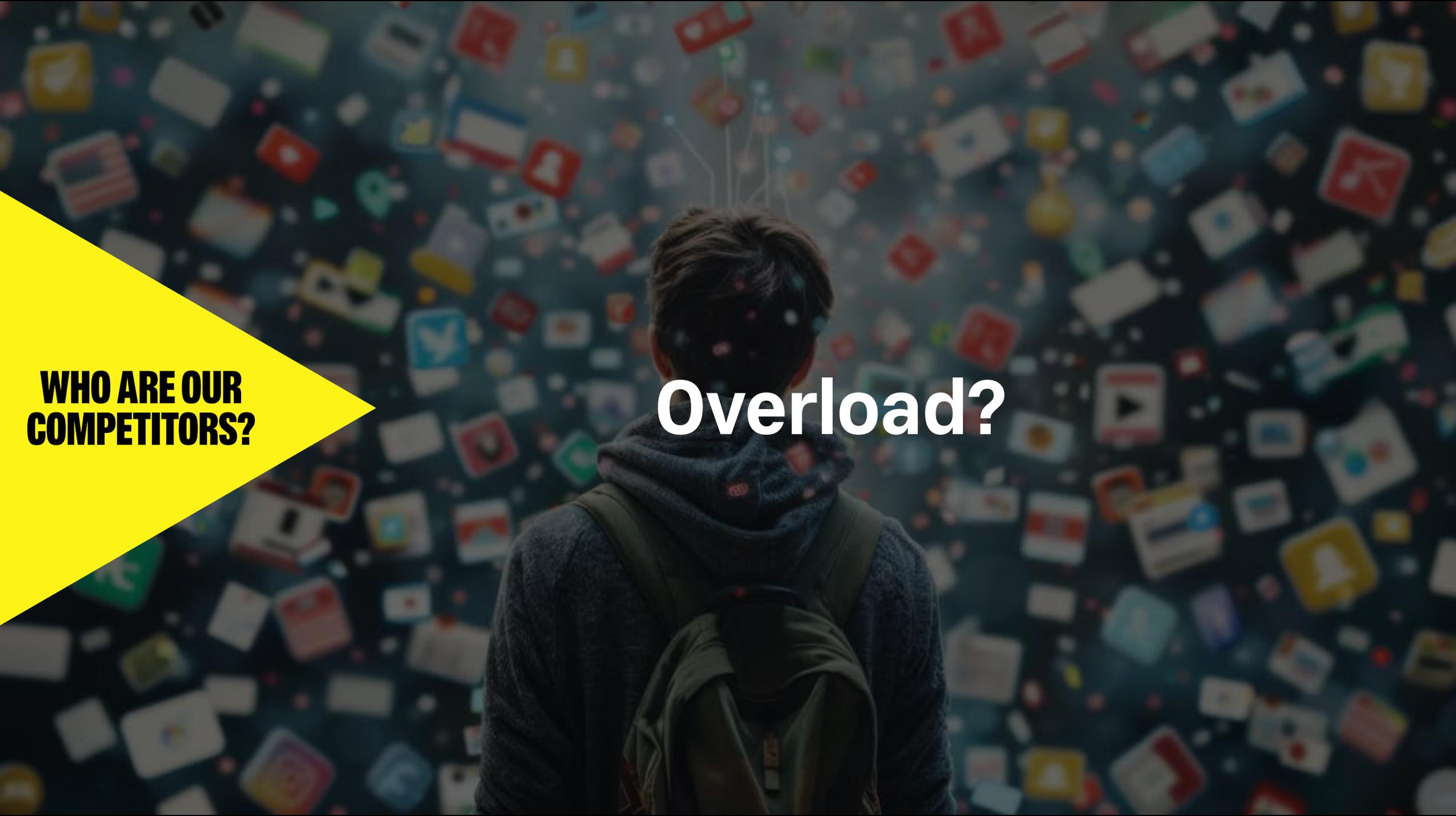
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PEDRI 7

**WHO ARE OUR  
COMPETITORS?**

# Different Entertainment?



A person with a backpack is seen from behind, looking at a screen filled with various social media icons. The icons are scattered across the screen, creating a sense of information overload. The person is wearing a dark hoodie and a green backpack. The background is dark, and the icons are in various colors and sizes, some appearing to float or be projected. The overall mood is one of being overwhelmed by digital information.

**WHO ARE OUR  
COMPETITORS?**

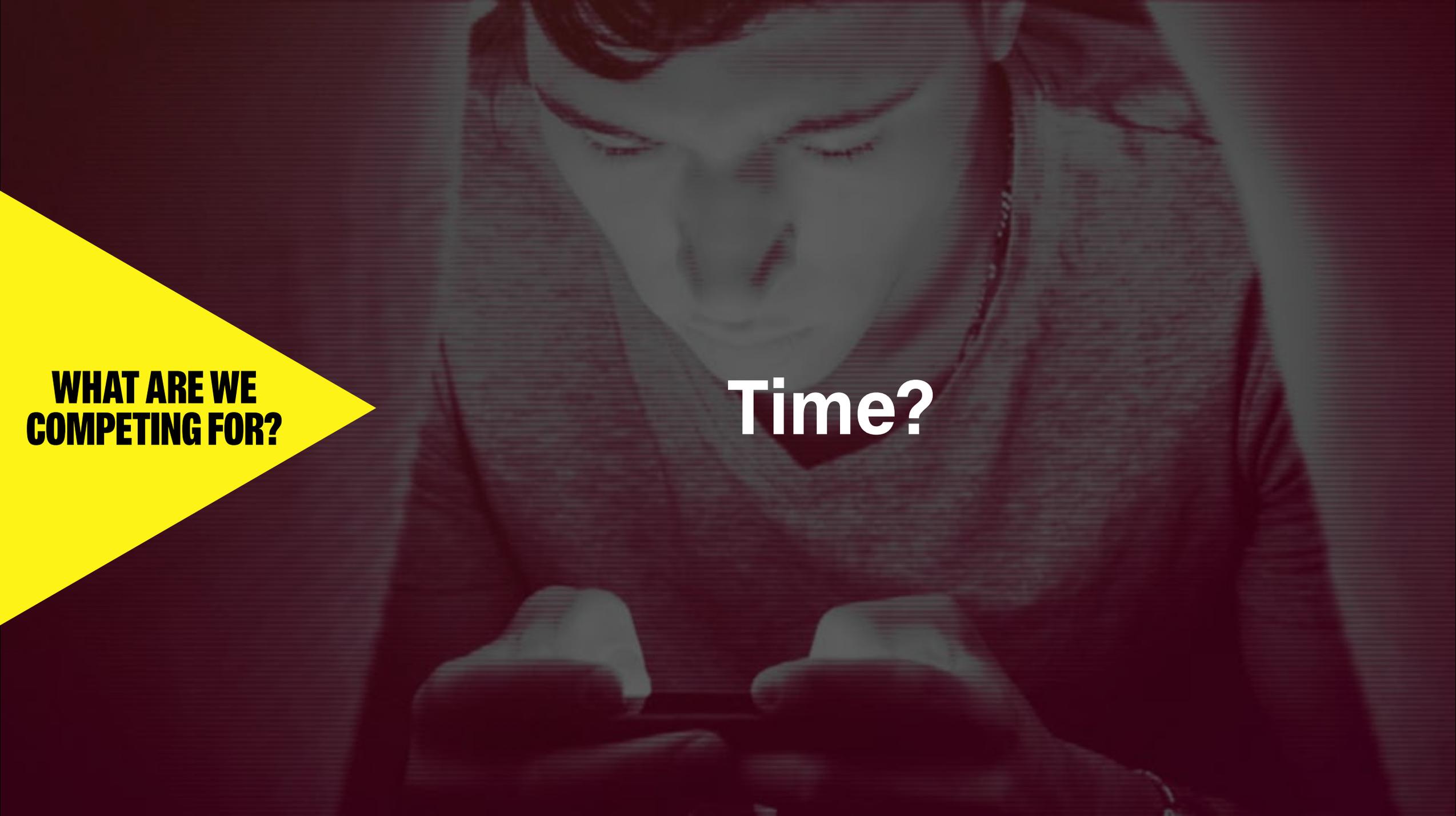
**Overload?**





**WHAT ARE WE  
COMPETING FOR?**

**Interest?**



**WHAT ARE WE  
COMPETING FOR?**

**Time?**

MARKET TRUTH

**WHAT'S THE  
COMPETITION  
ABOUT?**





PEOPLE TRUTH

# WHAT DO PEOPLE CARE ABOUT?

PEOPLE TRUTH

# WHAT DO PEOPLE CARE ABOUT?



A UNIVERSAL TRUTH CREATING A PROFOUND EMOTIONAL CONNECTION

## THE CORE INSIGHT

What does really move them?  
What is really important?  
What do they say they need?  
And what do they truly want?



**TIP: People, not targets.**  
People exist before brands. And they are the  
very same individuals you might meet out there.



## INSIGHT

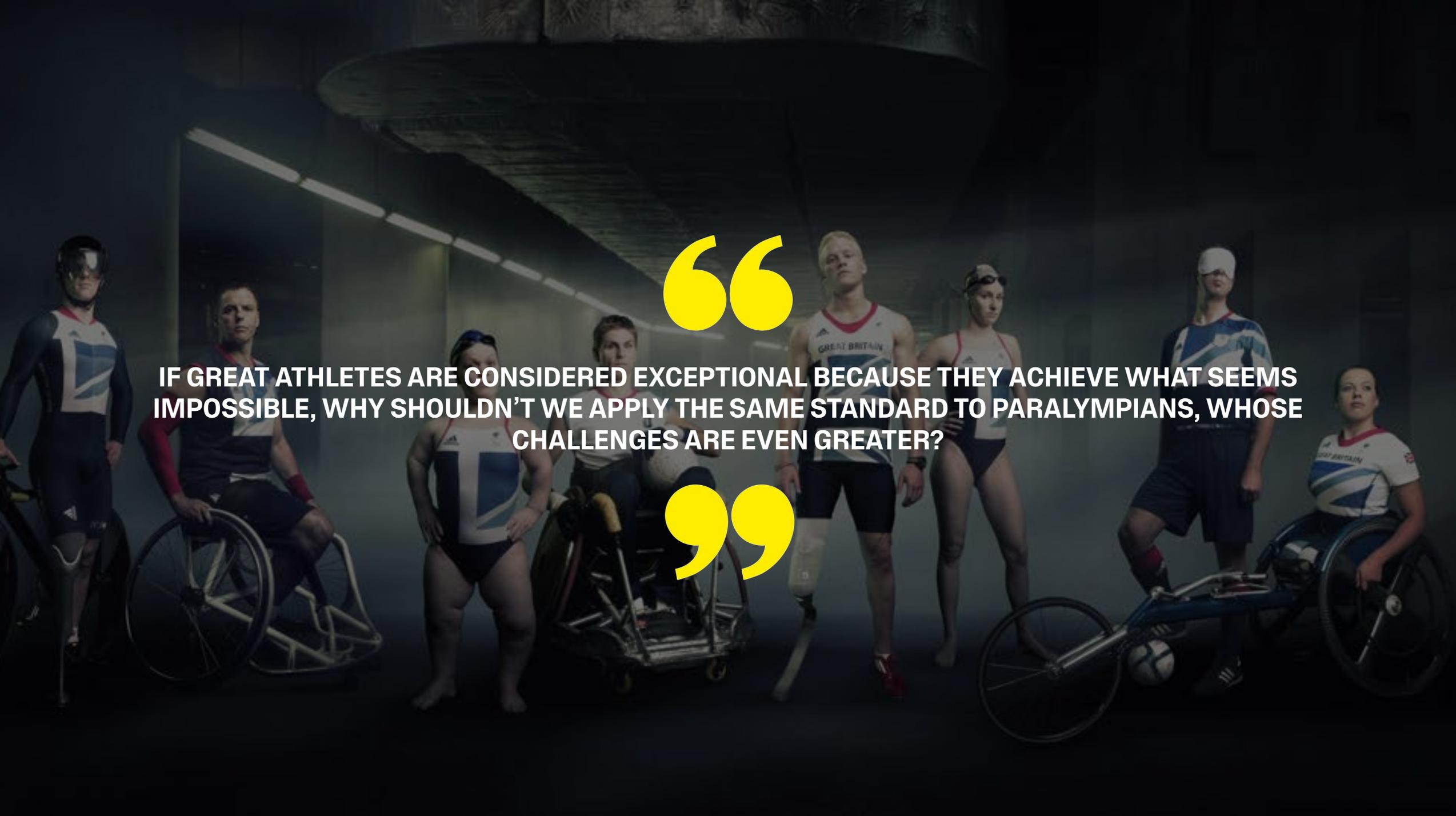
**A non-obvious, deep, and actionable understanding of a complex situation or human behavior that often challenges existing assumptions and triggers new, transformative actions.**

M+C Saatchi Elaboration on Cambridge Dictionary





**“WOMEN FEEL PRESSURE TO ACHIEVE AN UNATTAINABLE STANDARD OF BEAUTY, AND THEY VIEW BEAUTY PRODUCTS AS TOOLS TO 'FIX' THEMSELVES RATHER THAN CELEBRATE THEMSELVES.”**



“

**IF GREAT ATHLETES ARE CONSIDERED EXCEPTIONAL BECAUSE THEY ACHIEVE WHAT SEEMS IMPOSSIBLE, WHY SHOULDN'T WE APPLY THE SAME STANDARD TO PARALYMPIANS, WHOSE CHALLENGES ARE EVEN GREATER?**

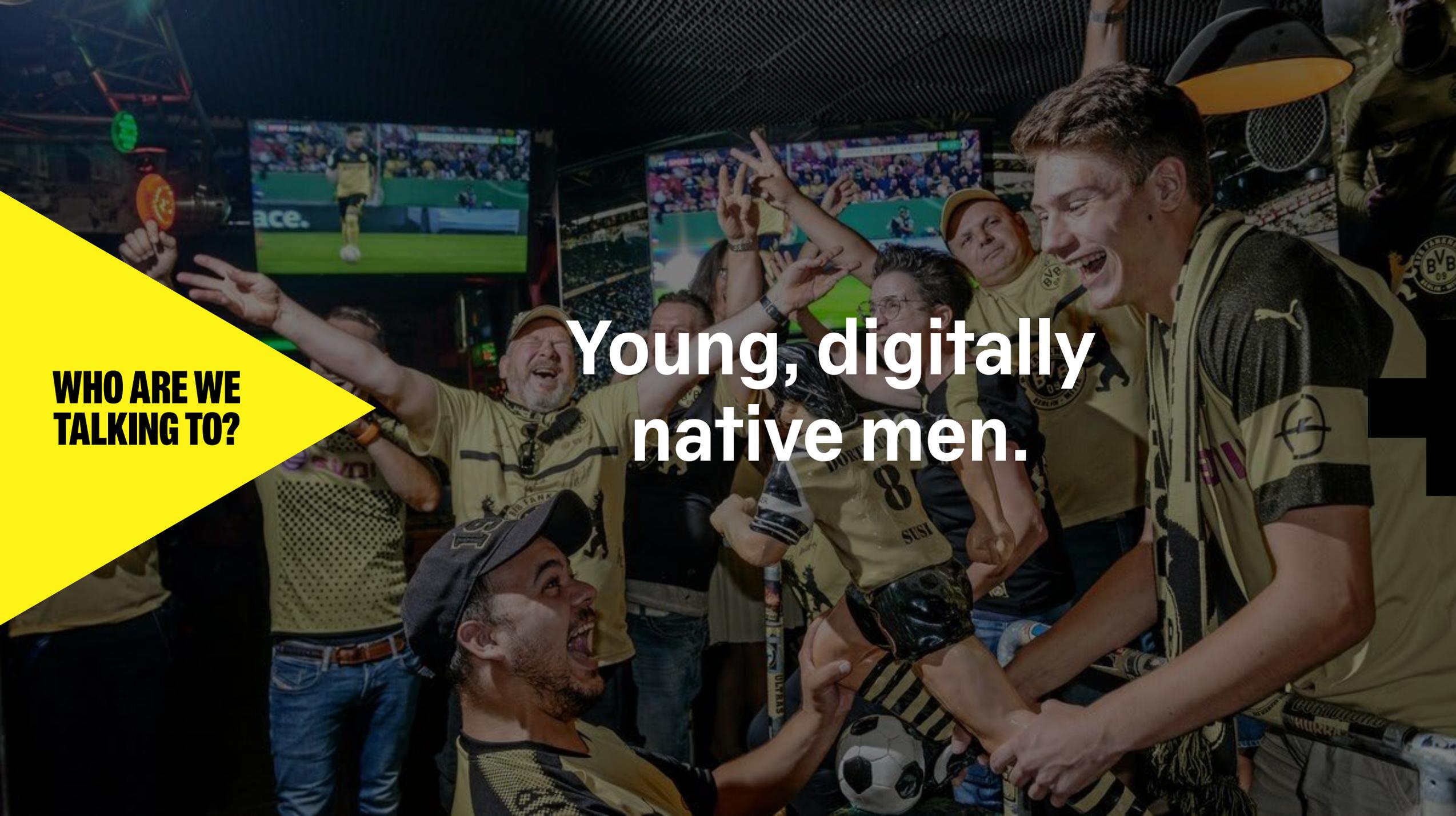
”

**WHO ARE WE  
TALKING TO?**

**The key audiences  
we are engaging with.  
People, not targets.**

**WHO ARE WE  
TALKING TO?**

**Young, digitally  
native men.**





**WHAT DO  
PEOPLE CARE  
ABOUT?**

**Winning is important.**

**WHAT DO  
PEOPLE CARE  
ABOUT?**

**Drama creates stories.**





**WHAT DO  
PEOPLE CARE  
ABOUT?**

**Stories live forever.**

WATCH  
YOUR BACK

WHAT DO  
PEOPLE CARE  
ABOUT?

Stories change  
how we see sports.

NETFLIX SPORT SERIES

# FORMULA 1

## DRIVE TO SURVIVE

SEASON 7

ONLY ON **NETFLIX** | 7 MARCH

PEOPLE TRUTH

# WHAT DO PEOPLE CARE ABOUT?





CULTURAL TRUTH

# WHAT'S THE DRIVING CULTURE?



MEANINGFULLY CONNECTING THE BRAND TO THE WORLD

# THE FORCES WE CAN HARNESS

What defines the moment we live in?  
Which implicit (and explicit) rules  
truly shape conventions and  
influence the way we think,  
behave, and choose?

TIP: We live in a fast-moving, ever-changing  
world. What is news today is history tomorrow.

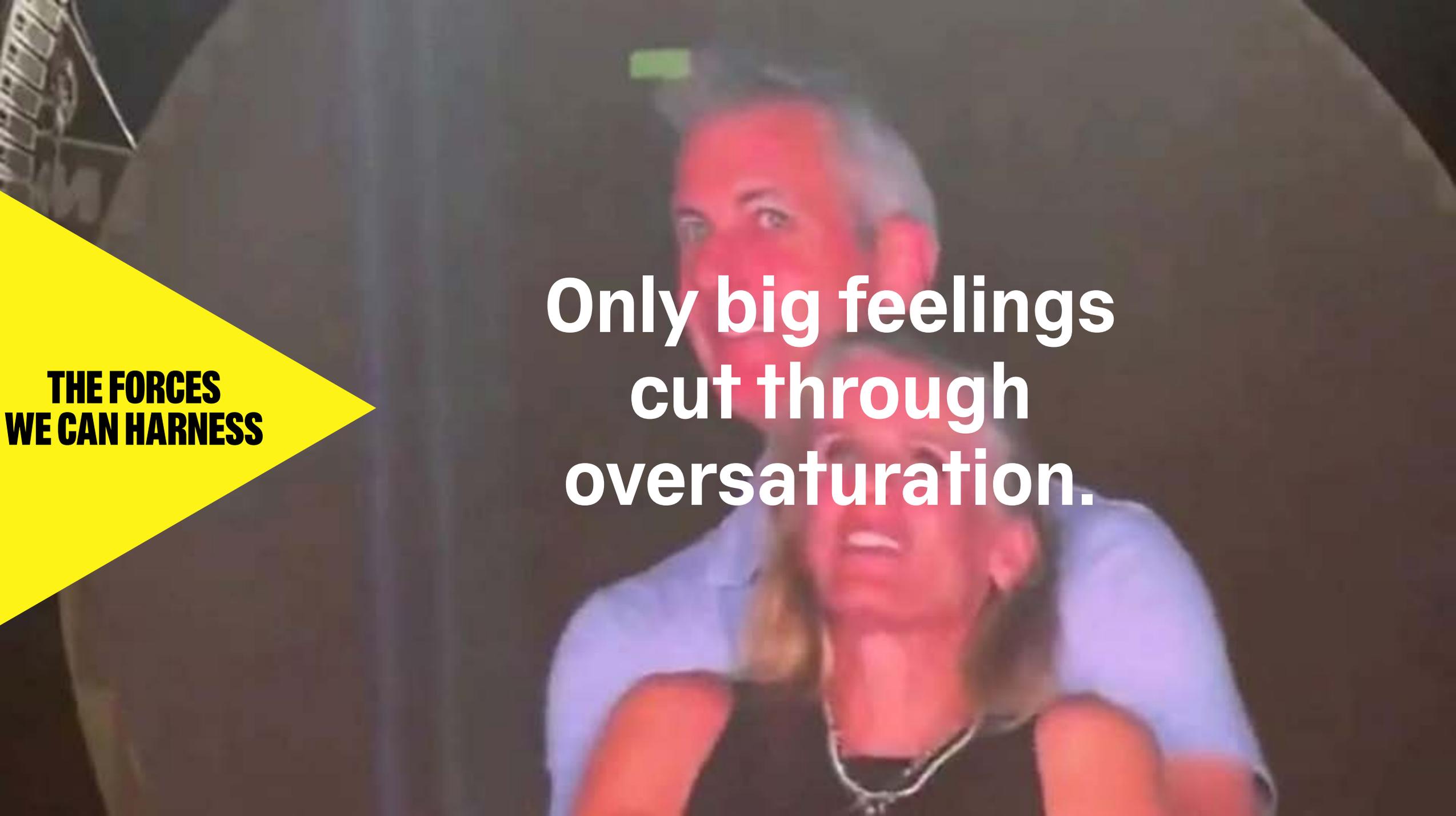


**AI GENERATED**

**THE FORCES  
WE CAN HARNESS**

**In a world full of perfect AI,  
realness is a virtue.**



A man and a woman are shown in a dark, possibly industrial or stage setting. The man is in the background, looking towards the camera with a slight smile. The woman is in the foreground, looking upwards with an expression of awe or excitement. The lighting is dramatic, with strong highlights and deep shadows. A yellow triangle on the left side of the image contains the text 'THE FORCES WE CAN HARNESS'. The main text 'Only big feelings cut through oversaturation.' is centered over the image.

**THE FORCES  
WE CAN HARNESS**

**Only big feelings  
cut through  
oversaturation.**

**THE FORCES  
WE CAN HARNESS**

**People long for  
the analogue retro.**





BRAND TRUTH

# WHAT'S OUR RIGHT TO WIN?



BRAND TRUTH

**WHAT'S  
OUR RIGHT  
TO WIN?**



THE UNIQUE STRATEGIC LEVER WE CAN ACTIVATE

**OUR KEY COMPETITIVE  
ADVANTAGE**

How can we change the paradigm  
of competition?

How can we truly meet people's desires?

What meaningful role can we  
play in the world?



**TIP: Avoid generic jargon. Look for the one thing  
that makes your brand truly one of a kind.**

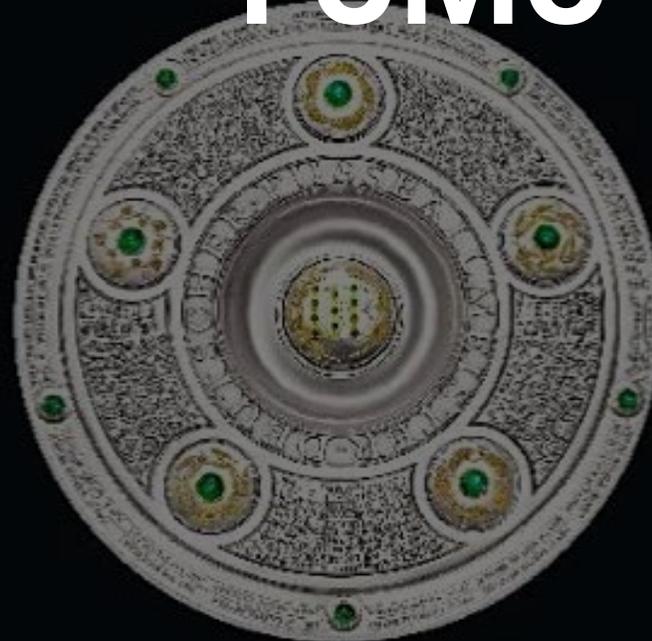
Urheberrechtlich geschütztes Material

HERAUSGEGEBEN VON KLAUS HOELTZENBEIN

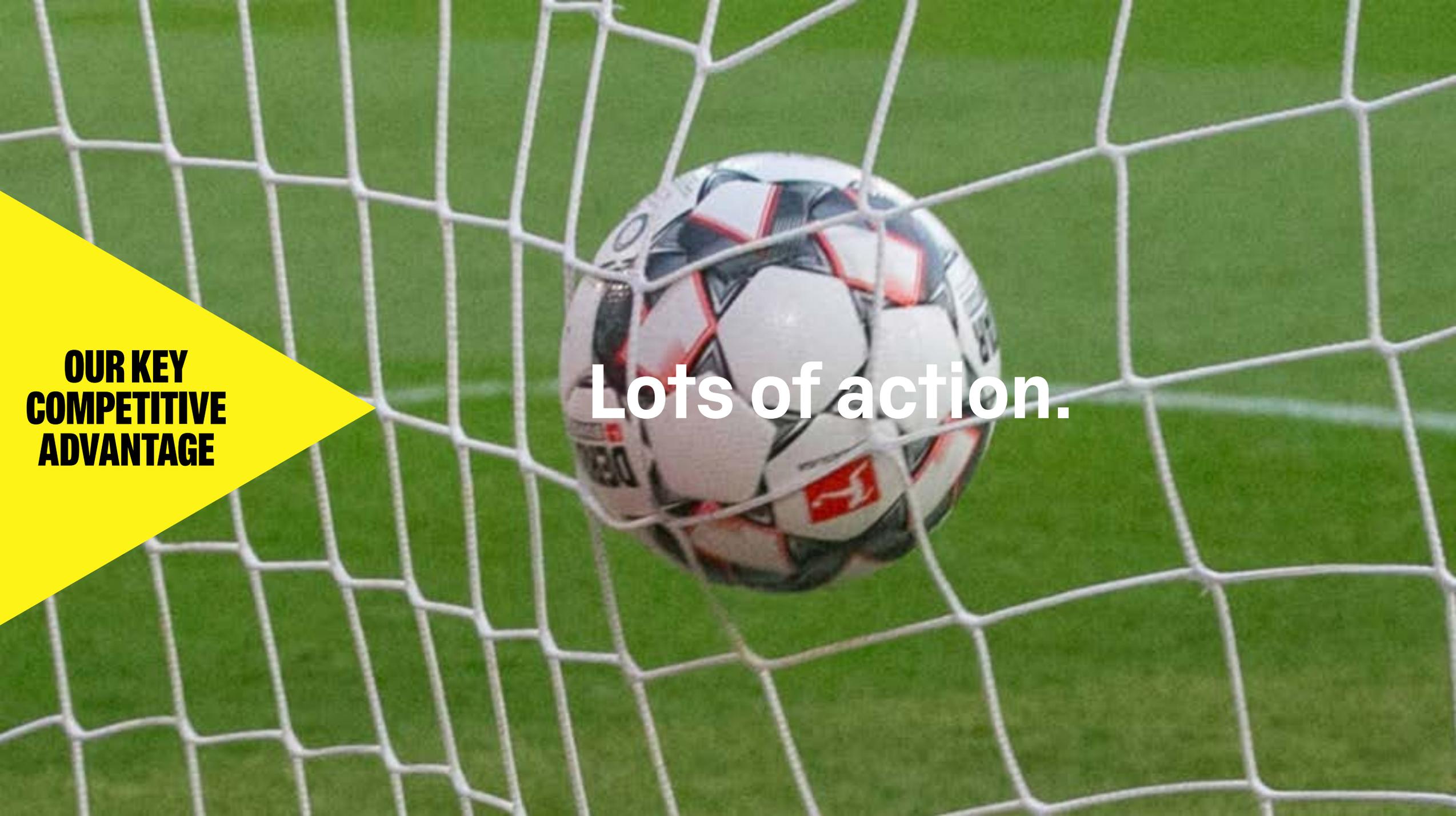
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DIE BUNDESLIGA. DAS BUCH.

# FOMO



**OUR KEY  
COMPETITIVE  
ADVANTAGE**



**OUR KEY  
COMPETITIVE  
ADVANTAGE**

**Lots of action.**



**OUR KEY  
COMPETITIVE  
ADVANTAGE**

**Legendary Culture.**

**OUR KEY  
COMPETITIVE  
ADVANTAGE**

**50+1**

BRAND TRUTH

**WHAT'S  
OUR RIGHT  
TO WIN?**





**WHAT ABOUT  
YOUR TASK?**

ILLUSTRATIVE



PURELY ILLUSTRATIVE, FOR EXERCISE PURPOSE ONLY - NOT REQUIRED, RELEASED OR VALIDATED BY THE MENTIONED COMPANY.

# OUR CREATIVE STRATEGY JOURNEY - YOUR TASK

Challenge



Market Truth

People Truth

Cultural Truth

Brand Truth



# OUR CREATIVE STRATEGY JOURNEY - YOUR TASK

Challenge

**A SINGLE, INSPIRING STATEMENT DEFINE THE “REAL MISSION” WE ARE ON**



Market Truth

**A SINGLE, INSPIRING STATEMENT TO CAPTURE THE REAL ESSENCE OF THE COMPETITION**



People Truth

**A SINGLE, INSPIRING STATEMENT TO CAPTURE A UNIVERSAL HUMAN TRUTH THAT ADDRESSES WHAT IS REALLY IMPORTANT**



Cultural Truth

**A SINGLE, INSPIRING STATEMENT THAT CAPTURES THE CULTURAL FORCES WE CAN HARNESS TO MEANINGFULLY CONNECT THE BRAND TO THE WORLD**



Brand Truth

**A SINGLE, INSPIRING STATEMENT TO CAPTURE OUR RIGHT TO WIN THROUGH THE UNIQUE COMPETITIVE ADVANTAGE WE CAN ACTIVATE**



**A SINGLE, INSPIRING STATEMENT DEFINING YOUR BRAND PROPOSITION**



BRAND PROPOSITION

# A BEAUTIFULLY SIMPLE IDEA

DIFFERENTIATING, RELEVANT AND TRULY OWNABLE



TIP: Be curious.

**QUESTIONS?**

# OUR CREATIVE STRATEGY JOURNEY - YOUR TASK

Deadline 25.3.2026

Challenge

**A SINGLE, INSPIRING STATEMENT DEFINE THE “REAL MISSION” WE ARE ON**



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**A SINGLE, INSPIRING STATEMENT DEFINING YOUR BRAND PROPOSITION**



# WHAT'S NEXT

## 25 MARCH BRAND EXPERIENCE

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



**Kay Hollingsworth**  
Clear Strategy UK



**Tom Hume**  
Re Design UK

*Thank  
you*

**M+C SAATCHI**  
OPEN HOUSE

