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Start your journey...

1030 INNOVATION

Caution: *You are leaving the comfort zone.*

_01

What is an insight?

I'm a
PERSON
NOT a
percen%age

First

Change perspectives.

See the world behind the pie charts.

Spend a day in the shoes of the people you call your customers.

Steve Jobs,
Co-founder of Apple

„A lot of times, people don´t know what they want until you show it to them.“

_02

Why do we need insights?

Only insights deliver relevant solutions creating value for your customers.

Insights are the gateway to impactful innovations for your business.

_03

What makes a good insight?

Role the dice.

Put your voting sticker on the insight you like best. Use the insights dice to make up your mind.

Coffee is mostly about waking up and we wake up to the smell of the coffee before we even get to take a sip. - Folgers Coffee

Women are turned off by beauty product ads that consistently feature women that do not look like 95% of them. To appeal to a woman, you have to feature compelling women that look like them. - Dove

Kids and dirt have a positive association for mothers. They feel positive about their kids getting dirty as they are seeing dirt as a learning experience and as a sign of creativity. Dirt is good. - Persil

I am so busy driving my kids around, I can never get to the bank during banking hours. I wish there was a bank that worked around my life, rather than me working around the banks' life. - online banking

If you give your cat $10,- and send him off to the grocery store to buy cat food, what would he bring home? The answer (albeit theoretically) is: Live meat! - Whiskas

_04

Where do good insights come from?

Traditional market research is not well suited to generate relevant insights. This needs a different set of methods.

The goal ist to develop deep empathy.

em·pa·thy

- Noun -

The ability to step into the shoes of another person, aiming to understand their feelings and perspectives and to use that understanding to guide our actions.

Conversations
Observations
Immersions
Trend Research

_05

We have good insights, what now?