THE SOUND

Creative Analytics

Using data to explore, identify and spark new opportunities for growth and ideas.

600.23
532.10
488.19

Words. Numbers.
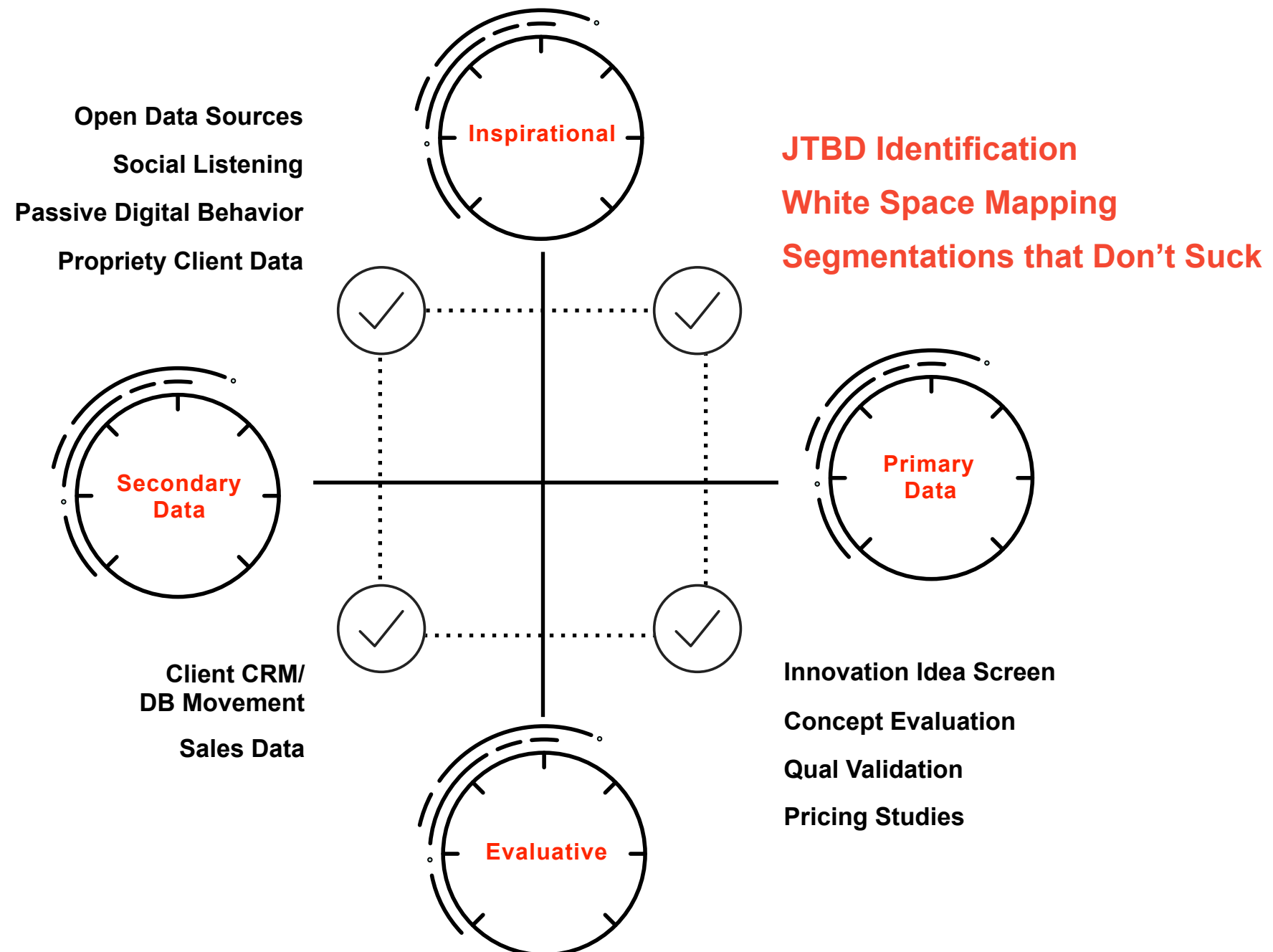# Photos. Videos.
We love them all.

We are methodology-neutral in our quest to uncover the truth.

We don't chase shiny objects or new methodologies just for the fun of it.

We choose the best approaches to answer your questions.

Whatever we do, it needs to fuel strategic thinking and creativity.

So when we work with data, it needs to **inspire**.

That's why we developed developed **Creative Analytics**.
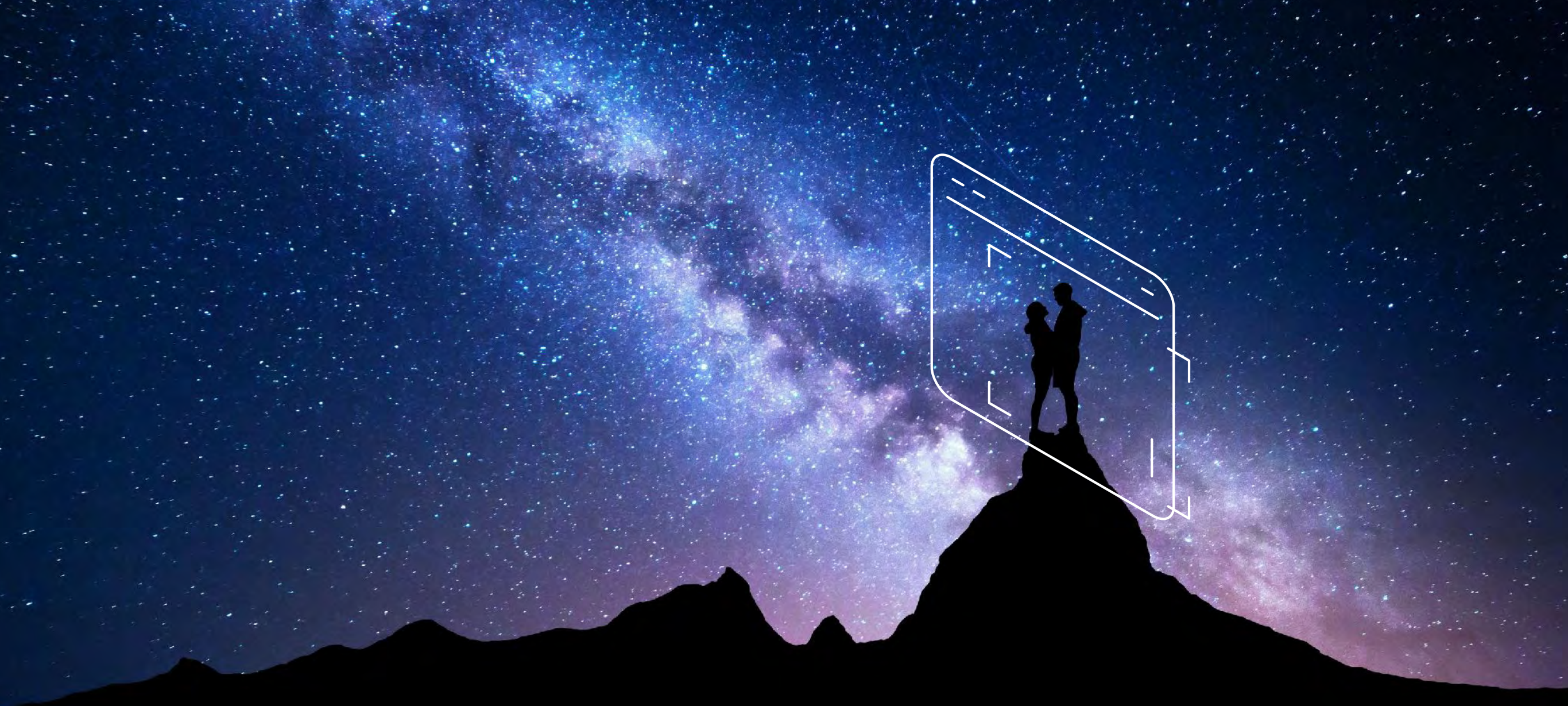
We bring **humanity to numbers,** using data to tell stories about people (rather than using people to tell stories about data…)

Our team and methods are skilled and rigorous enough to tackle just about anything, but our sweet spot is using primary data to inspire, identify frameworks and spark new opportunities for growth of business and ideas.

Open Data Sources

Social Listening

Passive Digital Behavior

Propriety Client Data

Inspirational

JTBD Identification

White Space Mapping

Segmentations that Don't Suck

Secondary Data

Primary Data

Client CRM/
DB Movement

Sales Data

Innovation Idea Screen

Concept Evaluation

Qual Validation

Pricing Studies

Evaluative

DATA THAT INSPIRES

Our in-house Creative Analytics team work together with our explorers, strategists, innovators and creative teams to tell new human stories.

We are black-belt data architects and statisticians who can handle just about anything you care to throw at us, but our sweet spot is using primary data to inspire, identify frameworks and spark new opportunities for growth of business and ideas.

**Here are a few examples of what that means in practice.**

JTBD IDENTIFICATION

Discover and size the breadth of 'jobs' that people hire products to do for them in a given category - uncovering opportunities to capture new ground.
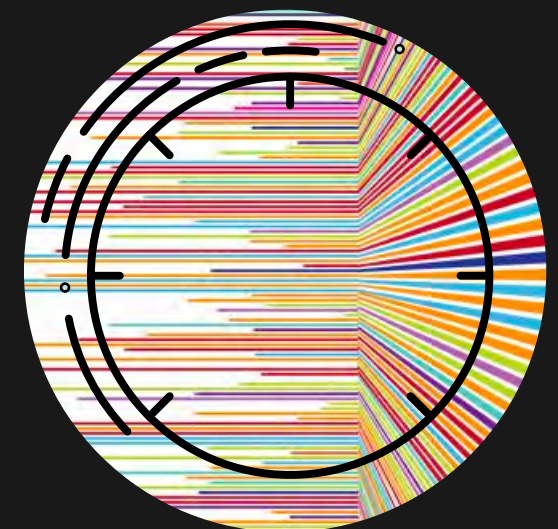
WHITE SPACE MAPPING

Tap into a new way of thinking and redefine the category in which you live. Let consumers reveal a new landscape and a new set of rules against which you can win.
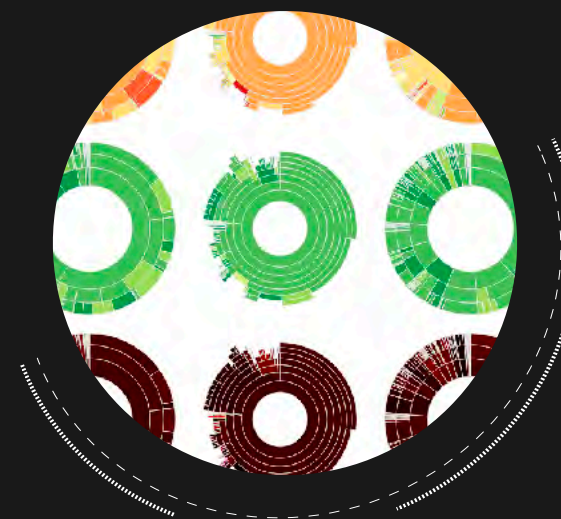
SEGMENTATIONS THAT DON'T SUCK

We uncover cluster solutions that work for you, striking that perfect balance between intuitively 'right' and uncomfortably surprising.

PROPRIETARY DATA RE-MINING

Sometimes the answer lies in existing data — it simply needs to be examined through a fresh lens.

Jobs-To-Be-Done
Identification

A human lens on the role of products

JTBD Identification

A human lens on the role of products

See people for their whole selves and the complexity of their lives.

People make different choices and use different products depending on the situation they're in.

In order to fully understand this complexity, you can't simply look person level descriptors — such as demographics and general attitudes.

You must look beyond to emotions and motivations in various situational contexts. It's only then that you'll discover the true role your brand plays in peoples lives today and uncover the role(s) it could play in the future.

How it works

Through an **innovative online survey** of thousands of representative respondents, we capture details of people's lives and the intersection with products and brands.

We leverage **psychological theories and hypotheses sessions** to uncover people's underlying emotions and motivations for engaging with products and brands in descriptive situational contexts.

Through **multi-variate analyses**, the breadth of jobs of the category and key brands will be discovered and quantified.

By looking at the jobs through the lens of people that matter most — those you need to protect, those you can grow as well as those you have a chance to convert — strategies can be valued and prioritized informing **innovation, communication and marketing**

Key Outputs

A **situation level 'segmentation'** of the various roles the category/brand plays in peoples lives and the situational context that defines each job

A **person level continuum** of those you should protect, those you have the right to win and those who have significant barriers

A **data driven visual map** that organizes the landscape and dimensions of the space and conveys the relationship of each job with one another

JOBS-TO-BE-DONE

In our quest to understand people's complicated lives, we often use the established business theory *of Jobs to Be Done*. **It's a way of thinking that challenges you to start with people first and understand the** *job* **they're really trying to achieve through the products and brands they use.**

So what's a 'Job to Be Done'? It's not a product or service. It's not an occasion, task or activity. It's the in between. It's the human motivation, the *why*, **behind people's actions. We can observe the situational context and we can see the products or services a person is hiring. But what we can't see are the motivational drivers underneath each product choice in a given situation.**

A job is what a person *hopes to achieve* **in a given** *situation* **by hiring a particular** *solution*.
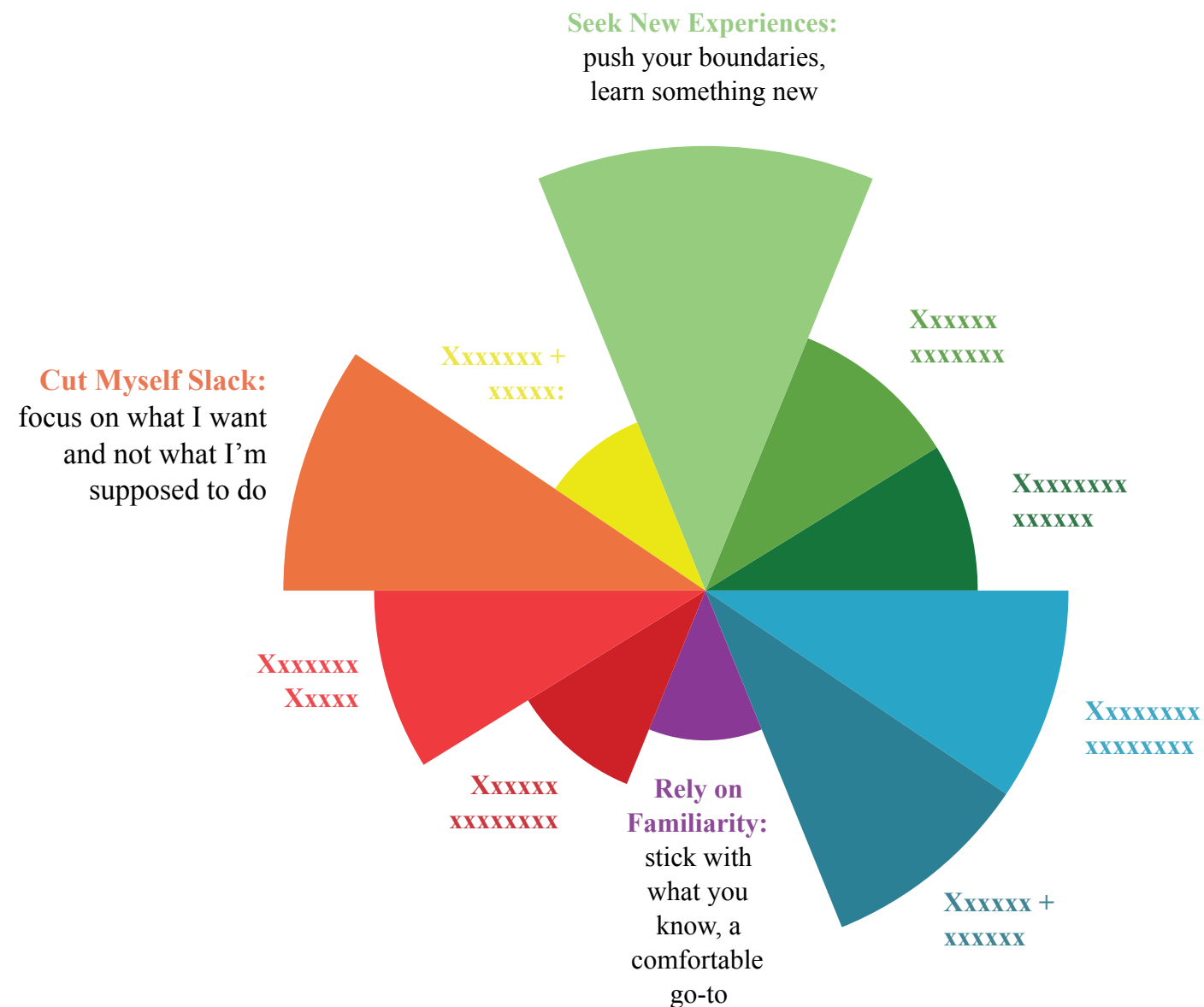
The jobs of
@ Home Dinners

An illustrative example

Jobs of at home
Dinner Occasions

Jobs Of At
Home Dinner
Occasions

Three-quarters
of dinners
occur at home

Over 20 billion
at home dinners
every year

Seek New Experiences:
push your boundaries,
learn something new

Xxxxxx
xxxxxx

Xxxxxxx
xxxxx

Cut Myself Slack:
focus on what I want
and not what I'm
supposed to do

Xxxxxxx +
xxxxx:

Xxxxxxxx
xxxxxxx

Xxxxxxx
Xxxxx

Xxxxxx
xxxxxxxx

Rely on
Familiarity:
stick with
what you
know, a
comfortable
go-to

Xxxxxx +
xxxxxx

From Insight to Action

Key Tension
push out of comfort zone **vs.** stay in comfort zone

Seek New Experiences

Rely on Familiarity

5% of at home dinner occasions
<1% of brand occasions

Why:

have something I knew would be good quality
have something that tastes great
have something hearty and satisfying
make a dependable and reliable choice
have something comforting
have good, basic food
have something familiar and comfortable like an old friend

What:

Meal prepared from scratch
NOT: meal kit, pre-cooked, frozen, take-out or delivery
. . . .
NOT organic
. . . .
Lower price point

Journey: Cook time longer than average with much less planning

✓	🔪	🍲	🍽	🧼
67	98	**135**	102	105

Which jobs am I fulfilling today and which are worth pursuing in the future? What role do/can I play?

By understanding core motivations behind the jobs, powerful **messaging** strategies can be developed.

Adjacent competitors, channels and journey pain points provide direction for **innovation** — whether product innovation or distribution optimization.

White Space
Mapping

Tap into fluid expectations

White Space Mapping

Tap into fluid expectations

No longer can companies afford to solely focus on direct competitors within their existing categories. Consumer don't.

Consumers' expectations transcend categories — a good experience in one category can affect their expectations of another.

White space mapping illustrates the broader space your brand can play in - so you can connect with people on a deeper or more meaningful level.

Tap into a new way of thinking.

How it works

We work together to **define the broader space** to tap into - often following exploratory qualitative work. For example, a shift from insurance to the broader space of safety and security. A shift from cleaning supplies to caring for your home.

Reimagine your competition in that broader space. So with this new definition of the competitive landscape, we show how your competitive set evolves.

New success criteria. By laddering up to the more emotional benefits of the new space, you can re-think what you do for people - shifting from functional measures to something more profound.

We measure this broader space with an online survey and use multi-variate analyses to define the dimensions, relationships and tensions that exist within that space.

Looking at the world through a broader lens can give you a bigger and better platform from which to build brand strategy.

Key Outputs

A **data driven visual map** that reveals the broader landscape in which your brand plays — and ignites new thinking moving forward

A **statistically valid bridge** to more abstract ideas, giving guidance to innovation, brand strategy, communication and marketing.

FROM…　　　　　　　　　　　　　　　　**…TO**

Insurance　————————▶　Safety & Security

Greeting Cards　————————▶　Connections

Streaming Video　————————▶　Leisure & Entertainment

Dolls　————————▶　Girls' Imaginations

Paint　————————▶　New Beginnings

Cleaning Supplies　————————▶　Caring for Your Home

From Greeting Cards
To "Connections"
An illustrative example

THE SOUND

Current competitors in Greeting Cards

Hallmark
American Greetings
Papyrus
Handmade card
etc.

Potential competitors in "Connections"

An engagement ring
Facebook
Sharing a meal
Text messaging
A gift
Sharing pictures
A hug
etc.

From Insight to Action

Mapping Connections
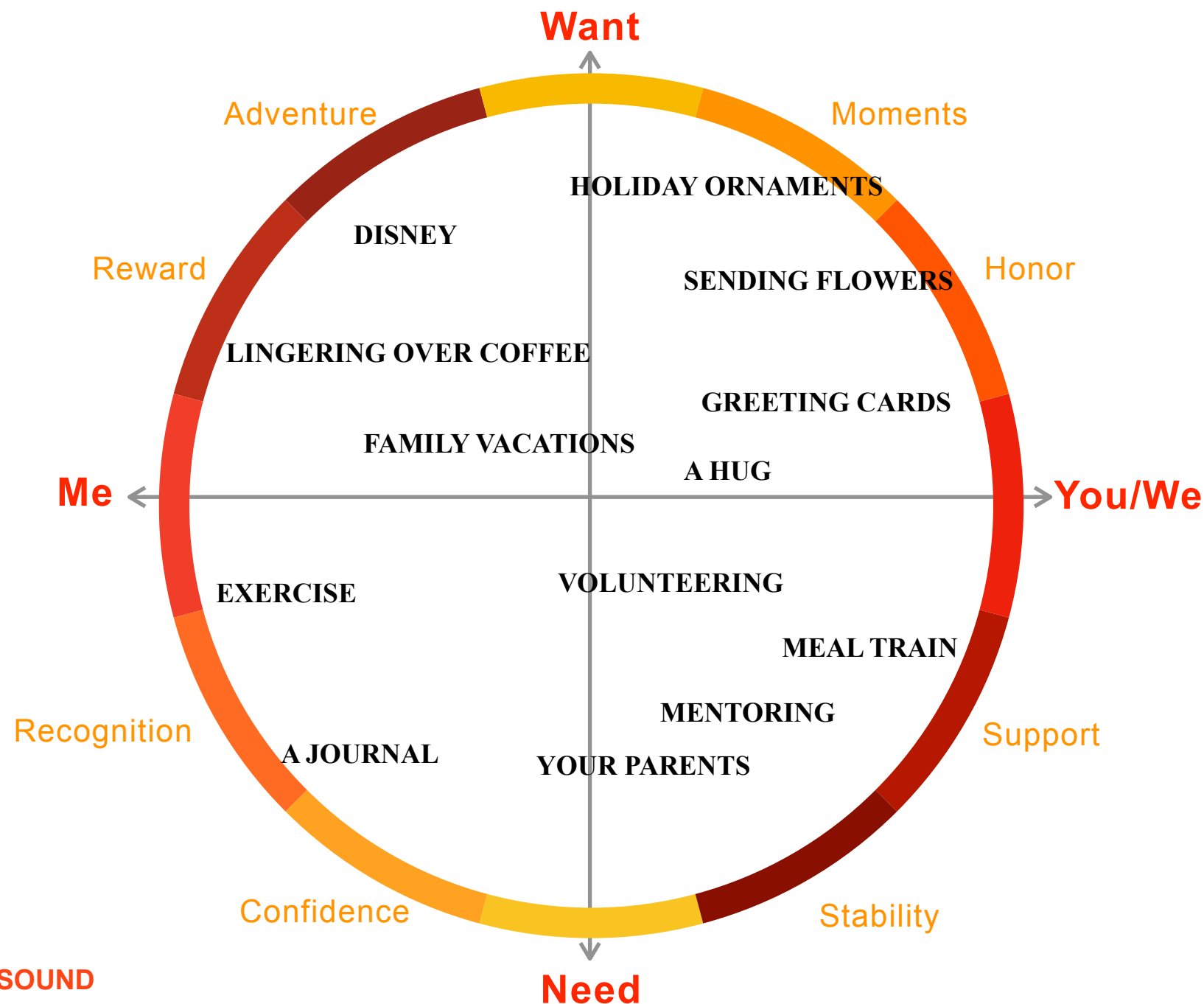
Where can my brand stretch? How do consumers' fluid expectations affect my product?

Disrupt your traditional category by creating a new set of rules.

Innovate through the lens of adjacent categories.

Segmentations That Don't Suck

Where art meets science

Segmentations need to be inspiring but they also need to be actionable. **They need to strike a balance between feeling intuitively 'right' and uncomfortably surprising.** Above all, they need to engage brands with the people behind them, building empathy and uniting the business behind big human truths.

Ultimately it's the way we work with our clients that makes the magic happen - and keeps them coming back for more.

It's an approach based on collaboration, flexibility, a laser focus on business outcomes, and a deeply-held belief that great things happen when your stakeholders are inspired.

How it works

Good in, good out. The outputs from segmentations are only as good as the inputs. We bring all our experience in hypothesizing and digging and probing to feed fresh and surprising variables into quantitative segmentation.

Multiple constructs. We avoid going into the process thinking about segments through a single lens (e.g. attitudes, behaviors, etc). Multiple hypotheses drive multiple 'segmentations' — allowing more than one construct to potentially drive the solution.

Collaborative clustering. We work with you to uncover cluster solutions that work for *you*. It's a creative endeavor, not a black-box output.

Brand relevance. Too many segmentations just describe category relationships. We seek out the things you can *own*.

Key Outputs

Rich data-driven profiles of each segment.

Illumination. We bring key segments to life in ways that challenge preconceptions, build empathy and inspire action (often with follow-up qualitative depths and film-making)

A **scenario-planning tool** that allows potential upside growth volume to be assessed through the lens of key segments

A **typing tool** for future research integration.

Uncovering behavioral typologies **to inspire digital development**

An illustrative example

Segmenting event attendees **with completely new criteria**

Reed Exhibitions is the world's leading events organizer

38 COUNTRY OFFICES

43 INDUSTRY SECTORS

535 EVENTS

7M PARTICIPANTS A YEAR

We needed to find the most common behavioral typologies across events, to inspire and prioritize digital innovation.

We worked with multiple client teams to build hypotheses. These were tested with interviews and mobile ethnography around major events.

We fed our new insights into a multi-country survey of confirmed event attendees, using cluster analysis to develop behavioral typologies which we brought to life with filmed depth interviews and event journey maps.

INTRODUCING OUR SEVEN *behaviours*

Targeting
I met up with a few specific people to conduct business with to land specific business objectives

Fishing
I talked to as many suppliers as possible in order to achieve a specific business objective

Building
I met new people in order to create new opportunities

Reconnecting
I met up with existing suppliers to review business

Learning
I gathered inspiration and understanding of my industry; I attended training sessions that were required for professional development
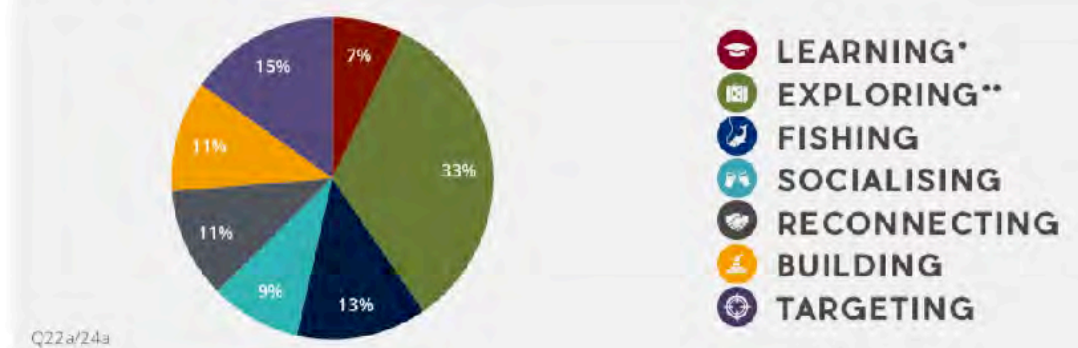
Socialising
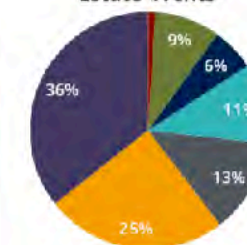I socialised and met up with existing contacts

Exploring
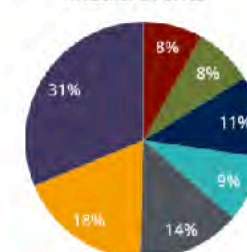I visited different stands to see what is new and interesting in my industry
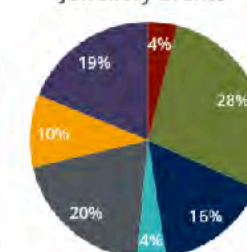
Primary Behaviours: Total Sample

- LEARNING*
- EXPLORING**
- FISHING
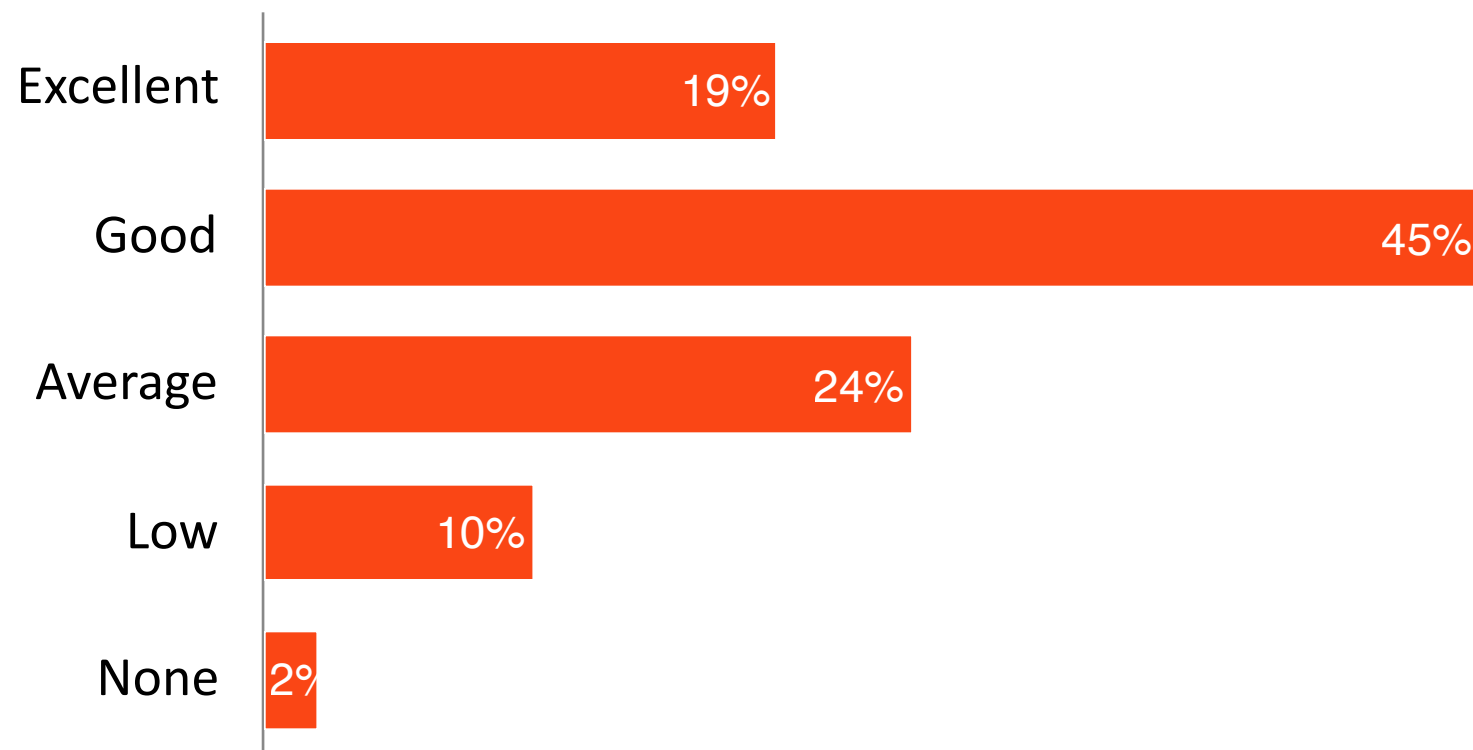- SOCIALISING
- RECONNECTING
- BUILDING
- TARGETING

Q22a/24a

Travel Events

Property & real Estate Events

- LEARNING*
- EXPLORING**
- FISHING
- SOCIALISING
- RECONNECTING
- BUILDING
- TARGETING

Media Events

Jewellery Events

Ultimately this has had a significant business impact

'How would you describe your understanding of the seven behavioural typologies?'

Category	Value
Excellent	19%
Good	45%
Average	24%
Low	10%
None	2%

Base: 104 Senior Reed Exhibitions Event Directors and Leaders

"This work not only gives us a common global language around customer behaviors, but the insights are helping drive ambitious transformation into a data and digital driven business by providing clear evidence of common needs"

Chet Burchett, CEO

MRS™ Awards 2017
Winner
Business-to-Business Research

Proprietary
Data Re-mining

A fresh perspective

Proprietary Data Re-mining

A fresh perspective

Sometimes the answer lies in existing research or data — it simply needs to be examined through a fresh perspective.

We can re-mine what already exists to breathe new life into and extend your investment.

How it works

The Sound would conduct a **research and data audit** to fully understand what is readily available.

That often means not simply looking at existing output, but tracing the projects back to their source questionnaire and data layout.

We love to get our hands dirty and find creative solutions to analytics!

Potential Application

Re-imagine an existing segmentation

Re-examine a usage study in a new light

Merge two disparate datasets on key factors

Apply cluster analysis to your database

Personalize secondary data sources to your needs

Whichever approach we use, we always use data to tell clear stories that inspire action

Creative Analytics
is The Sound approach to data.

Not just…		But also
Quantifies		Describes
Data		Insights
Numerical		Lexical
Deductive		Inductive
Evaluative		Inspirational

Mindy
VP, Head of Creative Analytics

Mindy has 20 years of experience running countless quantitative research projects. She has spent her career breaking conventions of what quantitative research can deliver — developing innovative approaches that uncover unique human insights, fuel ideas and inspire creative strategies.

With an MS in Applied Social Psychology, she puts people first and leverages data to tell more human stories.

Connie Walker
Data Architect

Connie has been managing and structuring complex data sets for more than 30 years. She has worked across a variety of industries and sources of data including academic research, advertising and social media, leveraging her advanced level SAS programming skills.

She has a proven ability to apply her in-depth understanding of statistics and critical thinking to deliver data driven results that are accurate and meaningful.

THE
SOUND

Exploration. Strategy. Innovation.