**INSIGHT IN ACTION**

**Who am I?**

A marketeer of over 30 years’ experience in the world of planning and analytics in a variety of world class marketing research and communications agencies such as:

Tullo Marshall Warren Evans Hunt Scott

Saatchi and Saatchi Advertising Carlson Loyalty

The Research Business International

in every sector from:

Cars Airlines fmcg Retail

BMW British Airways Nestle Sainsburys

Citroen KLM Cadburys Asda

Nissan North West Airlines Mars Arcadia

United Biscuits

Unilever

Finance Alcoholic drinks Telecoms Energy

LTSB Diageo T-Mobile Scottish Power

Barclays URM O2 npower

Natwest Allied Breweries British Telecom British Gas

Royal Sun Alliance

Travel and leisure

Expedia

First Choice

Archers Holidays

British Airways Holidays

GNER

**My pitch**

I love small companies and agencies with big ambitions. They are full of fun, energy and spark. However, many small concerns find that their transition from successful start-up to an established business, or in the case of an agency, a valued business partner of their clients who is awarded the bigger juicier projects, is not an easy step. This often requires a planning, data and analytics expertise that as yet they may not possess. In this case, they have to use external consultants, paying through the nose to do so, or invest in an inhouse capability, expensive in the short term and also quite risky. Consequently, small companies can find themselves in an awkward limbo as they struggle to reach the next level in their development. Hopefully, this is where I can help.

**How?**

I am that flexible planning resource that you can call on as and when you need.

I can help with any research and data analysis programmes you may require.

I can construct the appropriate marcomms plan off the back of the findings.

I can build customer segmentations and targeting models to drive effective marketing campaigns

I can be your client facing ‘planning director’ or a backroom boy.

I can even deliver a database build if that’s what your client wants.

It’s entirely up to you.

You save money by paying rates considerably less than standard consultancy charges, and you only pay for what you need when you need it.

In the end, the objective is to get you to that next level in your growth plans, whether that is to work out the best way to appeal to your customers, or to win over your clients so that they view you as a valued strategic partner who is awarded the bigger, juicier projects.

And should you get to the point where you have a good business case to build your own inhouse planning, data and analytics function, I can help you to set this up, too.

**A couple of case studies of insight in action**

Launch of the Nissan 350Z

The two seater 350Z was the rebirth of Nissan’s sports car tradition when it launched in 2003. The target market was the classic,younger, well off, single male who enjoyed high performance driving. The 350Z boasted comparable performance to a Porche and so interest was strong in the sector.

However, on analysing pre-launch orders and brochure requesters using lifestyle databases, many of these early prospects were found to live in houses with names rather than a street number, typically quality properties in prosperous areas occupied by couples, often as not married.

Further analysis revealed that not only was the archetypal single male a hot prospect, but also well-off couples who wanted a sportier car with a zestier image and driving experience than that of the family runaround and/or motorway cruiser sitting on the drive.

This insight led to the targeting strategy of the launch campaign being significantly extended to incorporate these prospects, together with a tailored creative treatment. The launch proved to be a runaway success with the model achieving clear leadership status in its first year.

Expedia direct marketing strategy

Following its launch in the UK, Expedia used newsletter format communications to promote their various types of holidays to their customer base. However, the newsletter was entirely generic, and every customer received exactly the same promotions and offers, even though many differed dramatically in their holiday purchases and personal circumstances. Recognising that their CRM activity was not exploiting the potential of their customer base, their brief requested a rigorous analysis of their customers to produce insights that would allow them to tailor their messages more relevantly in order to increase sales of their flights and holidays.

The resulting analysis revealed several customer segments that exhibited significantly different behaviour in terms of the number and type of holidays taken. This allowed the CRM team to identify and present the most suitable types of holiday to each specific segment. The move from untargeted to targeted tailored communications heralded a substantial increase in sales. Within a year, sales revenue increased by more than 30% with a corresponding increase in profitability. Both cross-selling and upselling campaigns enjoyed significant uplifts in effectiveness, some more than doubling their usual response.

Sony going black!

Known at the time as the hi-fi jungle, hi-fi separates was a market where many struggled to make any kind of profit. Sony wanted to crack this difficult nut to become the market leader in this challenging sector.

At the time, most hi-fi products came in an attractive silver finish that was well received by the market. However, research revealed that this led customers to mix brands (for cost or quality reasons); eg. JVC amp, Sony tape deck, Hitachi turntable, Panasonic equaliser etc. Consequently, brand loyalty in the sector was non-existent. Additionally, there was no brand standout instore. In every shop, prospective buyers were confronted with banks of silver products between which there was no immediate discernible difference, making the purchase decision particularly hard. However, using a conjoint analysis approach to analysing customer preferences, the colour black was found to possess strong connotations of quality and was perceived an attractive ‘classy’ colour.

The penny dropped! If Sony went black, store standout would be huge as every eye would be drawn to the dramatically different finish amongst the sea of silver. It would also stop the mixing of brands as black wouldn’t match with silver in the hifi system stack.

Acting on this insight, Sony UK requested all their pre-Christmas stock in black from their Japanese head office. They ran out of three months stock in three weeks! The Japanese production line went into overdrive as Sony UK had the market to themselves until their wrong footed competitors desperately scrambled to follow suit and go black, too.

**Testimonials**

**Simon Collard, Finance Director, November Fridays**

‘I worked with Ian when he founded and grew the data department in TMW from scratch to a multi-disciplinary team which was pivotal to TMW’s development from a small direct marketing agency to a large, digitally integrated agency with data at its’ core before it was sold to Creston in 2006.

Ian can see stories in data that aren’t visible to other people. He can crunch numbers and breathe data insight into a client strategy, no matter what the subject. He is a consummate storyteller. These qualities will make him an invaluable asset to any ambitious agency.’

**Steve Ogborn, Director, ICMUnlimited**

‘Not only is Ian is a very proficient statistician and analyst, but he has an excellent marketing head on him as well being very good in front of clients. He marries an ability to ferret out those vital insights using the most suitable analytical tools with an incisive understanding of their strategic implications for a brand and its business. As a consequence, he delivers very good value on both fronts, and is a great guy to have in your corner on the day.”

**Chris Warren, Founding Partner, TMW**

"When we moved the agency proposition from pure creative execution towards an insght driven approach in the early 90's, Ian Robinson was the man that created our planning and data analytics capability from scratch. His vision was always to use data holistically in the context of attitude and motivation, and that brought the analysis to life; exciting the account team, inspiring the creative team and ultimately convincing the client of our work and approach. His work helped make insighttmw a core part of the proposition and a real differentiator between TMW and the rest.

In today's data rich environment, Ian displays an amazing talent for divining the essential truths from numerous and complex data sets and making those truths accessible for the client and the agency teams in order to deliver award winning marketing."