From data-driven marketing to data-inspired creativity

Simon Goodall
Global CSO, MullenLowe Open
WE DRIVE INTO THE FUTURE

USING ONLY THE REAR VIEW MIRROR

Marshall Mcluhan 1957
DATA AND TECH HAVE CHANGED THE WAY WE LIVE

1999
Don’t get in a stranger’s car
Don’t meet strangers from the internet

2019
Summon strangers from the internet and get into their car
“Data is the new oil”
Clive Humby

“Data never created wealth. Creativity does, all the time”
John Hegarty
All I said is that we were going to optimize his ad creative with multivariate testing.
creativity
[kree-ey-tiv-i-tee] noun.
The use of imagination or original ideas to create something; inventiveness.
LESS EXHAUST, MORE FUEL

DATA-DRIVEN MARKETING

- Efficiency
- Value-capture
- Rational
- Business-centric

DATA-INSPIRED CREATIVITY

- Innovation
- Value-creation
- Emotional
- People-centric
THE McNAMARA FALLACY

We have a tendency to make important what is measurable, rather than measure what is important.
Marketing has been seduced by short-termism.
Role of data

Creative process

INSIGHT
IDEA
TESTING
DISTRIBUTION

UNDERSTAND CUSTOMERS
UNBIASED DECISION-MAKING
RELEVANCE & OPTIMISATION
INSIGHT
IDEA
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UNDERSTAND CUSTOMERS
DISTINCTIVE EXPERIENCE
UNBIASED DECISION-MAKING
RELEVANCE & OPTIMISATION

Creative process
Role of data
DISTINCTIVE DATA
FUELS
DISTINCTIVE EXPERIENCES
Gordon's
#YayDelay
2016’s ALL CAPS ALL STARS

- ZAYN
- DNCE
- D.R.A.M.
- ZHU

This email from your mom:
“FW: FW: FW: FW: LISTERIA OUTBREAK”

To the 1,235 guys who loved the “Girls’ Night” playlist this year,

We love you.

2018 Goals
Take a page from the 3,445 people who streamed the “Boozy Brunch” playlist on a Wednesday this year.

2018 Goals
Be as humble as the person who got an entire billboard for listening to HUMBLE, 1,251 times.

2018 Goals
Deliver burns as well as the person who streamed “Bad Liar” 86 times the day Sean Spicer resigned.
INFINITE TASK VARIETIES

Safety Hub created personalized tasks for each person who downloaded the app. When they completed tasks we paid them. If they couldn’t complete a task, safety, we paid certified trades people to complete the tasks and rewarded the customer once the job was done.
1st party data is your most distinctive data asset
Smash down the silos
Let creative people near the data
Let data people near the creative
Blur the lines between roles and organisations
Listen and act fast
The greatest scientists are artists as well

ALBERT EINSTEIN
Questions