# GETTING OUR IDEAS/PLANS APPROVED BY USING DATA

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**The challenge: Feedback, opinions and TIME.**
Getting ideas approved is challenging.

# Our clients are becoming more
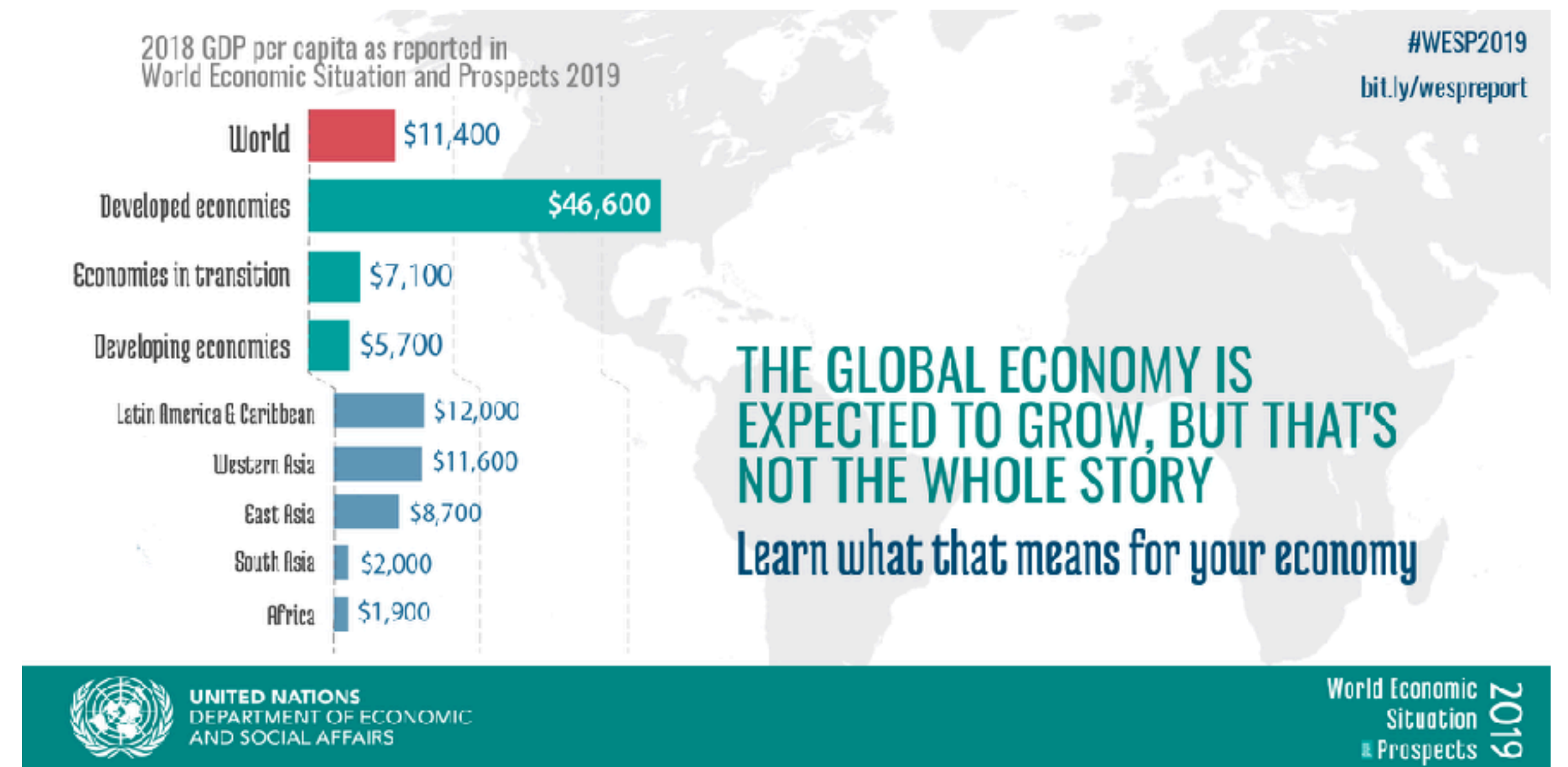
Creatively
savvy

Digital
savvy

Brand
savvy

Business
savvy

And sometimes...
just picky 🤷‍♂️

# They're facing different challenges and needs

. Ideas that move the needle $$$
. Initiatives that teach them about their customers.
. Business proposals.
. Clear quantitative KPI's / Time (What, when).
. Sustainable plans over tactic ideas.



2018 GDP per capita as reported in
World Economic Situation and Prospects 2019

#WESP2019
bit.ly/wespreport

| World | $11,400 |
| Developed economies | $46,600 |
| Economies in transition | $7,100 |
| Developing economies | $5,700 |
| Latin America & Caribbean | $12,000 |
| Western Asia | $11,600 |
| East Asia | $8,700 |
| South Asia | $2,000 |
| Africa | $1,900 |

THE GLOBAL ECONOMY IS
EXPECTED TO GROW, BUT THAT'S
NOT THE WHOLE STORY

Learn what that means for your economy

UNITED NATIONS
DEPARTMENT OF ECONOMIC
AND SOCIAL AFFAIRS

World Economic
Situation
Prospects 2019

# 10 tips to unlock our clients minds

# 1. Always start with your client challenge (#$t)

Since we need to increase our sales in X% - Now that we want to convert X amount of prepaid customers to contracts, etc.

Increase family visits by 15% in the next 90 days.

To sell 50% of our games on the digital marketplace.

Own the digital conversation around innovation in 2020.

To increase online bookings in 10% by 2019 through our website and mobile app.

# 2. Bring in a couple of industry insights that pre-validate your ideas.

In the last year 70% of car manufacturers focused on safety and innovation, 45% of car buyers



The amount of interaction, eye-ball adherence, and amount of ads consumed will determine the discount of the ride. According to the company, some rides will be discounted by as much as 50%. This is a pilot program being tested in San Fransisco, New York, and Boston. Are you willing to watch mind-numbing advertisements to save up to 50% on your commute?

"In South Africa, Co-creation is more than just a buzzword, 40 percent of millennials want to have a say or play an active role in co-creating the products they spend their money on.
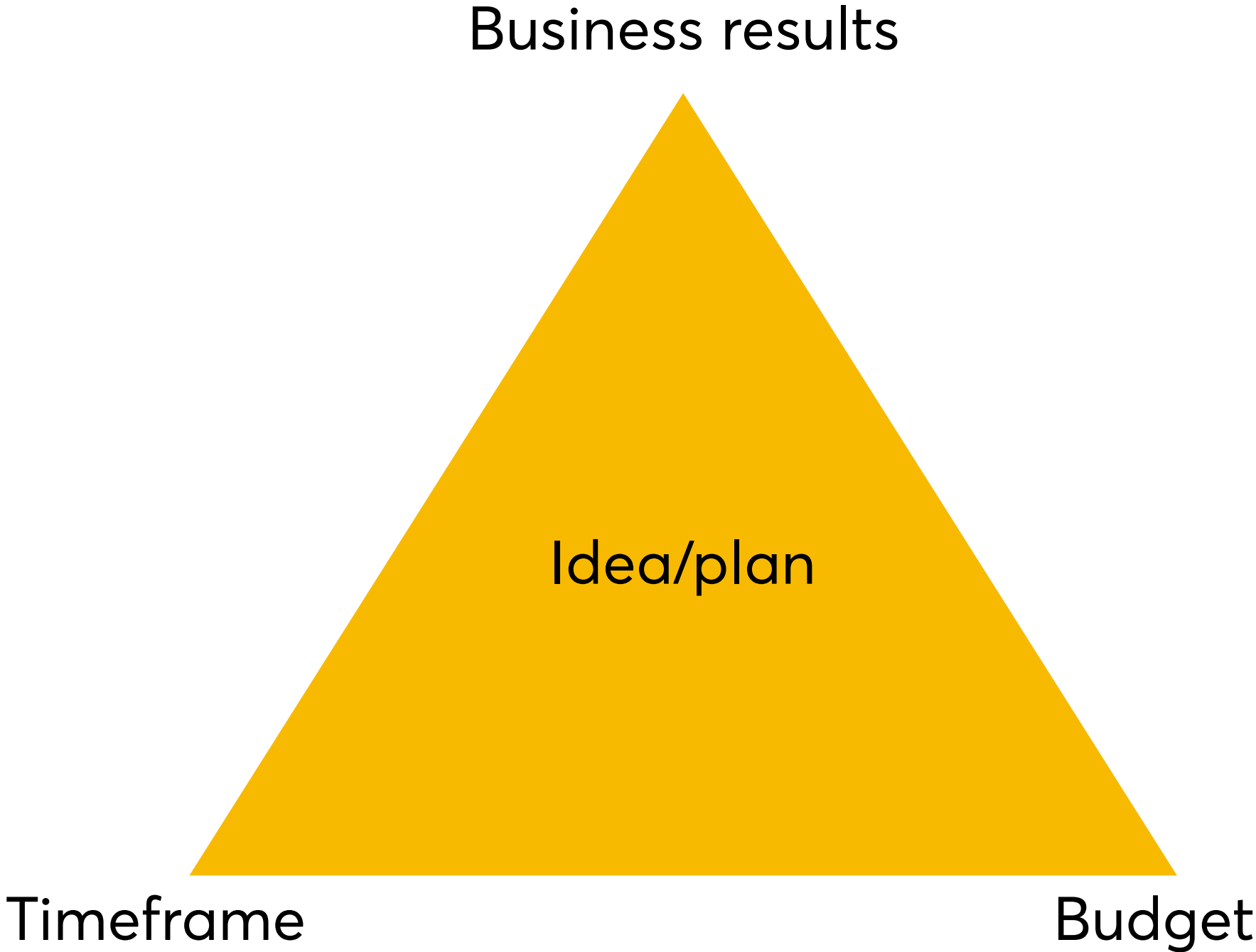
# 3. Data story-telling

Avoid: We feel that, we believe that, we want to… And add validation metrics, numerical examples, case studies that prove that what you're presenting makes sense.
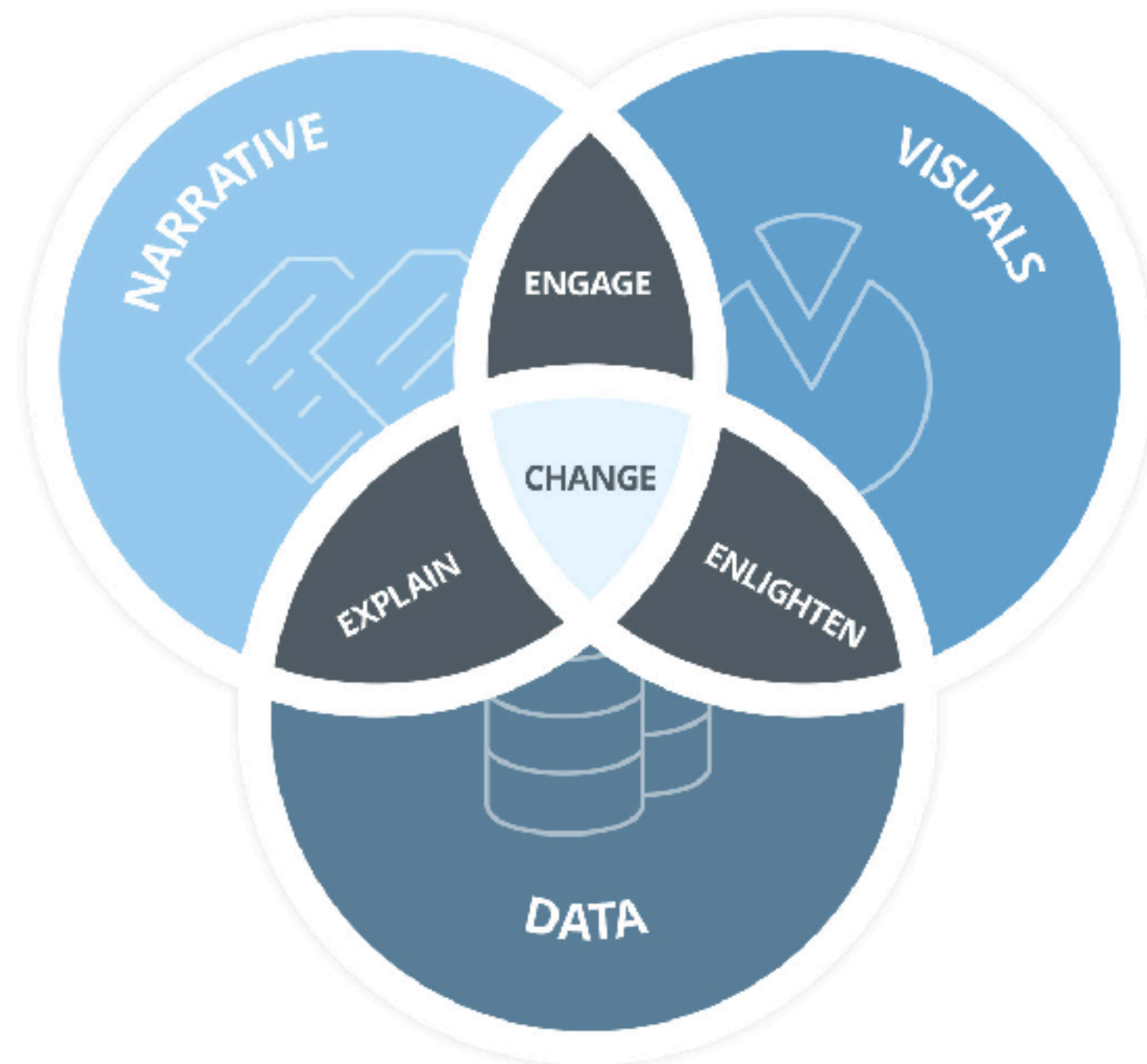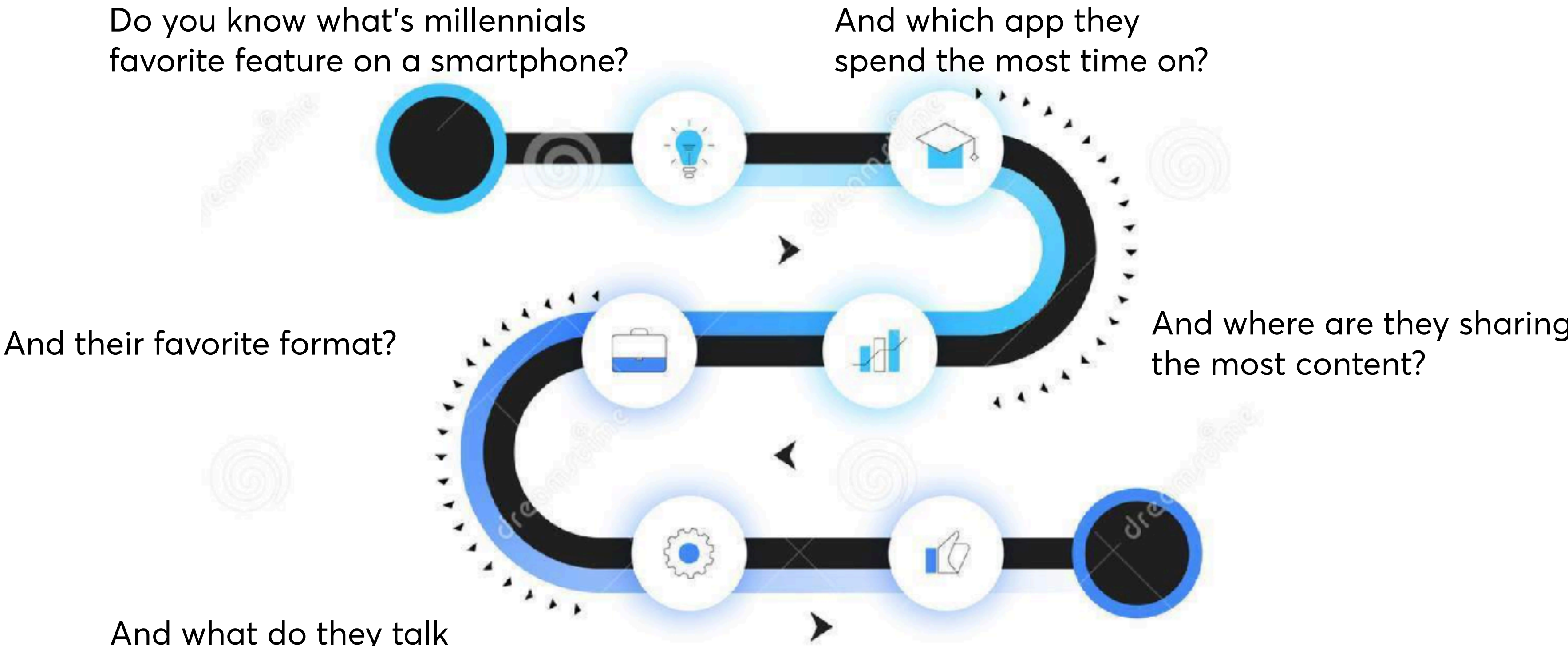
# 4. Remember this triangle

Always gravitate your sales pitch around:

Business results

Idea/plan

Timeframe

Budget

# 5. Use the Columbus principle (Marcus Sheridan - The sales lion)

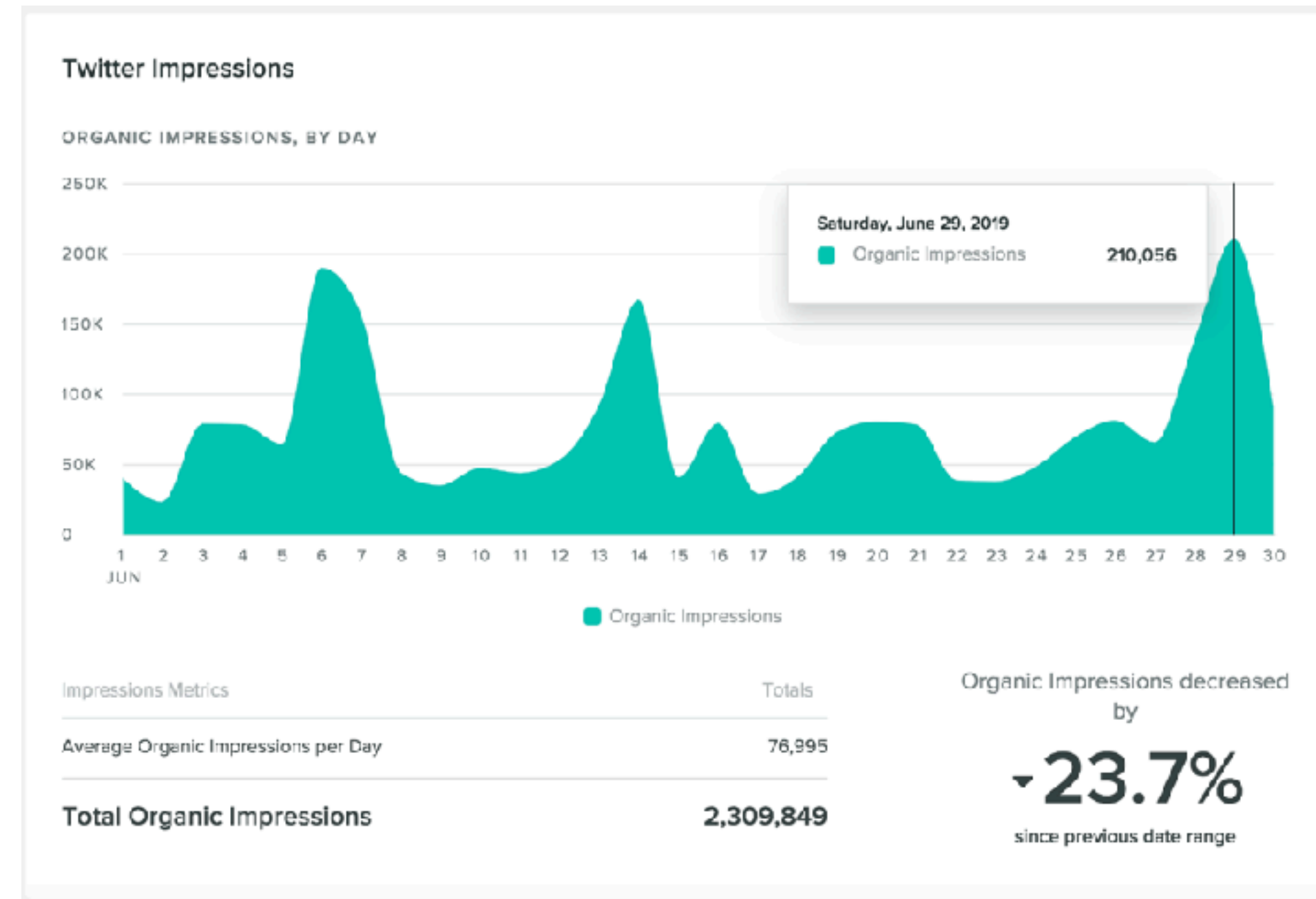Guide your client with questions and make them feel they found the answer (with your idea)



Do you know what's millennials favorite feature on a smartphone?

And which app they spend the most time on?

And their favorite format?

And where are they sharing the most content?

And what do they talk the most about?

So, how can we get to them?

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# Example



Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY

Saturday, June 29, 2019
Organic Impressions    210,056

| Impressions Metrics | Totals |
|---|---|
| Average Organic Impressions per Day | 76,995 |
| **Total Organic Impressions** | **2,309,849** |

Organic Impressions decreased by

**-23.7%**

since previous date range

Search Twitter

South Africa trends

1  #CaptureYourPulse

2  #telkom

3  #PAKvAFG
   46.7K Tweets
   SuperSport 🏆 is Tweeting about this

4  Mo'nice
   2,857 Tweets

5  #CRUvHUR
   3,377 Tweets
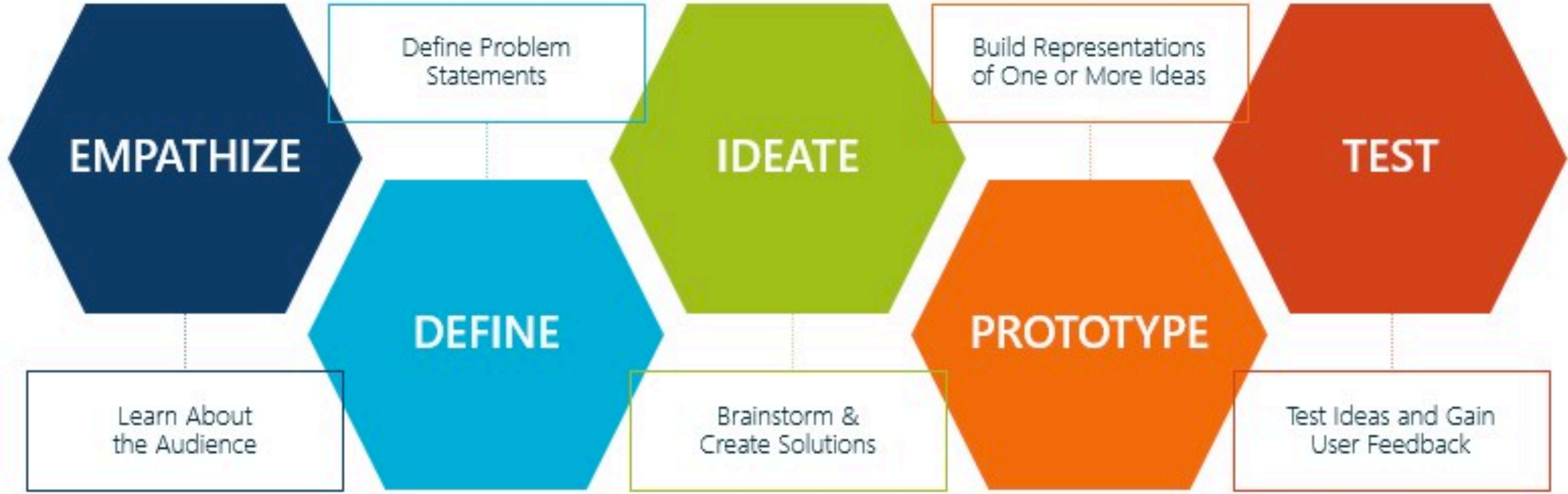   David Bryant is Tweeting about this

Show more

**Marketing**
Because you follow AKQA and 48 others

# 6. Understand, believe and sell

These principles don't work without each other.



5 Stages of Design Thinking

EMPATHIZE — Learn About the Audience

Define Problem Statements

DEFINE

IDEATE — Brainstorm & Create Solutions

Build Representations of One or More Ideas

PROTOTYPE

TEST — Test Ideas and Gain User Feedback

# 7. Biz people need to speak the creative language and vice-versa.

Do we know the meaning of an insight, a rational, a KPI, attribution, market share, etc?
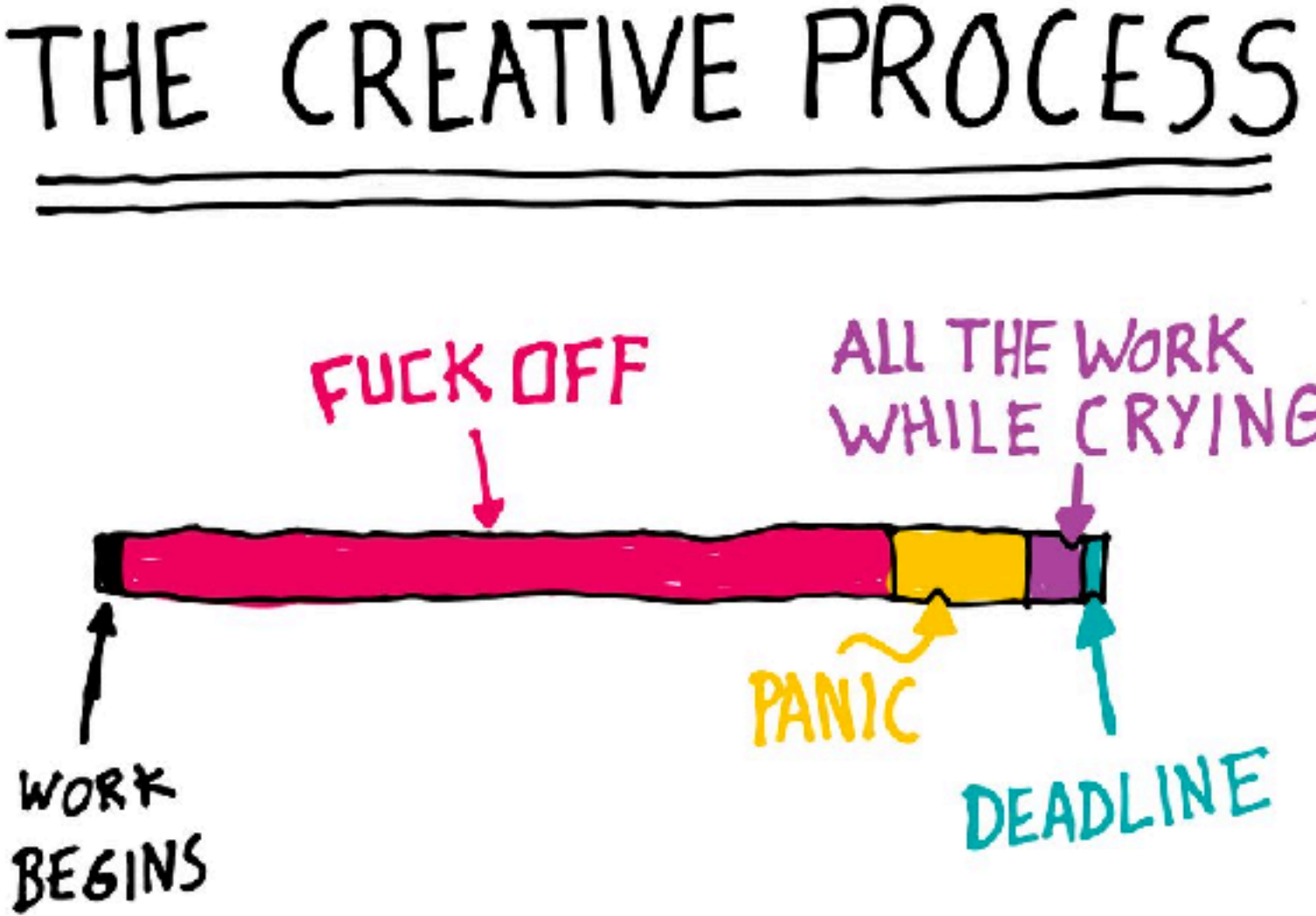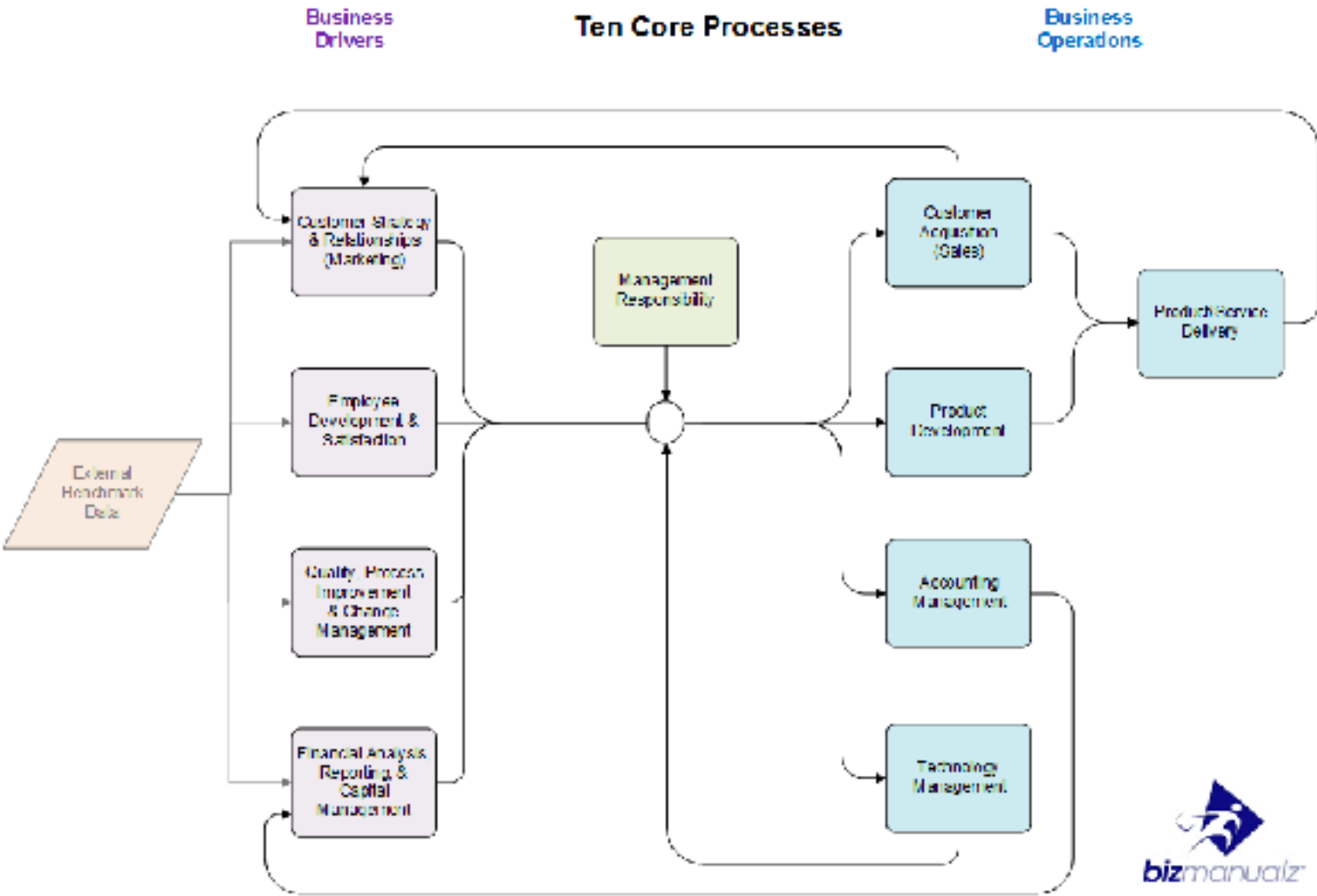
# 8. Sell the suit, not the buttons.

If the principle is correct, details will be discussed later. Don't lose your client's attention.

**CREATIVE BRIEF**

*Headline*
Get people all around the world (target audience) to start moving towards a different, circular, economy model (desired behavior change) positioning Eni as the champion of this new vision (takeaway).

*Focus*

Business Challenge:
Why is the client investing in this communication now?

Communications Task(s):
What do we want people to think, feel or do as a result of this campaign?

KPIs: How will we measure success? (no more than 2)

*Inspire*

Target audience:
Who the work is meant to influence, where are they in life and what motivates/frustrates them?

Insight or Tension:
What is a fresh truth/tension about the audience, category or culture that relates to this task?

Memorable Takeaway:

Proof: see attached
What is the product truth that makes this credible?

*Connect*

Connections Triggers:

*Disruption*

What convention can we push against with this brief?

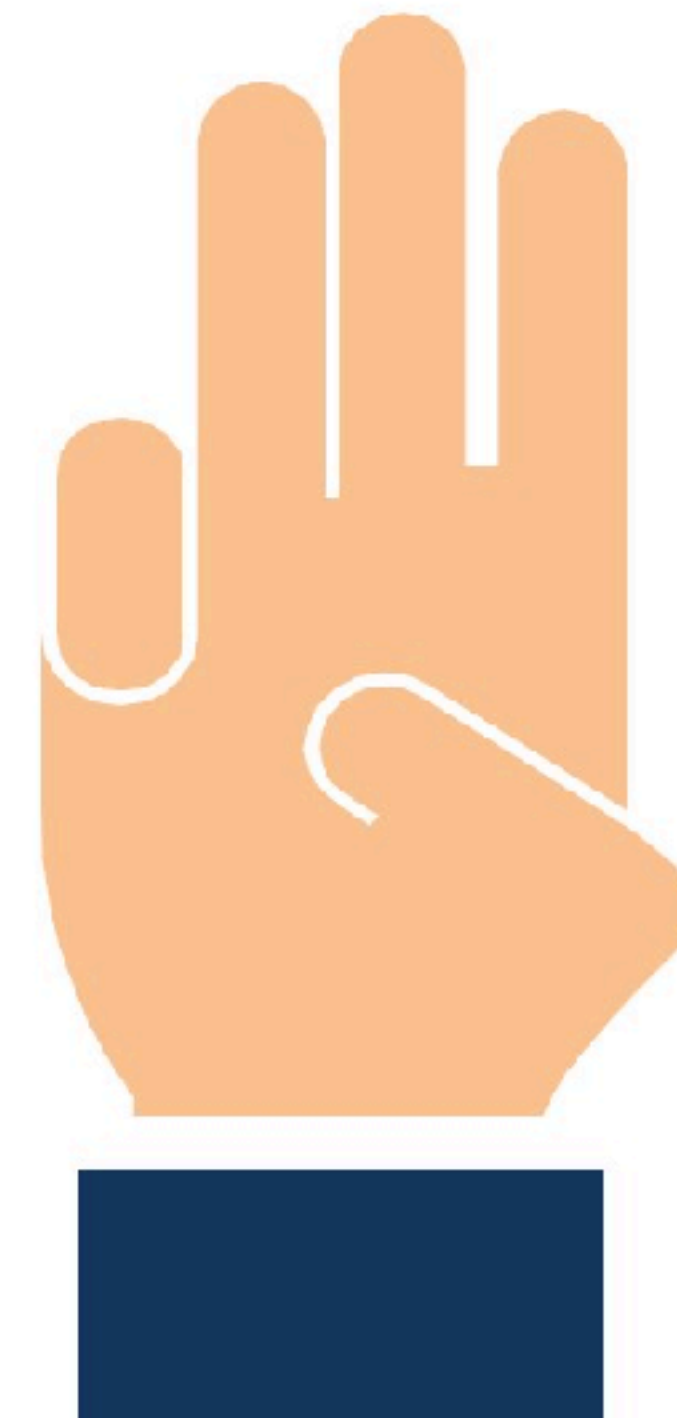If you had to explain your idea/plan in 30 seconds or less, would it make sense?

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# 9. Remember the rule of 3

Read the room and anticipate possible questions, this will help the flow of the presentation.

# 10. Create a winning structure - Short and sharp.

PROBLEM/
CHALLENGE
$%T

MARKET
VALIDATION

SOLUTION/
BIZ
PROPOSAL

TIMEFRAME

METRICS/
BIZ IMPACT

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# An extra one… The time-constraint pattern.

"In the vast majority of cases, they don't [feel at ease] because they don't know how long they're going to be stuck listening to you" Oren Klaff - **Pitch Anything**



"'Guys, let's get started. I've only got about 20 minutes to give you the big idea, which will leave us some time to talk it over before I have to get out of here.'"
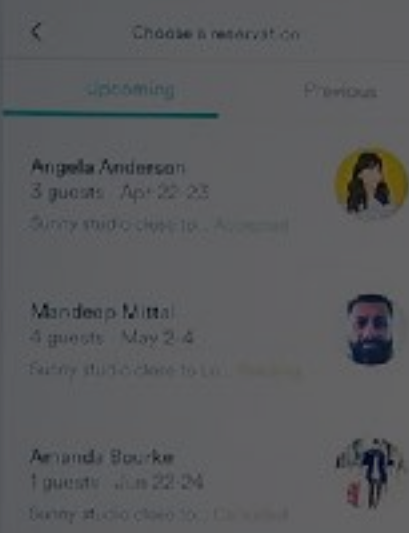
# And remember "DO THE BRAVE THING!" C.G

# THANKS! | **TBWA\**

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