

“Meaning in numbers: a narrative approach to marketing measurement”

Claire Spencer i to i, Tony Quinlan Narrate



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[Slides redacted]

- Initial slides featured a case study on understanding consumers and highlighting potential problems in a high visibility public project.
- What wasn't evident from the standard research techniques of the time were:
 - Was the issue with the message itself, the messenger, the vehicle or how it was portrayed?
 - How could the project team shore up support and address problems?



What more could you want?

- Would it persuade leaders that they were mistaken?



Why do we have to shit in the woods?



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How many times do the players in white pass the ball?

- 1-5?
- 6-8?
- 9-11?
- 12-14?
- 15-18?
- 19+?



Video shown from [http://
www.youtube.com/
watch?v=vJG698U2Mvo](http://www.youtube.com/watch?v=vJG698U2Mvo)



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What more could you want?

- Would it persuade leaders that they were mistaken?
- Does it throw up the unexpected and unanticipated?
- Can we make clear decisions afterwards?

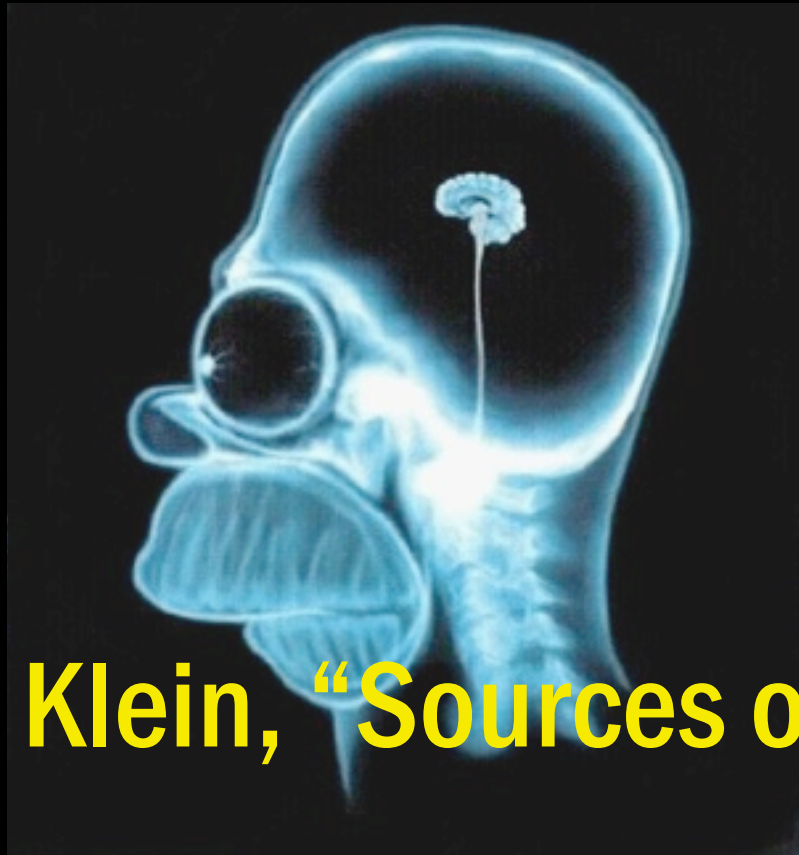


Narrative: The next evolution of research



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Cognitive science



Gary Klein, “Sources of Power”



Friday, 12 October 2012

Complexity

Cynefin Framework

COMPLEX

Probe
Sense
Respond

COMPLICATED

Sense
Analyse
Respond

DISORDER

CHAOTIC

Act
Sense
Respond

SIMPLE

Sense
Categorise
Respond

So what does this mean?

- In complex environments – like marketing and engagement – we need to understand the different perspectives and contexts of our target customers
 - But understand them from their perspective
- P.S. Facts don't beat narratives



But we need lots of perspectives,
lots of stories




Chimamanda Adichie: The danger of a single story



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**“Red shirt” is an assessment of life expectancy,
not a statement about fashion**



A photograph of two young children sitting on the floor, facing each other. The child on the left is Black, and the child on the right is white. They appear to be playing with colorful blocks. The image is slightly blurred, focusing on the interaction between the two children.

**the way these children are play with one another the same way
the pakistani goverment is playing with the pushtuns of NWFP
talib is only a name and its a game of the goverment .civilians are
dying who are neither on the side of the taliban or of the
goverment . if you want opnion then Islamic laws should be
implimented in pakistan as soon as possible to run the system of
the goverment efficiently and al the terrorism and corruption
would end in a very short time**

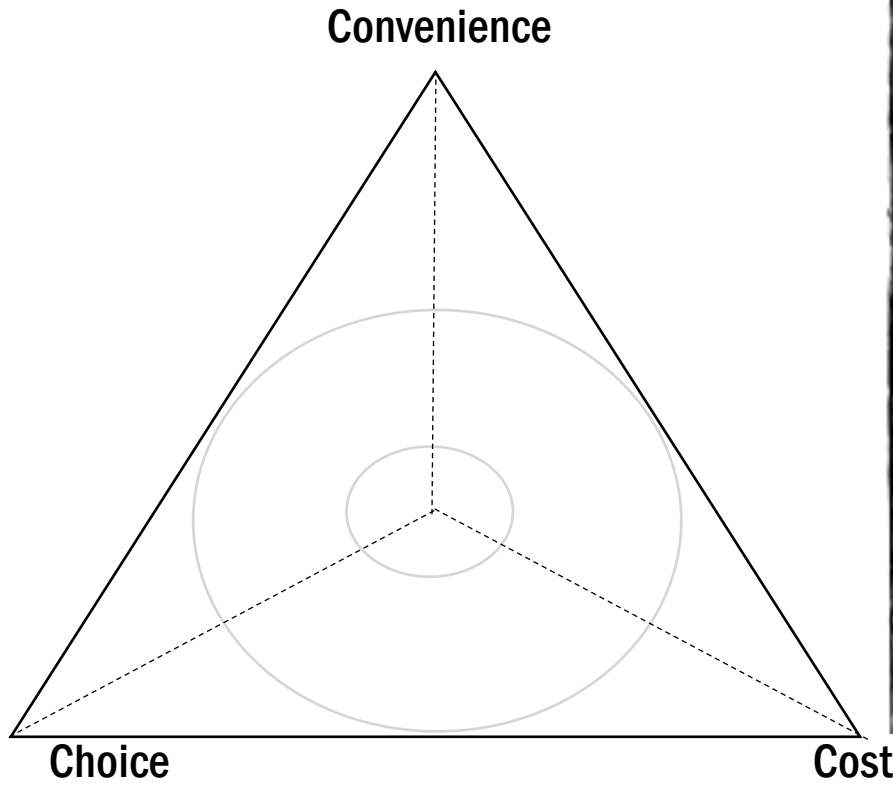


The process

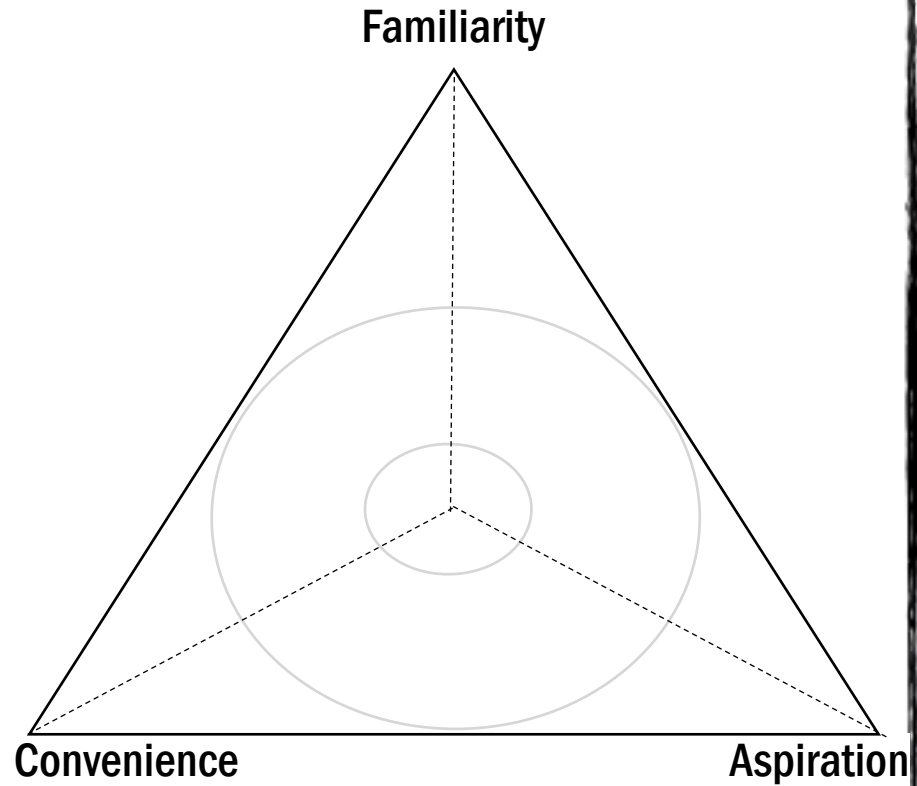
- Copy the following two triangles - translating into your language



What factors were important in your story?



In your story, what influenced the decision?



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The process

- Copy the following two triangles - translating into your language
- Recall an experience that I'll ask you for
- Think of the story/fragment that the question makes you think of
- Make a couple of notes of the story
- Then, thinking of that story, put a mark on the triangles



Think of a recent experience of shopping online that particularly annoyed or pleased you

20



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Celebración de la Independencia

Un aniversario mas de nuestra independencia se celebro este año, lleno de controversia por la inseguridad que esta pasando en nuestro país, como me gustaría que todo volviera a ser como antes solía ser, cuando todo estaba mucho mas tranquilo, ahora nuestros hijos tendran inseguridad a futuro.



What type of justice is shown in your story?

Get your own back, revenge



Restorative, reconciling

Deterrence, stop other people doing the same



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Revenge

Restorative,
reconciling

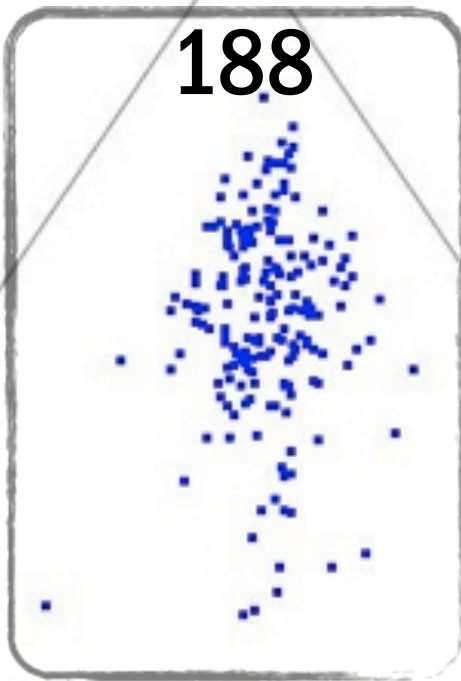
Deterrence



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Revenge

188

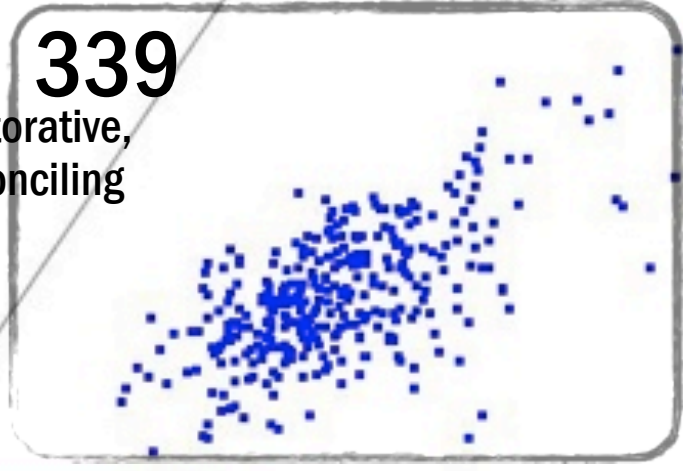


150



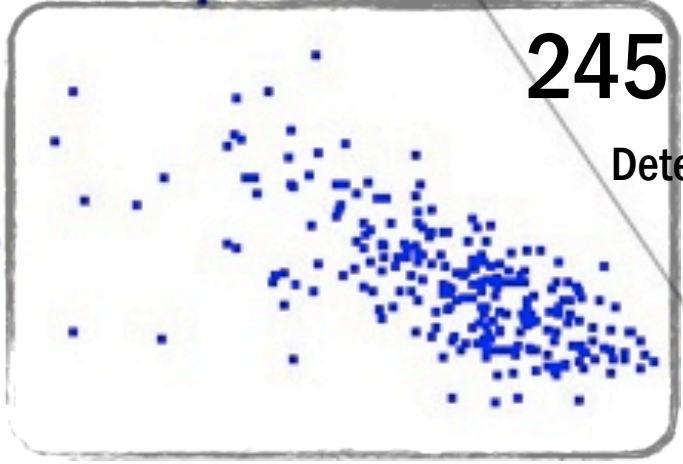
339

Restorative,
reconciling

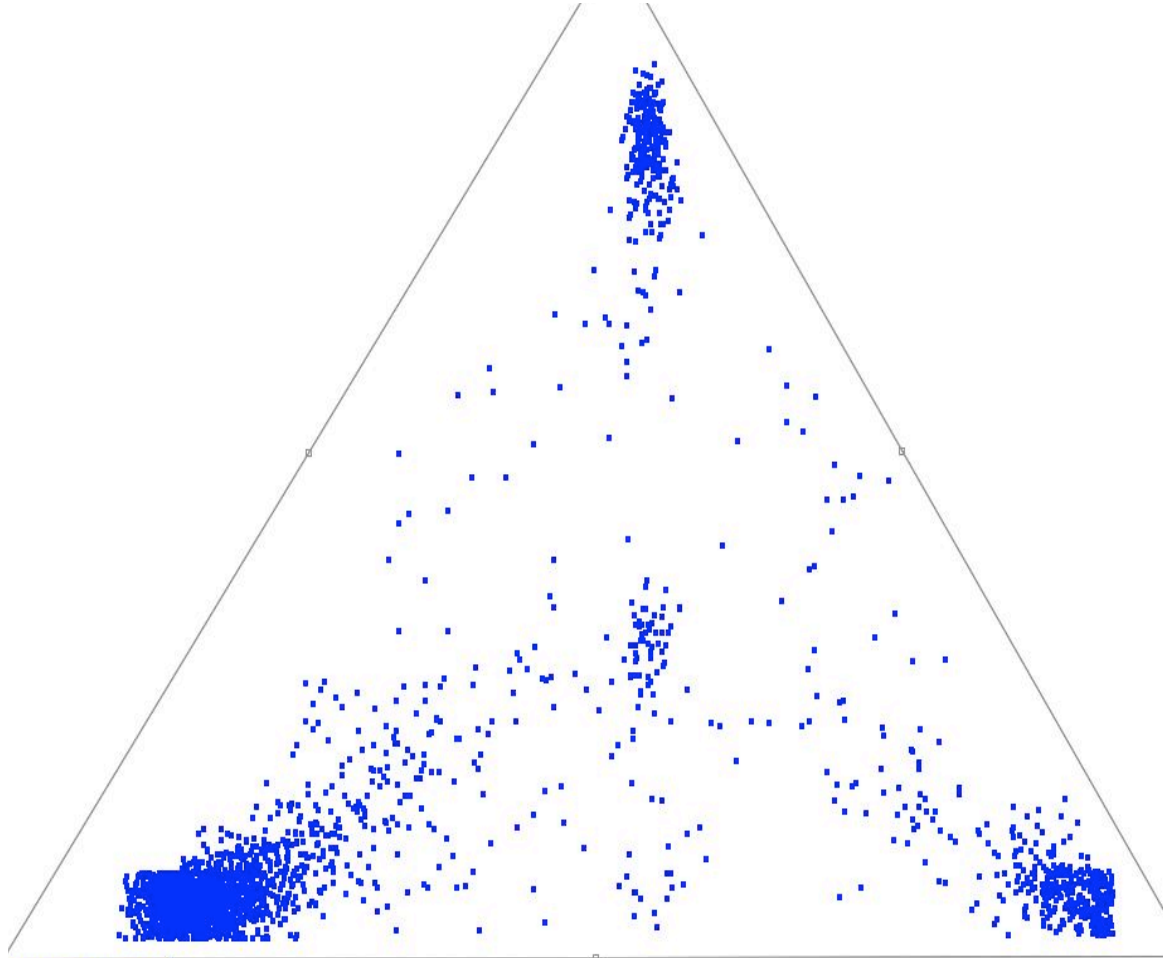


245

Deterrence



Revenge



**Restorative,
reconciling**

Deterrence

Revenge

Restorative,
reconciling

Deterrence



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Revenge

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This is a girl and she is smoking. Pakistan is afflicted with this obscenity. Islam doesnt allow this. Our elders are ignorant and we too are going the same way. We feel that the government should stop persecuting us and have mercy on the people of The N

in this picture three terrorist are shown whose hands and feet are tied with chains these terrorist are the enemy of the state and of the people they are very brutal and they dont respect the elders .terrorism is also increasing very rapidly

In the past, all decision documents and assessments were posted to the eRooms. There were brownbags scheduled in the morning (so field could call in) when assessment teams returned from potential new countries. we all knew why we were making decisions. Now, all we get are 1-2 lines at staff meeting and then a SWIFT notice to partners. I cant tell you why we are in Kyrgyzstan, Tunisia, Yemen, CDI, etc.

they way they are should get expell them

37

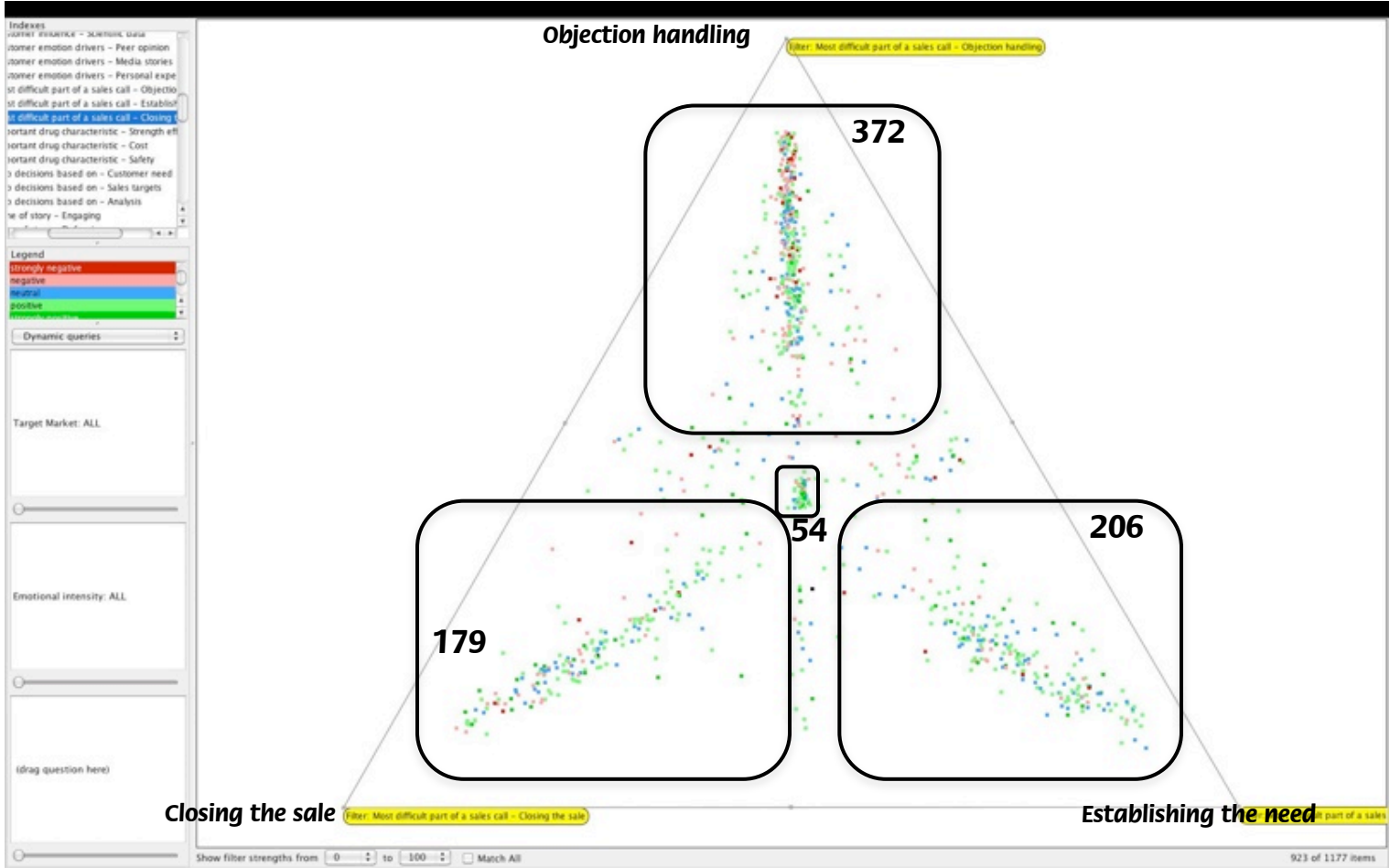
Restorative
reconciling

I want to be an banker when I grow up. I really want to be one. I like to count and I like Maths so I think It's a good job for me. I really like money and banks it's interesting. No one in my family has never been a banker so I just want to be one. Or If I could pick the other job I would like to be in the army I love tanks and guns. I would like to fight for my country If I had to. I love planes but I'm a bit afraid of hights, so I'm going to be in the army that fights on the ground.

245

Deterrence

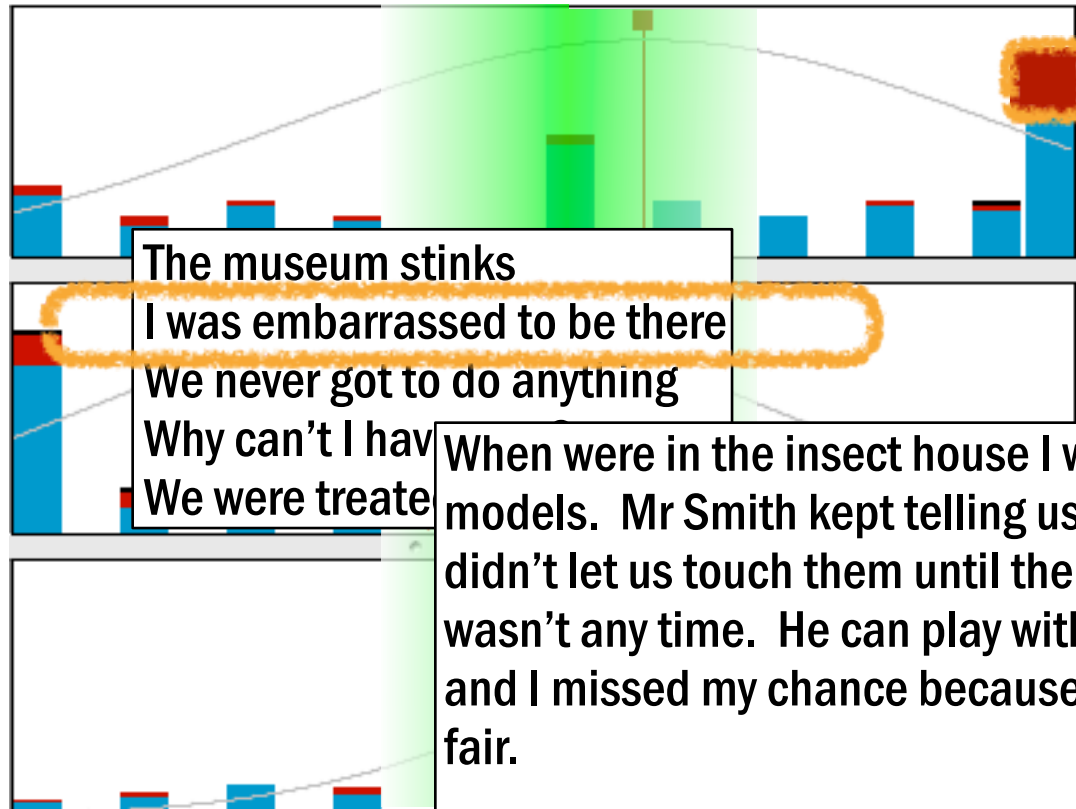
What was the most difficult part of the sales call?



Liverpool museum

Impact measurement

Staff patronise children



Staff are too child like & pathetic

The museum stinks
I was embarrassed to be there
We never got to do anything

Too much to see and its overwhelming

Not enough to keep me

Why can't I have
We were treated

When were in the insect house I wanted to use the models. Mr Smith kept telling us about them but didn't let us touch them until the end and there wasn't any time. He can play with them anytime and I missed my chance because of him, its not fair.

Rushed from place to place missed things



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The possibilities

- Understanding the consumer's narrative
 - Seeing the touchpoints where they come into contact with the brand
but on their terms
- Testing marketing vehicles for real response, rather than survey answers
- Gathering material to fuel innovative approaches to marketing, product design, customer support



Thank you & questions

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