MMA SM2 INNOVATION SUMMIT

DISRUPT. TRANSFORM. GO MOBILE.

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MMA
MOBILE MARKETING ASSOCIATION

MMA SM2 INNOVATION SUMMIT



Data Driven Creative

DANIEL CHU

Global Chief Creative Officer

POSSIBLE

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Data Driven Creative

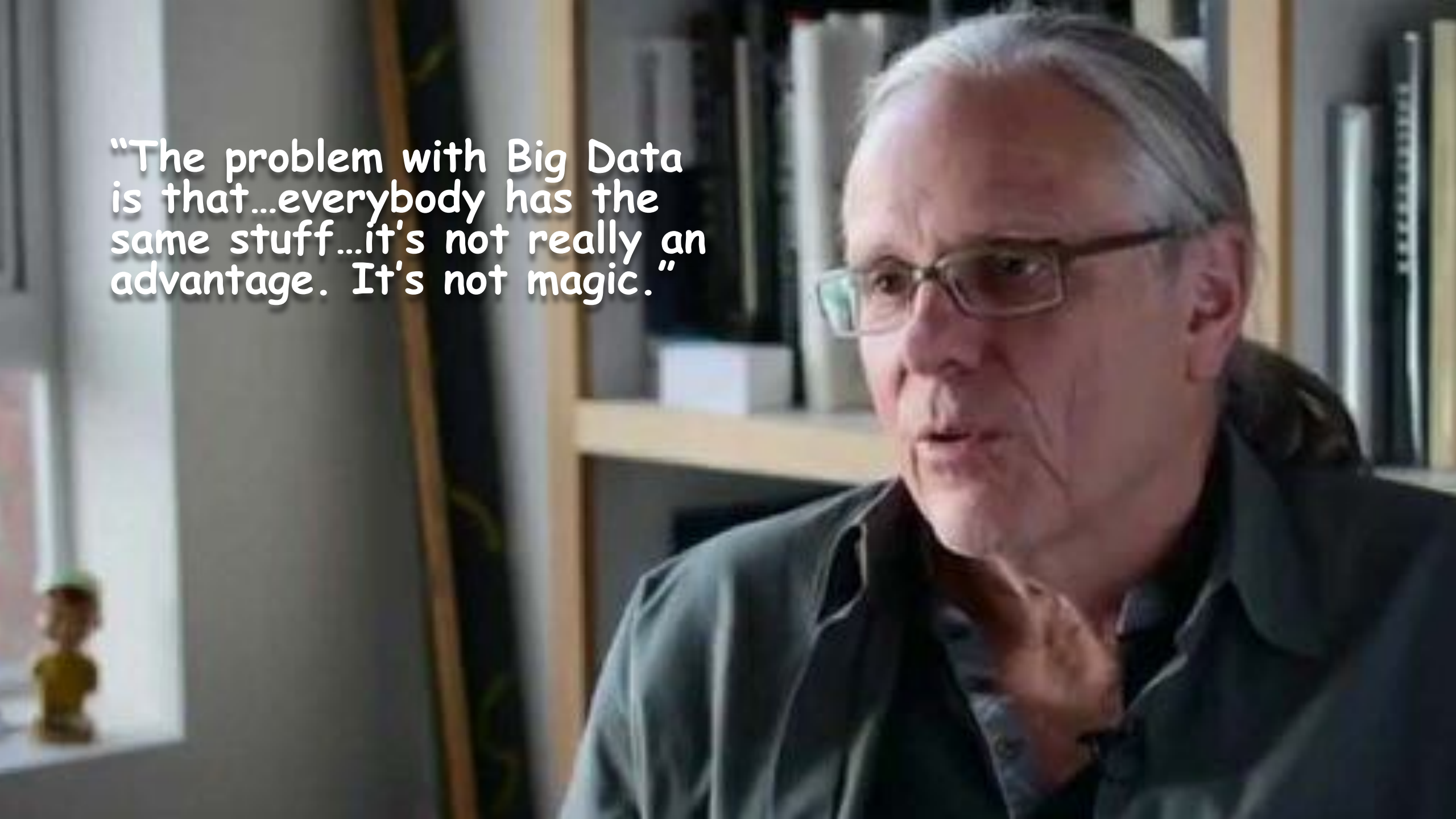
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DISRUPT. TRANSFORM. GO MOBILE.


DATA DRIVEN
CREATIVITY


F CK
YOU
ME
OFF
YEAH
IT
THIS
THAT
NO


"To those brands that say 'I understand you,' I say 'Fuck off, you don't understand me.
Mind your own business."

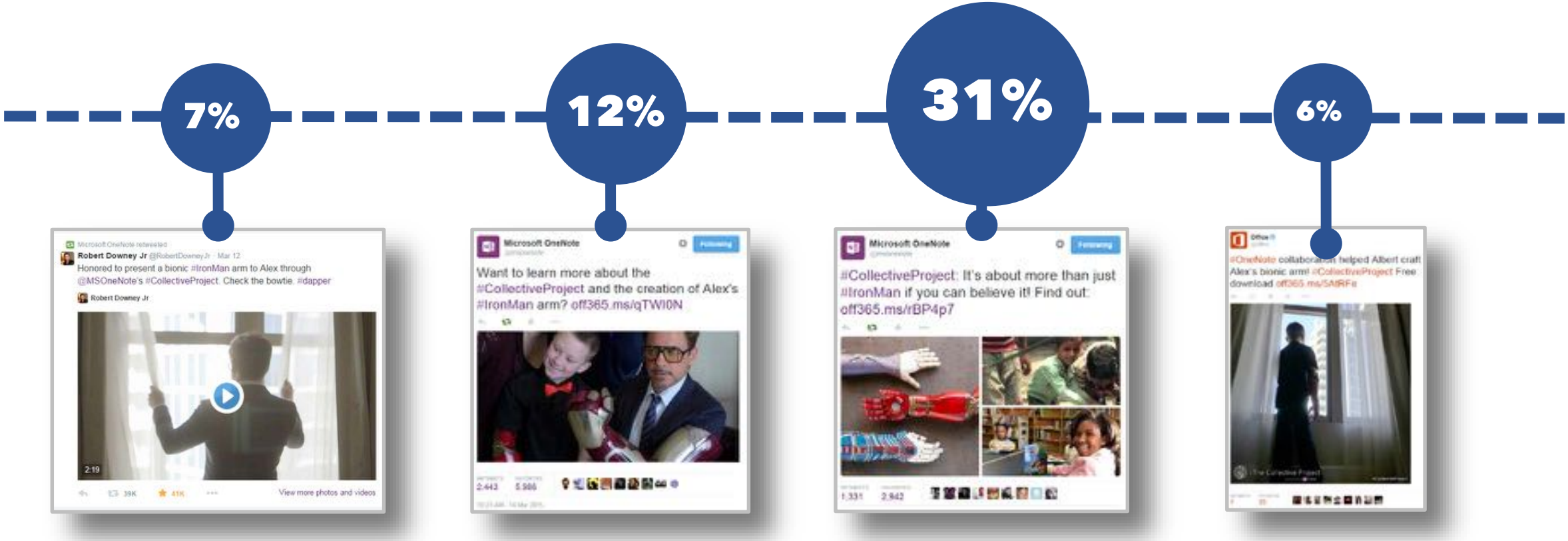

"The problem with Big Data is that…everybody has the same stuff…it's not really an advantage. It's not magic."

"Data-driven creative equals mediocre creative. Insight is just as likely found in the shower as in a spreadsheet."



TRANSLATING STORY THROUGH TO PRODUCT

CTR To Product was 10-60X stronger than CTR from traditional display (6% vs 0.6%)



3/12 RDJ Posts Video References Collective Project and @MSOneNote

3/14 Post Connects RDJ to Albert. Drives to the Collective Project Landing Page

3/15 Post Connects Albert to CP. Drives to the Collective Project Landing Page

3/19 Connect CP to Product. Drives to the app store for free download.

Date range: 3/12 – 3/25 CTR to product benchmark: 0.6% CTR on retargeted display



60+ million

Views in less than three weeks



4%

Increase in positive sentiment for OneNote

CONNECT

x9

76M

REACH

x9

2.25B

USAGE

x100

2.6%


DOES IT WORK?
Does it Work?
SHANE ATCHISON | JASON BUBBY


AGENCIES ARE SAYING THE SAME THINGS


EMOTIONAL
DATA

Engagement Matters. Emotion Sells. Data Fuels.

by Mitch Brandow, , Op-Ed Contributor, March 14, 2016, 12:37 PM

★ Recon

How Emotions Influence What We Buy

The emotional core of consumer decision-making

Like 15

Understanding The Impact Of Emotion On Customer Experience

Emotionally Savvy Brands Combine CX Discipline With Empathy To Make Customers Smile

Are buyers emotionally connected with your brand?



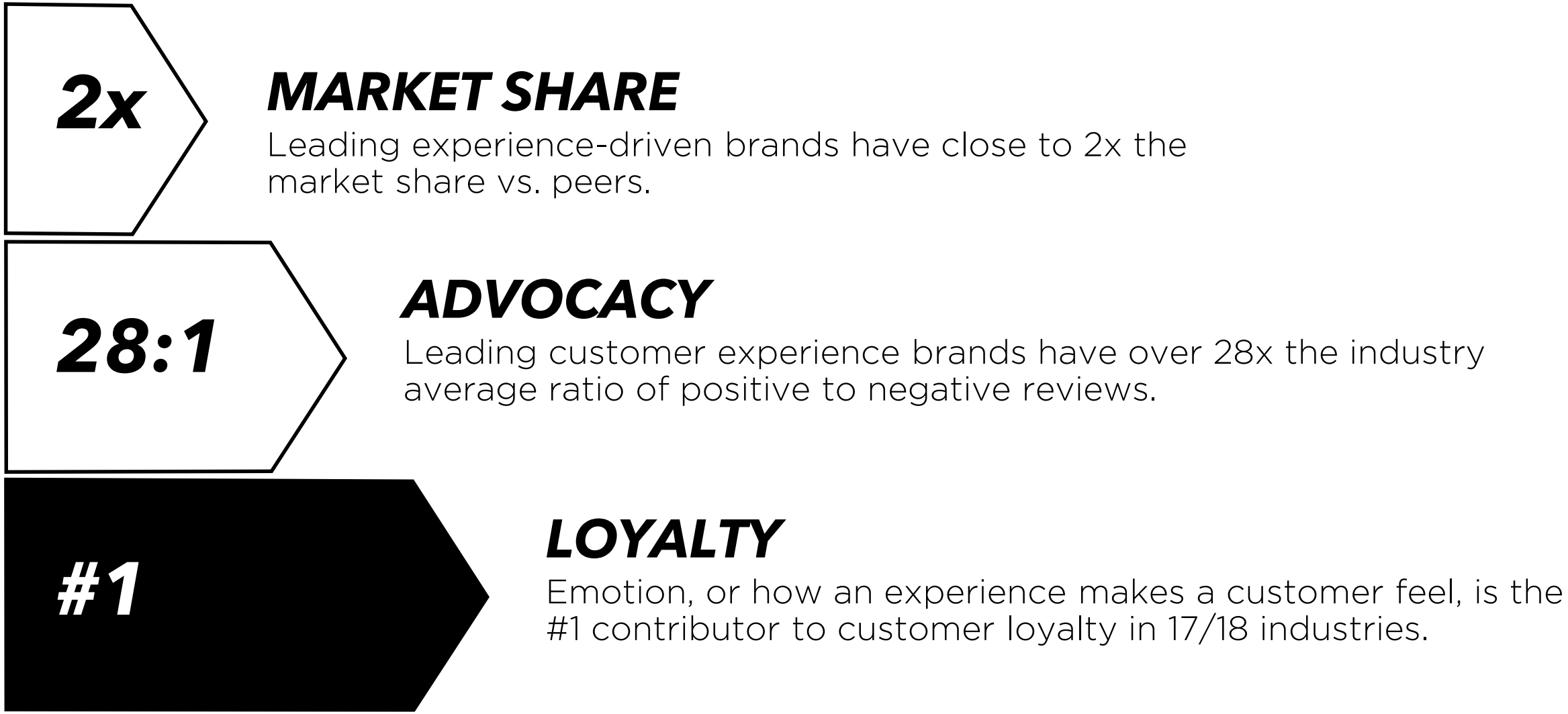
Emotional Advertising: How Brands Use Feelings to Get People to Buy

That should be no surprise. Studies show that people rely on emotions, rather than information, to make brand decisions -- and that emotional responses to ads are more influential on a person's intent to buy than the content of an ad.

Amazon buys into emotional marketing

1. Unique experiences capture attention
2. Attention leads to emotional engagement (if the creative performs as it should
3. Emotional engagement builds memories
4. Memories influence buying decisions.

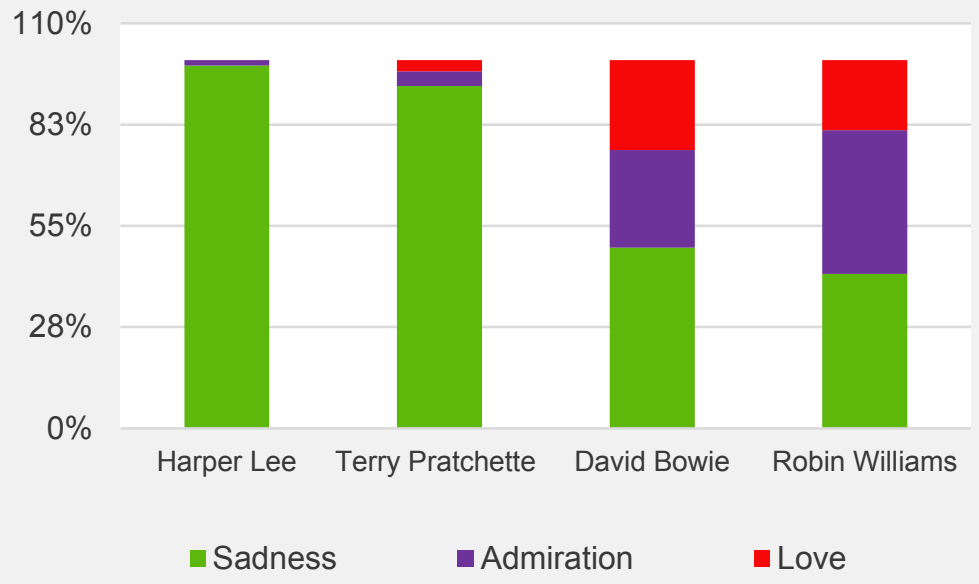
EMPATHY MATTERS



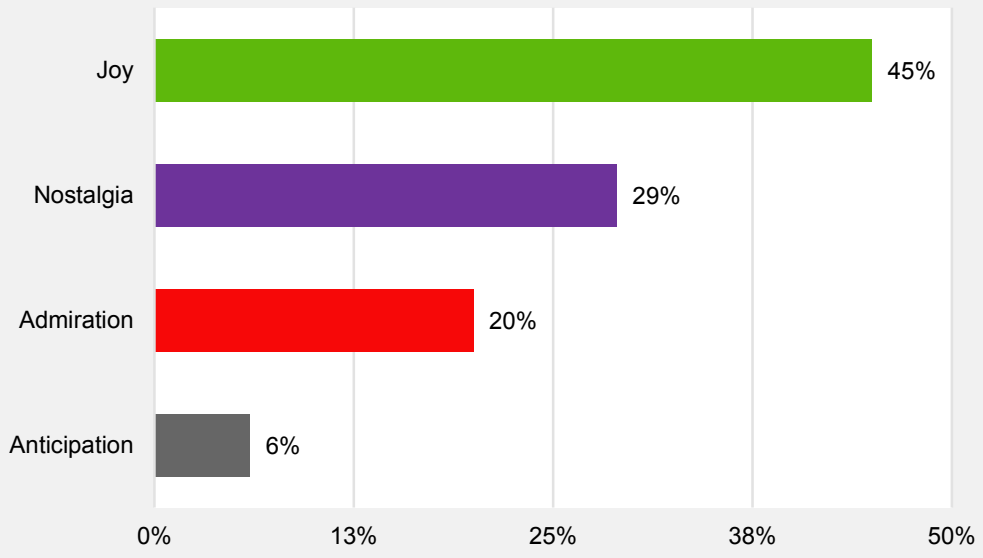

Coca-Cola

DATA AND EMOTIONS GUIDING THE CREATIVE PROCESS

ONE-DIMENSIONAL SADNESS — VS — MULTI-DIMENSIONAL POSITIVITY



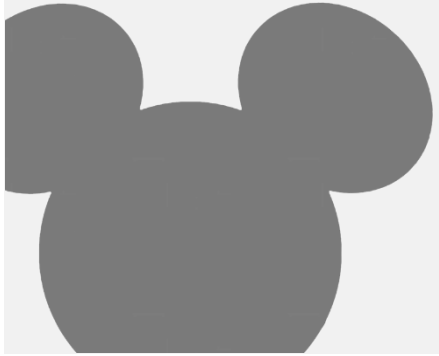
HARPER LEE'S PASSING



#SHAREYOUREARS

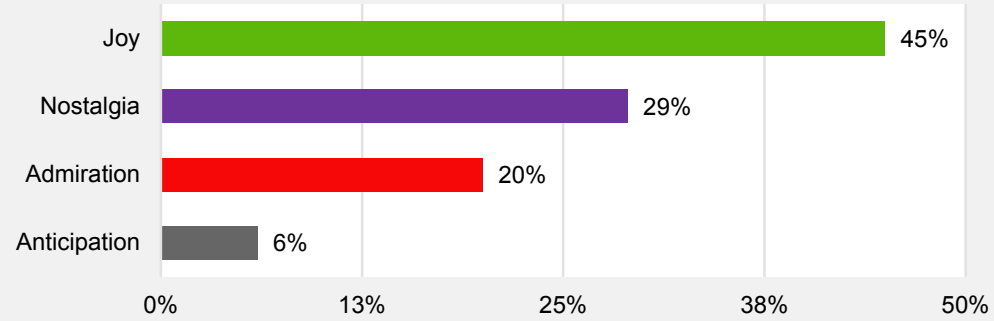
THE CREATIVE BRIEF TO TRIGGER EMPATHY

WHAT THE WORLD IS REACTING TO



Disney and Make-A-Wish are giving people the opportunity people to contribute $5 to the Make-A-Wish foundation by tagging a photo with the #ShareYourEars" on social media.

THE PREVAILING EMOTIONS



CHANNEL THINKING

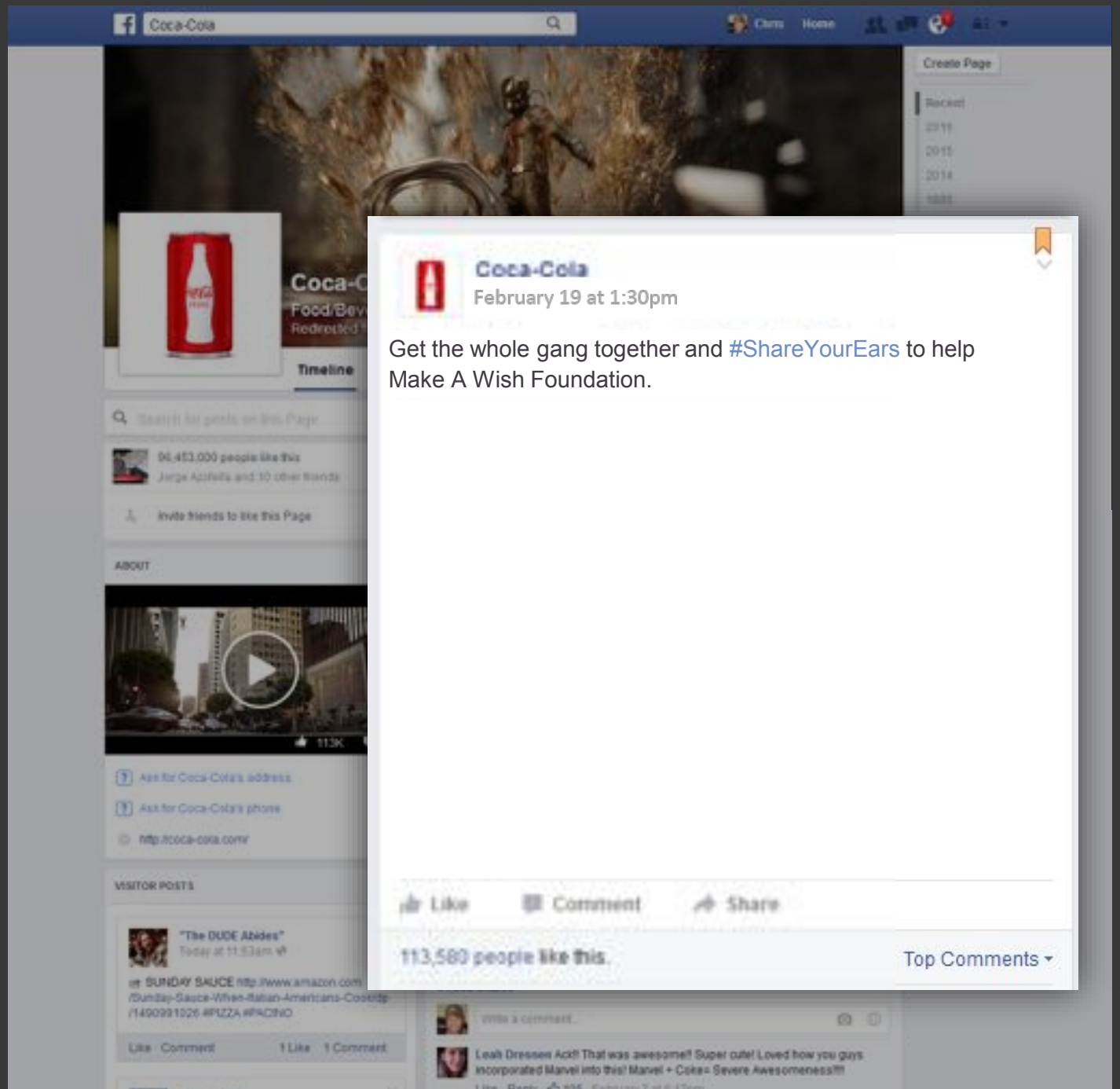


INTERSECT WITH COKE'S TRUTHS



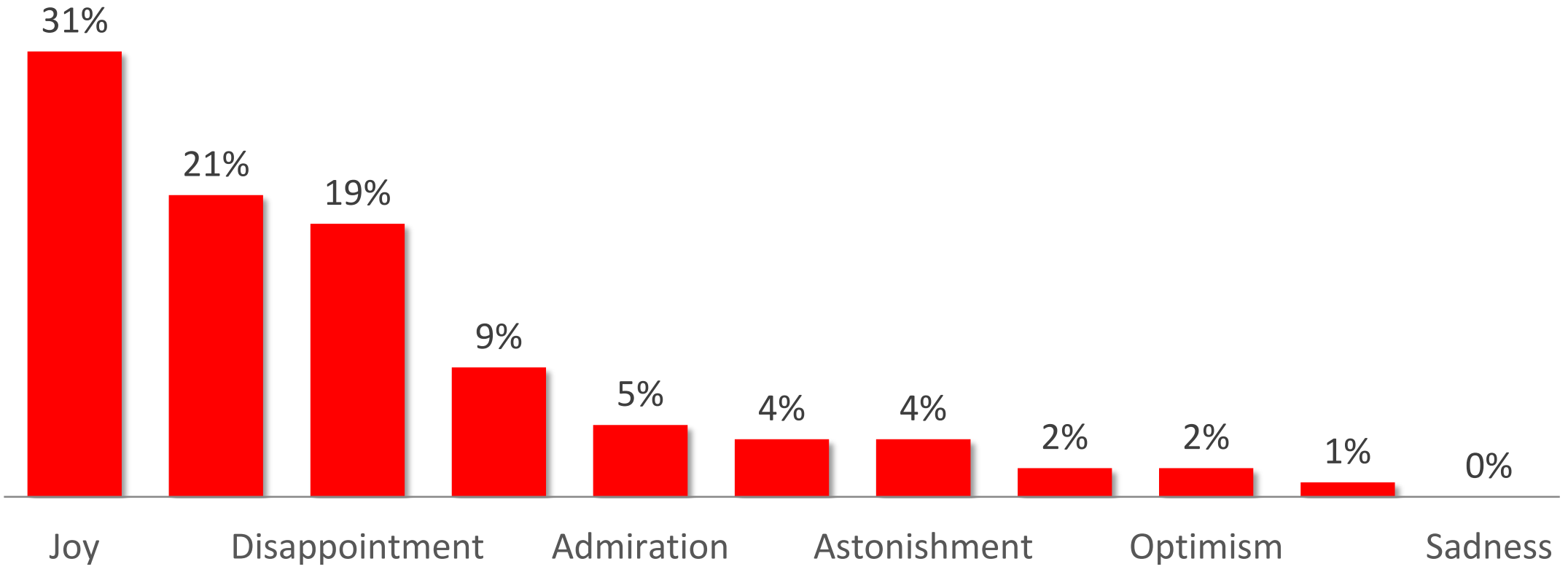
Positivity
Inclusiveness
Better World

JUST A FEW HOURS LATER




Coca-Cola®
WORLDWIDE PARTNER

Emotions connected to Summer Olympics conversation



Source: Crimson Hexagon

Coca-Cola @CocaCola · Aug 4

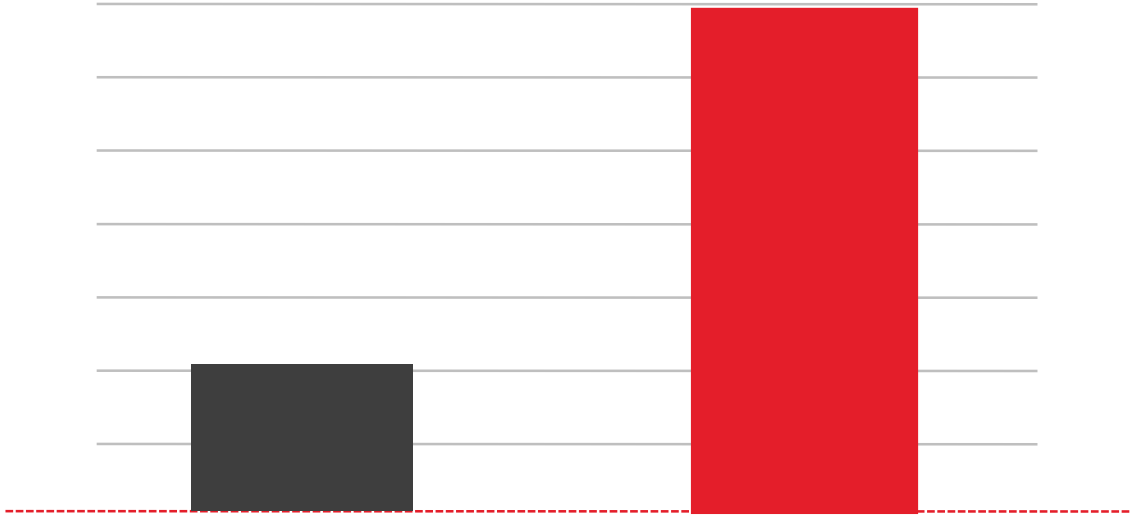
One Brooklyn building just got a little more gold. Tomorrow, we'll show you how. #THATSGOLD



59 194

THE OPENING CEREMONY CONTENT | THAT'S GOLD MURAL





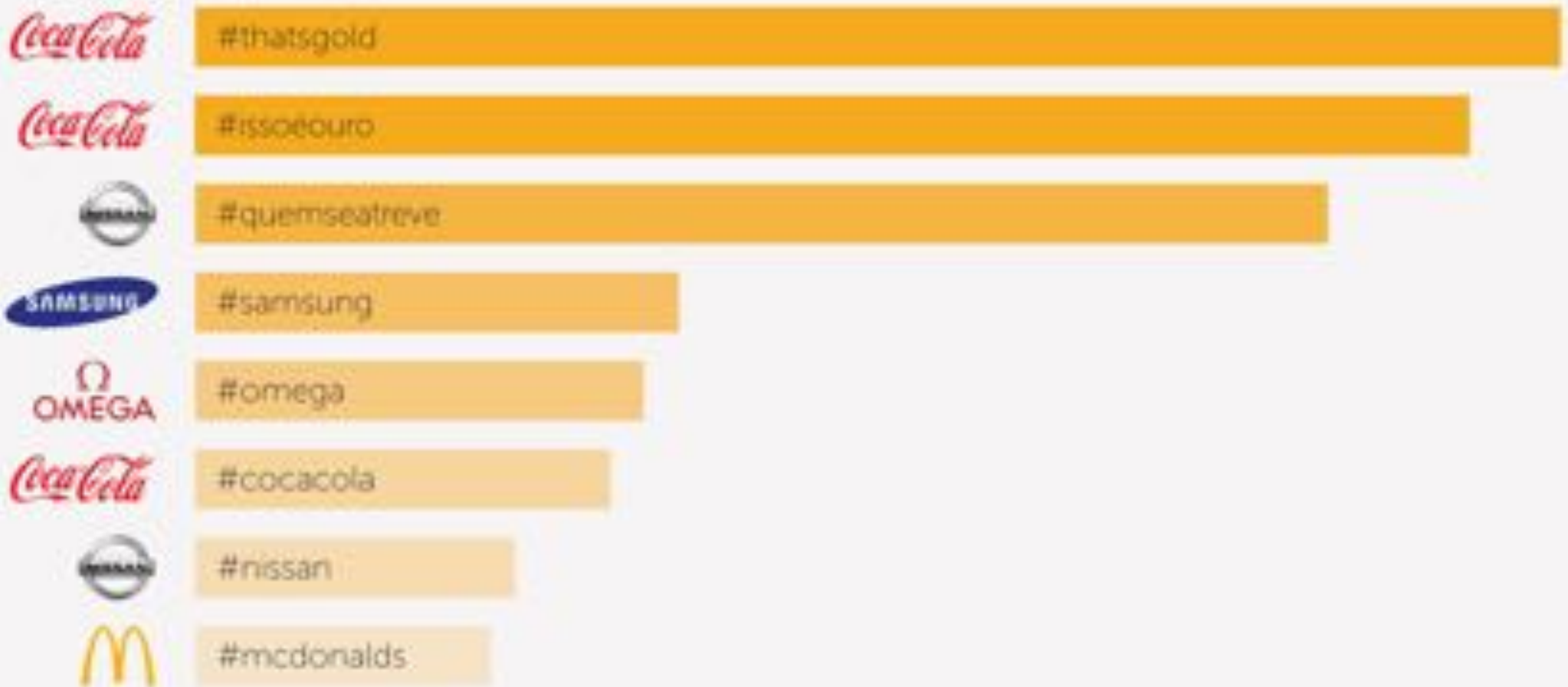
VIEWS:
47+MM

AVG. UNIQUE PLAYTIME:
18.95 SEC

*"Snapchatters engaged with the lens an average of **18.95 seconds of playtime**! To put that into perspective, with 18.95s average unique playtime across 13.69M Unique Plays amounts to over **8.2 years of playtime** with the Coca-Cola brand."*



Best Performing Brand Hashtags





Organic Posts from Coca Cola run through our empathy model saw a ***27%*** lift in engagement against the control.



Or

~3,000,000

extra bottles of Coke



Or

~3,000,000

extra bottles of Coke

While saving ***$600K*** in media costs





Does it Work?

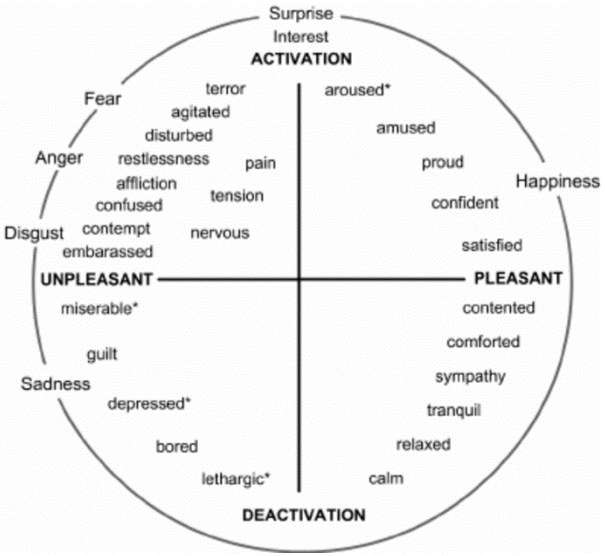
POSSIBLE

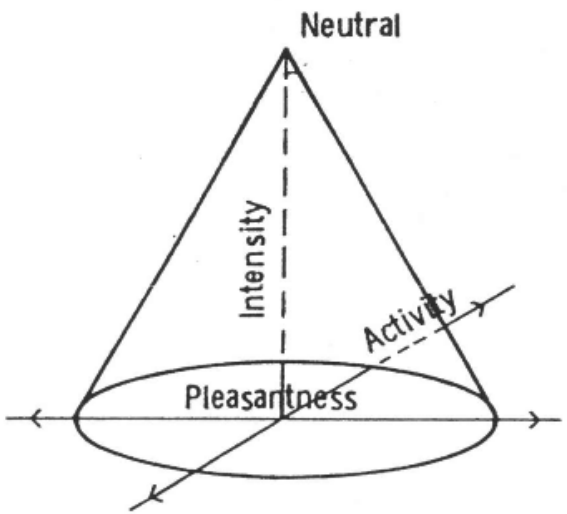
EMPATHY MODEL

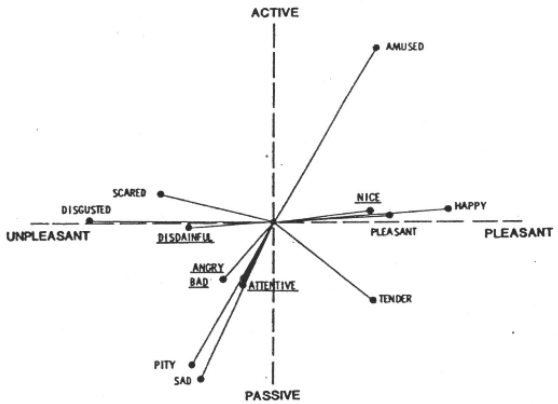
ONE:

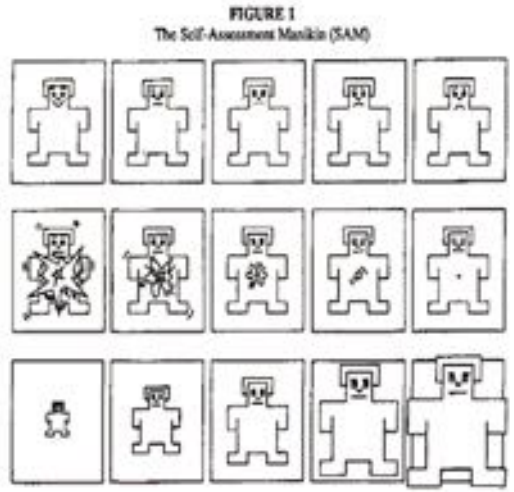
WE NEED A METHODOLOGY TO CLASSIFY AND IDENTIFY EMOTIONS

THE RIGHT MODEL

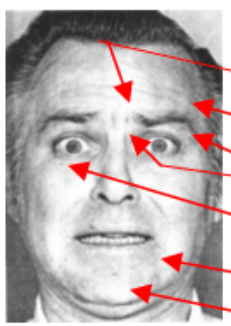






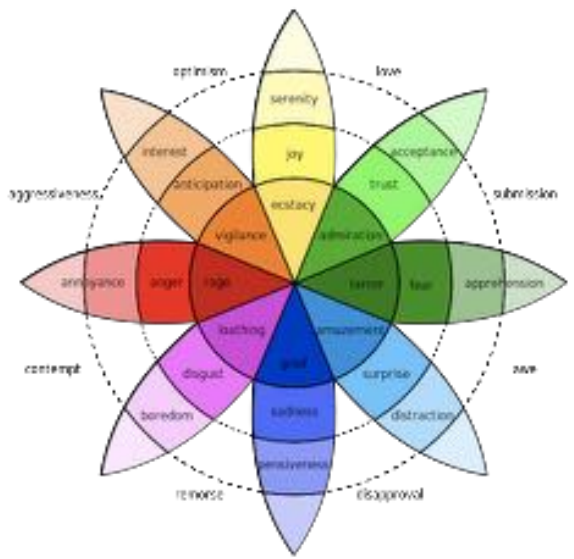


FACS example



E.g., Action code: 1, 2, 4, 5, 7, 20,

- 1C Inner brow raise
- 2C Outer brow raise
- 4B Brow lower
- 5D Upper lid raise
- 7B Lower lid tighten
- 20B Lip stretch
- 26B Jaw drop



Primary emotion	Secondary emotion	Tertiary emotions
Love	Affection	Adoration, affection, love, fondness, liking, attraction, caring, tenderness, compassion, sentimentality
	Lust	Arousal, desire, lust, passion, infatuation
	Longing	Longing
Joy	Cheerfulness	Amusement, bliss, cheerfulness, gaiety, glee, jolliness, joviality, joy, delight, enjoyment, gladness, happiness, jubilation, elation, satisfaction, ecstasy, euphoria
	Zest	Enthusiasm, zeal, zest, excitement, vitality, exhilaration
	Contentment	Contentment, pleasure
	Pride	Pride, triumph
	Optimism	Eagerness, hope, optimism
	Enthrallment	Enthrallment, rapture
	Relief	Relief
Surprise	Surprise	Amusement, surprise, astonishment
Anger	Irritation	Aggravation, irritation, agitation, annoyance, grouchiness, grumpiness
	Exasperation	Exasperation, frustration
	Rage	Anger, rage, outrage, fury, wrath, hostility, ferocity, bitterness, hate, loathing, scorn, spite, vengefulness, dislike, resentment
	Disgust	Disgust, revulsion, contempt
	Envy	Envy, jealousy
	Torment	Torment
Sadness	Suffering	Agony, suffering, hurt, anguish
	Sadness	Depression, despair, hopelessness, gloom, glumness, sadness, unhappiness, grief, sorrow, woe, misery, melancholy
	Disappointment	Dismay, disappointment, displeasure
	Shame	Guilt, shame, regret, remorse
	Neglect	Alienation, isolation, neglect, loneliness, rejection, homesickness, defeat, dejection, insecurity, embarrassment, humiliation, insult
	Sympathy	Pity, sympathy
Fear	Horror	Alarm, shock, fear, fright, horror, terror, panic, hysteria, mortification
	Nervousness	Anxiety, nervousness, tenseness, uneasiness, apprehension, worry, distress, dread

TWO:

WE NEED A MACHINE TO COLLECT SOCIAL CONVERSATION AND APPLY OUR METHODLOGY

THE RIGHT SOURCES















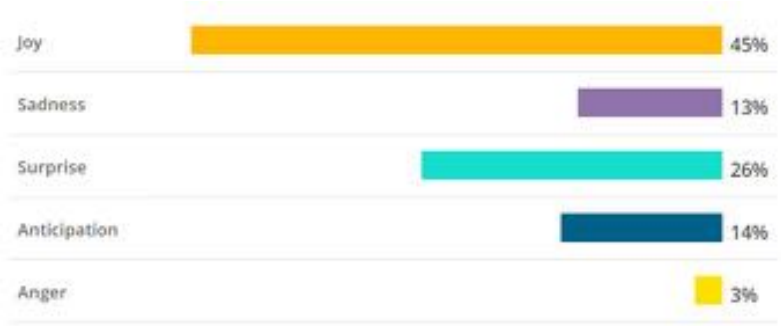




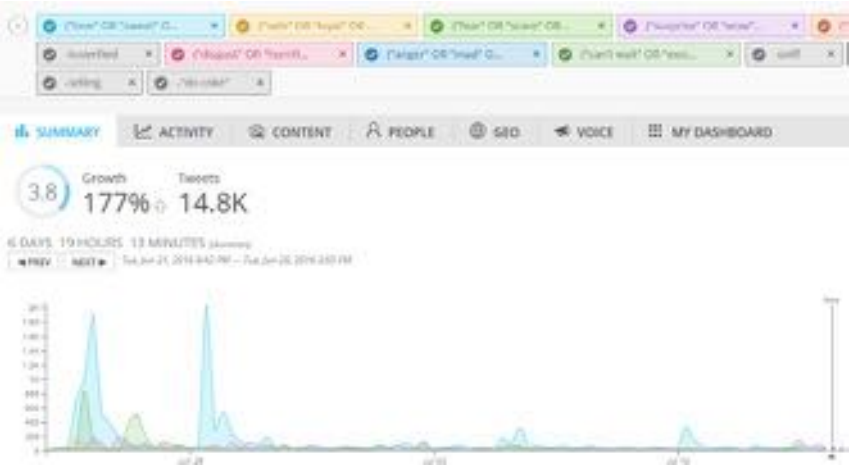
THREE:

WE NEED HUMANS TO FINE TUNE. CONSTANTLY.

PROOFS OF CONCEPT










IF YOUR AGENCY
DOESN'T EMBRACE
DATA, REPLACE THEM

BRAND AGENCIES
LEGACY

INTEGRATED AGENCIES
COMPLEXITY

NICHE AGENCIES
RELATIONSHIPS

EXECUTION AGENCIES
EFFICIENCY




PERSONAS


PERSONAL

