

ESOMAR

BEYOND STORYTELLING

CREATING AN INSIGHT-DRIVEN CULTURE

Moderator: Lucy Davison, Keen as Mustard Marketing and ESOMAR

Panellists: Steven Darby, Leeds Building Society and AURA

Ruth Hinton, Vue International

James Sallows, Haleon

Alexander Wheatley, The National Theatre and ESOMAR





Why we're here today

To be populated

84%

CEOs are concerned about the quality of data they're basing their decisions on





Brinda Mathew

Head of Brand Performance
IKEA Canada



Kalle Backlund

Marketing Mix Modelling Lead
Nepa

2. Media Agency



WPP



1. Publisher



newad.

3. Brand



33% in the next 12 months





60

brand
building

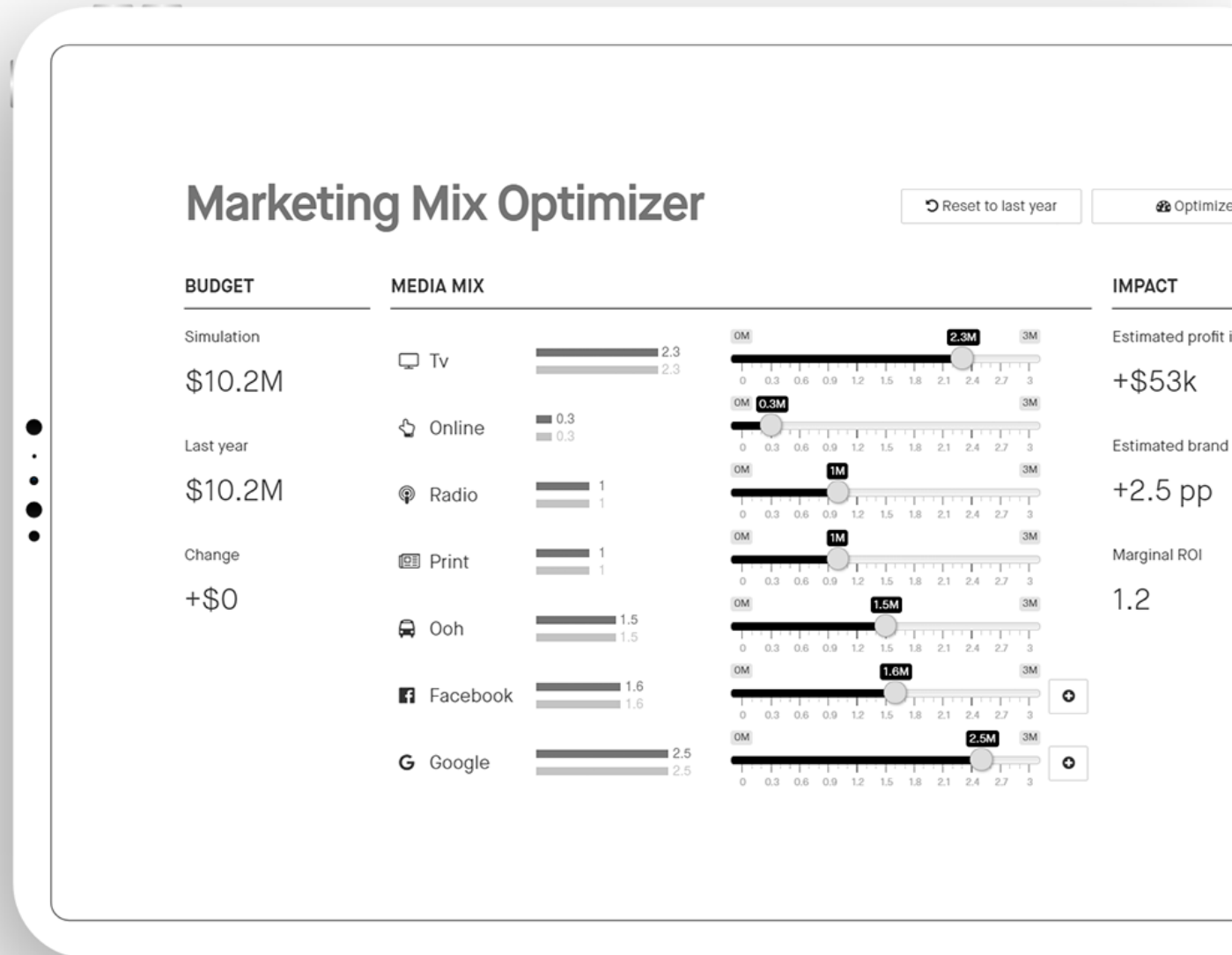


40

sales
activation

Brinda video

Why Marketing Mix Modelling?



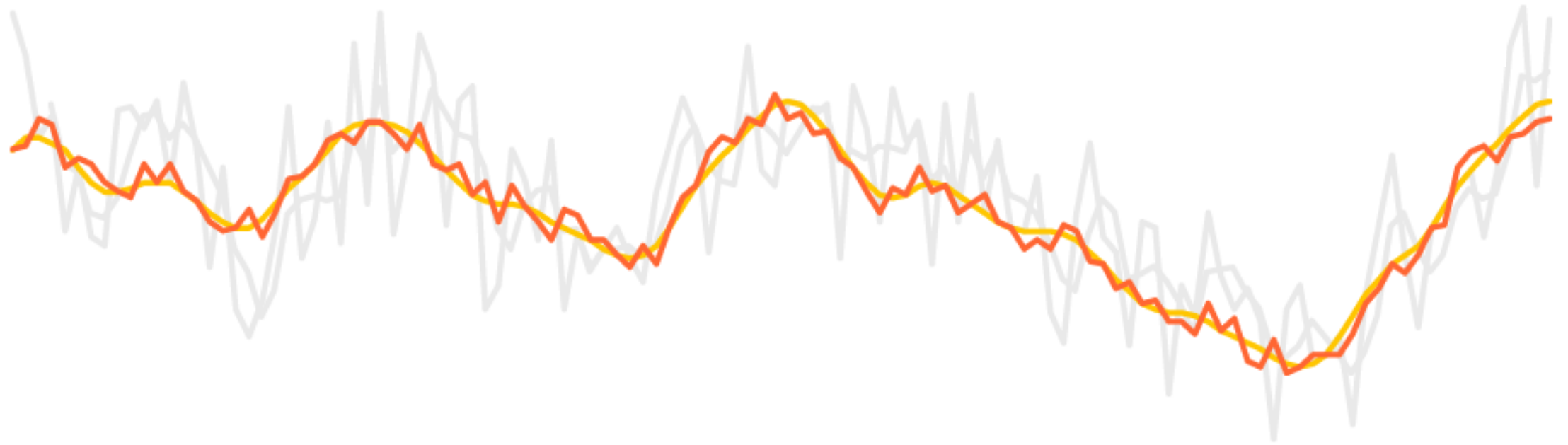


The challenges

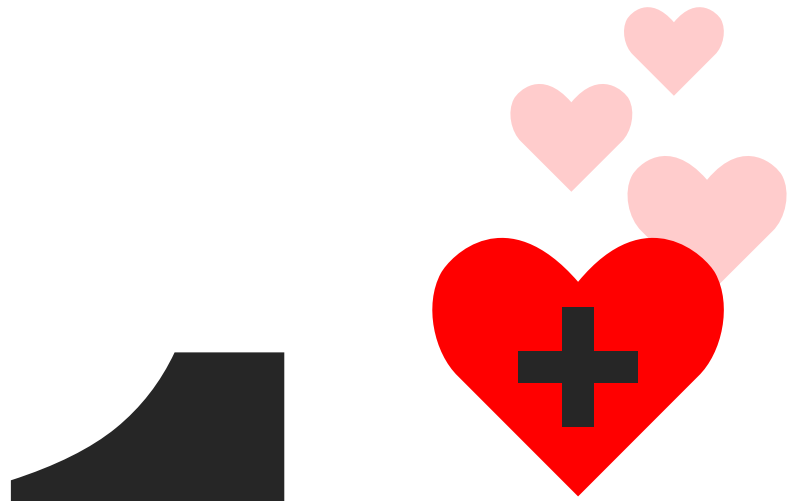
NOISES

Brand Tracking & Emotional Intelligence





Brand Noise Reduction



1 % increase in emotional
meaning led to...

...an additional monthly
revenue of

€1.2m

The impact

1. Increased accuracy



The impact

2. Improved channel optimization



84%

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Thank you

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