INSIGHT INNOVATION MEETS THE REAL WORLD

How smartphone qualitative helped win the Olive Garden pitch

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The news business process

- Cheaper
- Faster
- Cooler
- Better
- More innovative
- Cleverer
- Flexible
- Compelling
We need:

• Consumer insight
• Strategy
• Creative (digital + mobile + social + on-site + TV + content creation + editorial + + +)
• Promotional & partnership strategy
• Media plans (traditional + digital + social + mobile)
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You have 3 weeks
10 years ago, the consumer insight plan to answer this brief might look like this:

• Observational, in-store work
• An AAU
• In-home ethnography
• Dine-alongs (including competitors)
• Concept testing
• Copy testing
• User experience research, AB testing
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