

Insights on Insights Which Make a Difference

How to reveal powerful insights which articulate new perspectives about the brand and its TA, so as to inspire more effective creative briefs

*"Discovery consists of looking at the same things as everyone else and...
thinking something different"*

Albert Szent-Gyorgyi, Nobel laureate biochemist

Introduction

The majority of the most creative and effective award winning campaigns are based on game-changing insights. Yet, uncovering a truly powerful insight is one of the hardest tasks in marketing and advertising.

This workshop suggests a unique way of defining an insight (hint: it is not a single revelation). It then presents a set of practical thinking tools which enable us to look at reality in different prisms so as to attain powerful insights.

Approach

The Mindscapes insight tools were created by a deconstruction analysis of award winning campaigns while revealing specific insight mechanisms they share.

Each tool presented is implemented by participants on real agency /client tasks.

Mindscapes's methodology and tools have a proven record of assisting agencies & brands in their search for insights and new brand perspectives, as the basis of effective storytelling + creative ideas. All the while generating more understanding between brand & agency, for a better collaboration during the insight development process.

Objectives

- Gaining insights about the essentials of a powerful insight.
- Learning how to approach an insight as a chain of revelations, not a single revelation.
- Understanding the difference between information and insight.
- Learning new methods and structured thinking tools for revealing insights.
- Learning how to develop insights which articulate a meaningful new surprising brand perspective.
- Learning tools for developing smart single minded brand promises.
- Learning tools for selecting strategic possibilities when there are several options on the table.
- Creating a better cooperation and understanding between all disciplines involved in the thinking process: clients, accounts, planners, creatives, etc.

Topics

- How to define an insight and understand what really makes it tick.
- How to find inspiring observations which are 'hidden' in our minds because we are 'fixated' at analyzing a situation from a specific comfortable perspective.
- How to map and identify conflicts, which in many cases encapsulate a personal or social dilemma which can be addressed by the brand.
- How to recognize relevant causes with high significance to consumers and their lives, so as to reveal territories where brands can make a substantial impact.
- How to find specific behavioral attributes which lead to unique observations about the TA.
- How to defy and challenge existing assumptions, perceptions, and conventions so as to reveal insights with viable differentiation points.
- How to identify a specific unique point to celebrate, so as to establish what the brand stands for and initiate a powerful relevant story to share.
- How to look differently at problems, so as to find new opportunities where we least expect to find them: at the heart of the problem itself.
- How to identify and understand associative benefits which can be translated into insightful brand promises.
- How to initiate "Emotional Investment" and not just emotions.

Participants

A mixed group of agency disciplines: creatives, planners, accounts, media, PR etc.
In joint client-agency trainings, a mixed group of marketing disciplines as well:
marketing managers, brand managers, advertising managers, PR managers, etc.
Up to 25 people.

Location

Anywhere outside the company's / agency's premises.

Duration

A 2 day program (8 hr session X 2).

Outline of the training program

Day 1

- Intro and warm up.
- Team work: reverse engineering of creative campaigns and the creative briefs which led to them – decoding the insight behind each idea
- Co-defining what an insight is and what is its role in brand communications.
- Learning and practicing the first tool for uncovering insights and how it can be used for generating a more inspiring and enlightening creative brief. Presenting the tool using creative campaigns and case studies.
- Small team work: exercising on real briefs + presentation of ideas by the teams + trainer's feedback on the ideas presented + comments and learning points from participants.
- Learning and practicing the second and third tool for uncovering insights.
- Coffee breaks and a lunch break will occur in between.

Day 2

- Learning and practicing the fourth tool for uncovering insights.
If time allows: Learning and practicing the fifth tool for uncovering insights.
- Learning "Lotus Mapping": a laddering tool for generating new promises based on associative benefits.
- Group team work: exercising the Lotus tool on a real brief.
- Structured prioritizing session for selecting the most relevant propositions out of multiple options.
- Summary, feedback, and future action items.
- Coffee breaks and a lunch break will occur in between.

Format

The training consists of hands on workshop style activities. Participants work individually / in small teams, passing through a succession of dynamic modules while experiencing how tools operate in practice, not just theory.

Preparations

In each training all the tools presented are implemented by participants on real actual tasks facing the client. Thus, every training program is crafted and tailor-made to answer the specific needs, areas of expertise and challenges related to the client.

Before the training, we will ask you to send us several tasks/challenges, which are currently being worked on, together with several samples of insightful creative work recently created. This helps us become familiar with what is required for an optimal training. It serves us as a guide when selecting and preparing the most suitable thinking tools for the training. The preparation stage also incorporates structuring practice sessions using the materials sent. The cost of the training includes all the preparation days we implement before the training.

Handout Materials

Each participant will receive access to the online Mindscapes tools app: (<http://www.themindscapes.com/tools/tools-demo/>) with free admission to all the tools presented during the training sessions. The application includes the logic/rational behind each thinking tool, a step-by-step thinking procedure, examples of case studies exemplifying each tool and tips and suggestions regarding when and how to apply the tool. Printed Handouts summarizing the mechanism of each thinking tools presented will also be distributed.

Suggested Timetable

morning session	09:30-11:30
coffee break	11:30-11:45
2 nd session	11:45-13:15
lunch	13:15-14:15
3 rd session	14:15-16:00
coffee break	16:00-16:15
final session	16:15-17:30

What our clients say about this program

"I absolutely loved the class and found it really practical. The use of tons of current examples, plus the work group exercise where we applied what we learned to a real Google brief is absolutely spot on. The teacher was great too - smart, humble and open minded. Well done! You guys have put together a great class."

Sofie Hirst, Product Marketing Manager, Google Inc. New York

"The insights program by Mindscapes is outstanding because it brings a kind of radar to detect very powerful insights in a simple yet very effective way. Before the training the search for insights was sometimes random and purely intuitive. Now it has become more rigorous and, at the same time, more creative".

David Coral, President& CEO, BBDO&Proximity Group, Spain

More on what our clients say about working with us [here](#)

More than 30 Cannes Lions awards, including 3 Grand Prix Lions, were won by Mindscapes trained agencies, using our thinking tools.

Mindscapes leading team

Yonathan Dominitz



Founder of Mindscapes. A trainer and a leader of creativity enhancement projects in advertising, media, marketing and communications. Has conducted projects in numerous companies and leading global ad agencies. Yonathan is a keynote speaker at numerous international conferences, creative advertising festivals (Cannes Lions, Spikes Asia, Golden Drum, etc) and associations worldwide. He has over 10 years of experience working in senior positions in the advertising industry.

Ravid Kuperberg



Partner at Mindscapes. An experienced trainer of co-creation and creativity boosting in interactive and integrated marketing communications. Has conducted numerous projects with leading advertising agencies and global brands.

Is a former advertising professional starting of as a strategic planner before becoming a copywriter and later on a creative director at Publicis Israel. Ravid is a keynote speaker at international marketing conferences and advertising festivals. He has an MBA degree and a Bachelor's degree in economics and statistics.

Mindscapes is active in more than 30 markets worldwide (North and Latin America, Europe, Asia Pacific, Middle East and Africa). Amongst Mindscapes clients are:

Agencies:

- **McCann Erickson/Momentum:** New York, Tokyo, Bucharest, Belgrade, Prague
- **Universal McCann:** Tokyo, Prague, Asia Pacific (regional), Tallinn
- **BBDO/Proximity:** Paris, Madrid, Barcelona, Tel Aviv
- **TBWA:** Lisbon, Bucharest, Tel Aviv
- **Y&R:** Prague, Moscow
- **Grey/G2/Geometry:** Berlin (regional), Helsinki, Belgrade
- **Publicis:** Helsinki, Moscow, Prague, Bucharest
- **Leo Burnett:** Tokyo, Bucharest, Budapest
- **Saatchi & Saatchi:** Tel Aviv
- **Havas WW:** Prague
- **Cheil WW:** Moscow, Warsaw
- **Lowe:** Bangkok, Prague
- **DDB:** Helsinki, Moscow, Prague
- **OMD:** Moscow, Prague,
- **Initiative:** Bucharest, Moscow
- **Mindshare:** Bangkok

Companies:

- **Google:** USA, UK, Germany, Singapore (APAC region)
- **Mondelez:** France
- **Marks and Spencer:** UK
- **McDonald's:** Portugal
- **Pepsico:** Russia, Vietnam
- **Coca Cola:** Central-Eastern Europe, Israel
- **Gas Natural Fenosa:** Spain
- **Alfa Romeo:** Italy
- **TV2:** Denmark
- **Paulig:** Finland
- **Swedbank:** Baltics
- **KFC:** Romania
- **Vodafone:** Czech Rep.
- **Air Bank:** Czech Rep.
- **MTS:** Russia
- **Telenor:** Serbia
- **Nestle:** Czech Rep., Russia
- **Danone:** Poland, Russia

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