

Insights on Insights, Which Make a Difference

Day 1 Training Masterclass

14th May 2019

How to reveal powerful insights, which articulate new perspectives about the brand and its TA, 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 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' methodology and tools have a proven record of assisting brand owners & agencies 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, account management, creatives and other communications disciplines.

Program

09:30 - 09:45	Introduction, warm up
09:45-10:45	<ul style="list-style-type: none"> • What is an insight? What is the insight process? • What is the difference between an insight and a promise, between an insight and a fact or a piece of information? • How to use an insight for making the brand idea or message more focused, relevant and credible.
	1 st Tool for uncovering insights: The prism of human emotions and dilemmas
10:45-11:00	Coffee Break
11:00-11:45	<p>Workout session: Small team work- applying the tool on a challenging communications brief</p> <ul style="list-style-type: none"> • How to identify and map observations, which encapsulate a personal or social dilemma, leading to a meaningful insight. • How to detect and initiate “Emotional Investment” from consumers in favour of the brand.
11:45- 12:15	Presentation of ideas by teams& feedback on these ideas
12:15-13:00	<p>2nd Tool for uncovering Insights: Going beyond the product’s attributes and benefits</p> <ul style="list-style-type: none"> • How to identify people’s desire for change (personal, collective, cultural) to gain new insights and to articulate new brand perspectives and new opportunities? • How to find powerful insights beyond the prism of the product itself • How to use the core brand idea as a prism for new insights
13:00 - 14:00	Lunch Break
14:00- 14:30	<ul style="list-style-type: none"> • Workout session: small team work- applying the tool on real communications challenge • Identify and initiate new insights at the service of your brand • Presentation of ideas by teams& feedback on these ideas
14:30-15:20	3 rd Insight tool: changing perspectives, challenging our own assumptions- the power of telling the truth.
15.20-15.35	Coffee Break
15:35-16:20	<ul style="list-style-type: none"> • How to transform marketing and communications challenges into opportunities?

	<ul style="list-style-type: none"> • How to transform a weakness into strength and gain the trust of consumers? • Workout session: The application of the tool on your brand's and marketing challenges • Presentation of ideas by teams& feedback on these ideas
16:20-17:00	Summary, feedback, and action plan for the long run

Innovation & Creativity for Building Strong Brands

Day 2 Training Masterclass

15th May 2019

Creative thinking tools for creating innovative Products/Services

Surprising as it may sound nearly 70% of the most creative and innovative solutions to problems, and products/ Services in the world are based on some recurring creative thinking patterns. This session is designed to supply brand and marketing professionals some of these innovative thinking tools to enhance their creative thinking potential and enable them develop more creative and effective ideas in their daily work, both in the field of developing new ideas for products/ services, solving problems and in promoting the company's new products/ services.

These innovative thinking tools enable professionals break out from the habitual thinking patterns, overcome their mental fixedness and make better use of their own thinking and creative potential.

Training goals:

- Enable participants to enlarge their scope of thinking, thus to utilize more their own creative potential.
- Teach and practice creative tools for developing innovative ideas for new products/services.
- Practice and implement the new thinking tools on some marketing and product/service innovation challenges.

Summary of the training content

- The principals of inventive thinking.
- Key learning from award winning and game changing case studies of top innovative products and services.
- The Function Follows Form process in innovation: breaking out from the dependency on consumers and technology as the sole sources of innovation.
- Learning three innovative thinking tools for developing solving problems and for inventing and developing new products/ services.
- Applying& practicing the innovative thinking tools for expanding one's innovative thinking abilities.

Program

09:30 - 09:45	Introduction, warm up
09:45-10:45	Session #1 <ul style="list-style-type: none"> • The first tool for developing innovative products/services Looking at a product/service as a matrix of connected variables, and understanding the innovative opportunities of creating new disruptive connections. • Presentation of award winning case studies exemplifying this tool. • Practical tips for applying the tool on any given product or task.
10:45-11:00	Coffee break
11:00-11:45	Workout Session #1 : applying the tool on a challenging marketing task, working in small teams
11:45- 12:15	Presentations of ideas created by participants, feedback.
12:15-13:00	Session #2 <ul style="list-style-type: none"> • The second tool for problem solving & developing innovative products/services: instead of thinking outside the box, use the box-but in a different way • Creative thinking applied to problem solving • Reframing the assumptions about problems • Showcasing award winning new ideas exemplifying this tool.
13:00 - 14:00	Lunch
14:00- 14:30	Practical tips for applying the tool on marketing challenges and in product/service innovation
14:30-15:00	Workout Session #2- applying the tool on a marketing challenge- working in small teams
15.00-15.20	Presentations of ideas created by the teams, feedback.

15.20-15.35	Coffee break
15:35-16:20	Session #3 <input type="checkbox"/> The third tool for developing innovative products/services

	Breaking structural fixedness to enable the mind & imagination see new innovative solutions & opportunities <ul style="list-style-type: none"> • Showcasing award winning cases this tool. • Practical tips for applying the tool
16:20-17:00	Workout Session #3: applying the tool on a real brief-working in small team
17:00-17:20	Presentations of ideas created by the teams, feedback.
17:20-17:30	Summary, feedback, take out from the day

Who should attend?

Participants a mixed group of agency disciplines: creatives, planners, accounts, media, PR etc. In joint client-agency trainings, A mixed group of marketing disciplines : marketing managers, brand managers, advertising managers, PR managers. Agency disciplines: creatives, planners, accounts, media, PR

Yonathan Dominitz



Founder of Mindscapes. A trainer and a leader of creativity enhancement projects in advertising, media, marketing and communications.

Yonathan has personally conducted projects in numerous companies and leading global ad agencies. He 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.

[More About Yonathan Dominitz](#)

Some Companies that have gone through Mindscapes tools.

<http://www.themindscapes.com/proven-success/testimonials/>

- **Google**, USA, UK & Germany, Singapore
- **Mondelez**, France
- **Shaw Media**, Canada
- **Paulig**, Finland.
- **Vodafone**, Czech Rep.
- **Air Bank**, Czech Republic
- **Sampo Bank Baltics**.
- **Intel Asia- Pacific**.
- **MTS**, Russia
- **Pepsico**, Russia.
- **Mobitel Bulgaria**
- **Telenor**, Balkans
- **Nestle Czech Rep.**, Russia
- **Danone Poland**, Russia
- **Mars Czech Rep. & Russia**,

Association of Practitioners in Advertising

