

INSPIRING INSIGHTS

SCHOOL OF STOLEN GENIUS

The heart of effective advertising is a powerful insight.

Avi Dan, Forbes



PART ONE

WTF IS AN INSIGHT?

IT ALL COMES BACK TO THE WHY:

Observations and statistics tell us what people do.

Insights tell us why.

Edward Boches

DEFINITIONS ABOUND

**the power of
acute
observation
and deduction,
discernment,
and perception**

wikipedia

**fresh, deep
perspective,
focused,
directional**

naked comms

**a penetrating
observation about
consumer behavior
that can be applied
to unlock growth**

diageo

HERE'S HOW WE THINK ABOUT IT:

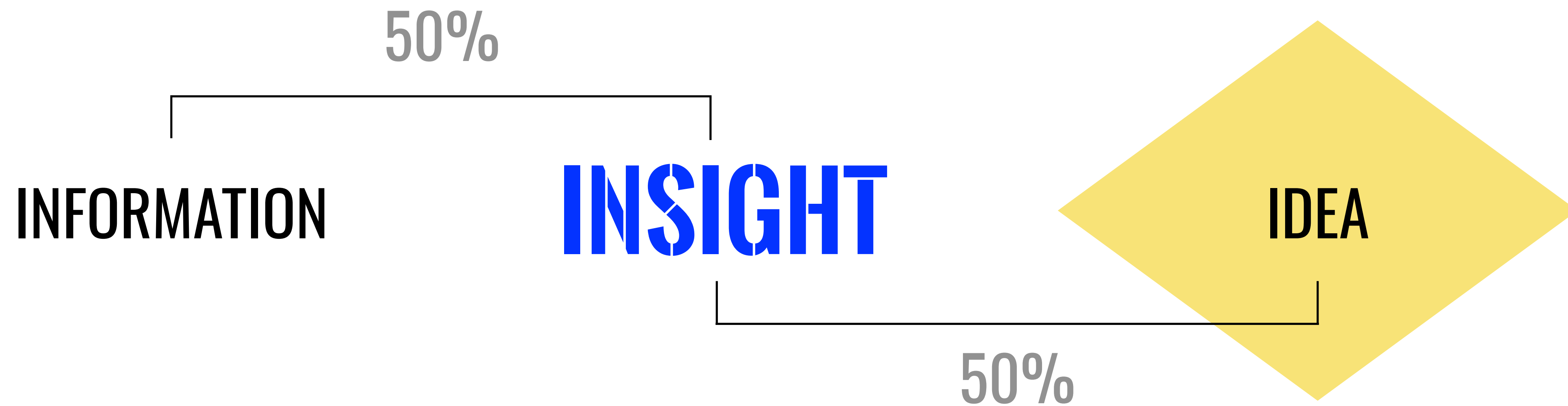
**INSIGHTS ARE PROVOCATIONS
THAT ENABLE PREDICTIONS**

**INTERESTING
(NON-OBVIOUS)**

**GENERATIVE
(HAS IMPLICATIONS)**

(In order to give advertising a competitive advantage)

INSIGHT GIVES IDEAS A COMPETITIVE ADVANTAGE...



...BUT THEY ARE ALSO PARTLY IDEAS THEMSELVES

“At the heart of an effective creative philosophy is the belief that nothing so powerful as an insight into human nature, what compulsions drive a man, what instincts dominate his action.”

- Bernbach (The “B” in DDB)

At the heart _____ [*input*]
of an effective creative philosophy _____ [*strategy*]
is the belief that _____ [*thesis*]
nothing is so powerful as _____ [*competitive advantage*]

DIFFERENT PLANNING STYLES LOOK TO DIFFERENT SOURCES FOR INSIGHTS

CLASSIC

DISRUPTION

CULTURAL

ACTION



CONSUMER

CONVENTIONS

TENSION

BEHAVIOR

PRIMARY INSIGHT SOURCE