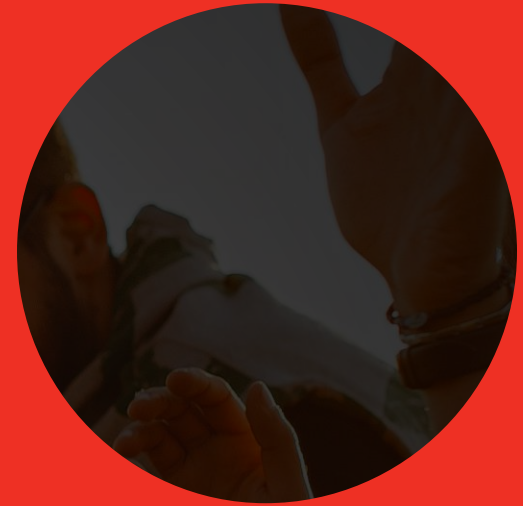


How the practice of **empathy** unlocks  
**creativity** & leads to better business  
outcomes.



Addressable, privacy, tech stack  
comparisons...



What about  
the **warmer** side  
of data?





In a world driven by machines, technologies and  
algorithms,

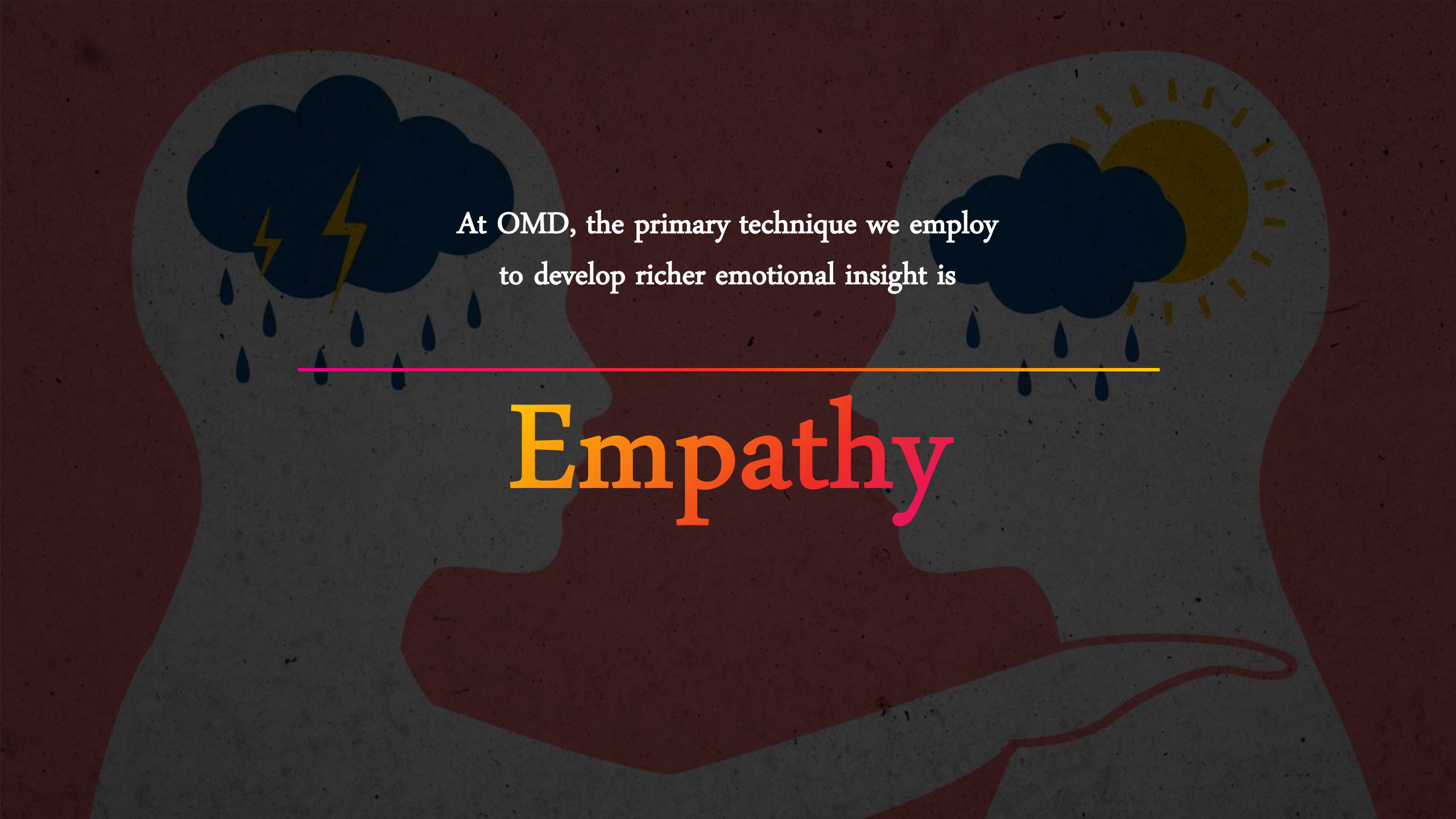
---

Data can be cold.



# Empathetic Data





At OMD, the primary technique we employ  
to develop richer emotional insight is

# Empathy

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# Ethnographers

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# Culture

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## Disciplined Desktop Researchers

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A white, short-sleeved t-shirt is centered against a solid gray background. The t-shirt has a crew neck and is slightly wrinkled. The text "DATA NERD." is printed in a bold, black, sans-serif font across the chest area.

**DATA NERD.**

... Show me that this empathy stuff



really works





A photograph of two light-colored puppies on a dark background. One puppy is sitting upright in the center, looking towards the camera. The other puppy is lying down to the right, its head resting on the ground. The text "Sure... but creativity and gaming are natural bed fellows" is overlaid in the center of the image. The words "creativity" and "gaming" are highlighted in red and blue respectively.

Sure... but **creativity** and **gaming** are natural bed fellows



# Power of fandom



Escapism: 66%



Aspiration: 65%



Expertise: 64%




Community: 59%







A large crowd of people in a stadium, with a human pyramid structure in the center. The pyramid is composed of several layers of people, with the top layer being the smallest and the bottom layer being the largest. The people are wearing orange and white clothing. The crowd is dense and fills the stadium. In the background, there are banners and advertisements, including one for 'Estrella' and another for 'REPIOL'.

Step into our best shoes to understand the moments  
that are **most meaningful** to people







●●○○○ T-Mobile Wi-Fi

4:42 PM

80%

Go ahead,  
I'm listening...







The creativity spark will fail if we  
don't embrace **emotive** metrics of  
success



A lightbulb is the central focus, lying horizontally. It is surrounded by several pieces of crumpled paper in various colors (yellow, orange, blue, pink). The background is a dark, textured surface. The text is overlaid on this scene.

A renewed focus on

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brand/emotive

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metrics of success



# Top Tips:

How the practice of Empathy  
unlocks greater creativity & ROI

# BE



## Curious ethnographers

Real World observation, qual groups, interviews  
Case Study: Mountain Dew Amp Game Fuel



## Disciplined desktop researchers

Syndicated data, commission research,  
Case Study: Coco & Ancestry.com



## Data enthusiasts

Decision Trees, Test & Learn Plans,  
Case Study: McDonald's Capacity Delivery Management



# Things to...

Build memory muscle to ensure the Practice of **Empathy** leads to more valued **Experiences**

# DO

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## Build Diverse Teams

Begin every brief as a team with 1 person from each department.  
Case Study: Sick Kids



## Foster a culture of radical collaboration & rapid prototyping

Leaderboards for campaign shares, monthly learning WebEx calls



## Put in place long-term measurement goals with clear business outcomes

Case Study: Age UK

# In closing.

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## Data will be the new currency of marketing.

The currency that people will exchange for deeper and more meaningful brand experiences.

It will allow us to craft the most timely and relevant experiences for audiences.

By moving our consumers to an era of better decisions, faster... we will build stronger connections in spaces and places and deliver growth.