



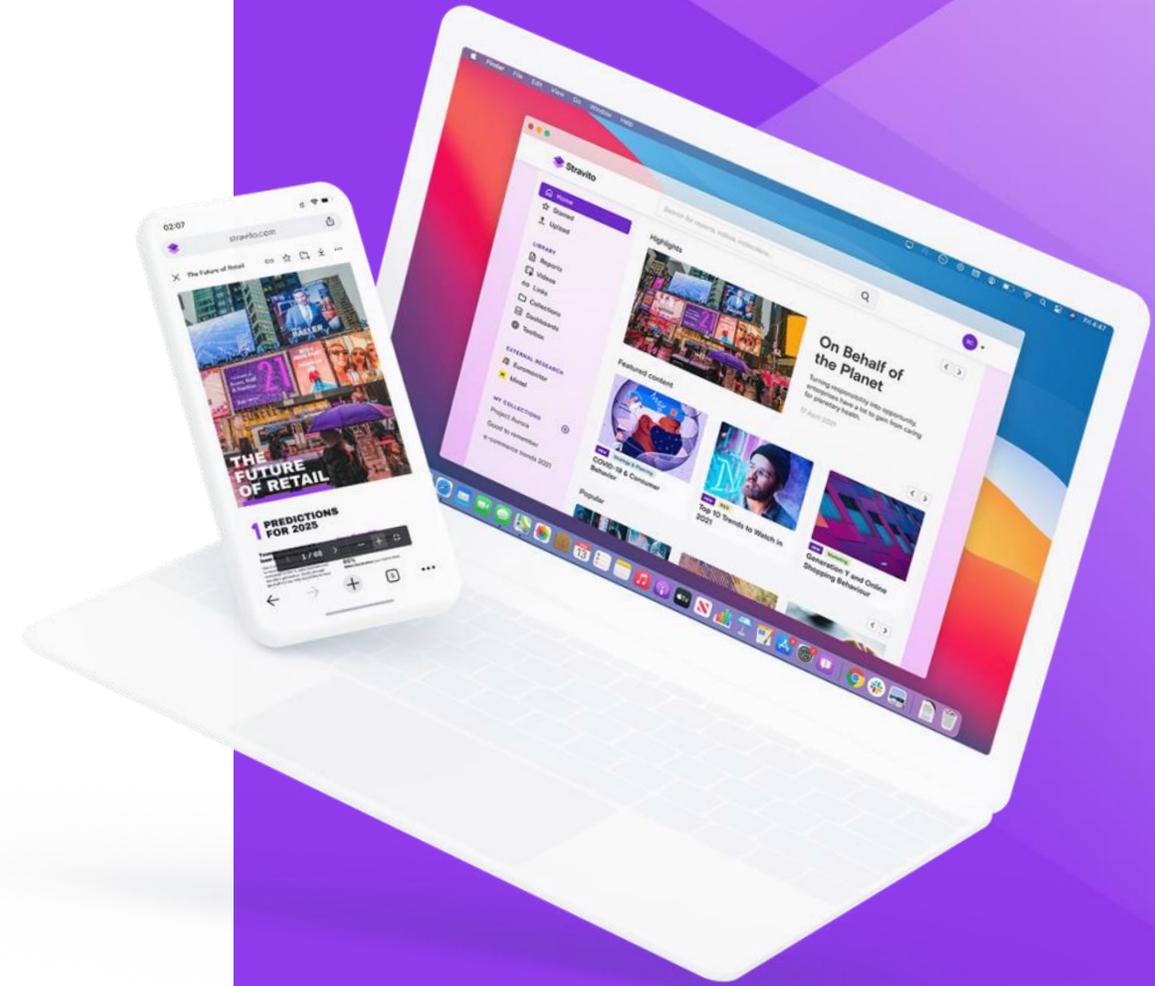
# Building an Insight Newsroom & Narrative: How Burberry is engaging its time-poor audience

**Thor Olof Philogène**

CEO and Co-founder  
Stravito

**Ross Dempsey**

Editor  
Burberry Insight Hub





## What we'll cover today:

- How Burberry is leveraging their dedicated insight engagement platform to build a shared insight narrative

## What I'll cover today:

- A bit of background on Stravito and what we do

## What Ross will cover today:

- How Burberry is working with Stravito to democratize access to insights, build a live virtual newsroom, and standardize insight storytelling.





To kick things off, I'd like to pose a question:

**What do insights tech and luxury  
fashion have in common?**



Here are some that I've come up with:

-  1. You want great design.
-  2. Tailoring is essential.
-  3. You want it to integrate with your existing “wardrobe”.



# And that's why we created Stravito. (well, sort of).



## Technology Background



**Thor Olof Philogène**  
CEO



**Sarah Lee**  
Chief Customer Officer

**iZettle**



## Market Research Background



**Andreas Lee**  
Head of Partnerships



**Anders Örbom**  
Board Chairman

**GfK** Growth from Knowledge

**Ipsos norm**



One of my main challenges:

**Rapidly accumulating data/insights, and struggling to distribute them effectively.**



We realized that collecting data/insights was only 10% of the battle.

**The remaining 90% was about actually changing the way that people worked.**



To ensure that insights weren't just accessible, **but could be easily integrated into decisions on a daily basis.**



What do you think the problem was?

**The tools at our disposal.**

**They were designed for a select number of “super users”.**



In summary,

**These tools weren't making it possible for everyone to apply the insights they needed.**



At the same time,

**Our other 2 co-founders were experiencing the other side of these problems at their research agency.**



**Through our combined experiences, we realized that there was a need for a tool that made it easier to actually apply insights.**

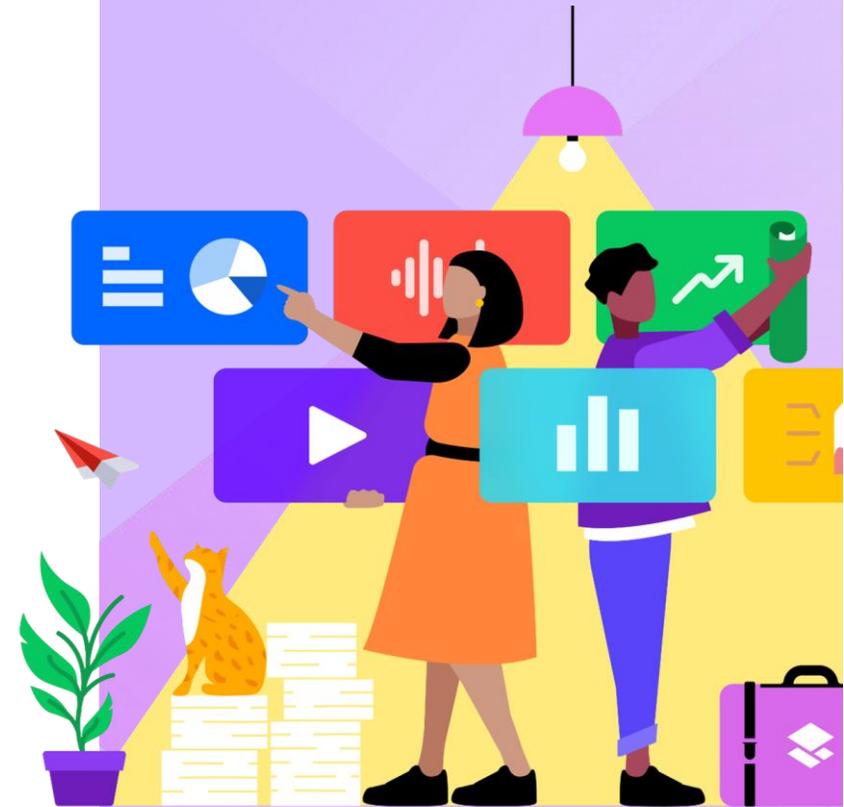


And again, that's why we founded Stravito—

**To create a user-friendly insights platform that could help solve some of the biggest challenges for insights teams.**

# Common challenges for insights teams like:

- 1. Difficulty finding reports**  
Because they're stored in various file drives across the org
- 2. Stakeholder requests piling up**  
Because they can't easily access insights themselves
- 3. Not enough time for deeper insights work**  
Because admin and inefficiencies get in the way





We wanted to help solve these challenges for insights teams, **so that they could more easily democratize insights and ultimately create real business impact.**



But tech alone isn't the answer;

**The technology that helps to solve these challenges is only one part of the equation.**



**An integral part of our product development has been the like-minded insights leaders who have chosen to partner with us.**



# One of our incredible partners



**Ross Dempsey**  
Editor, Burberry Insight  
Hub

# BURBERRY

An aerial photograph of a sandy beach meeting the ocean. Three umbrellas are open on the sand. The umbrella on the left is light blue with a white 'B' pattern. The umbrella in the center is dark blue with a white 'B' pattern. The umbrella on the right is grey with a white 'B' pattern. The ocean is dark blue, and the waves are white. The text 'BUILDING AN INSIGHT NEWSROOM & NARRATIVE' is overlaid in white, bold, sans-serif font across the middle of the image.

# BUILDING AN INSIGHT NEWSROOM & NARRATIVE

HOW BURBERRY IS ENGAGING ITS TIME-POOR AUDIENCE

INSIGHT PLAYS A KEY ROLE AT BURBERRY





CHALLENGE #1  
THE APPETITE FOR INSIGHT IS RAPIDLY  
INCREASING



CHALLENGE #2  
OUR STAKEHOLDER AUDIENCE IS  
TIME-POOR

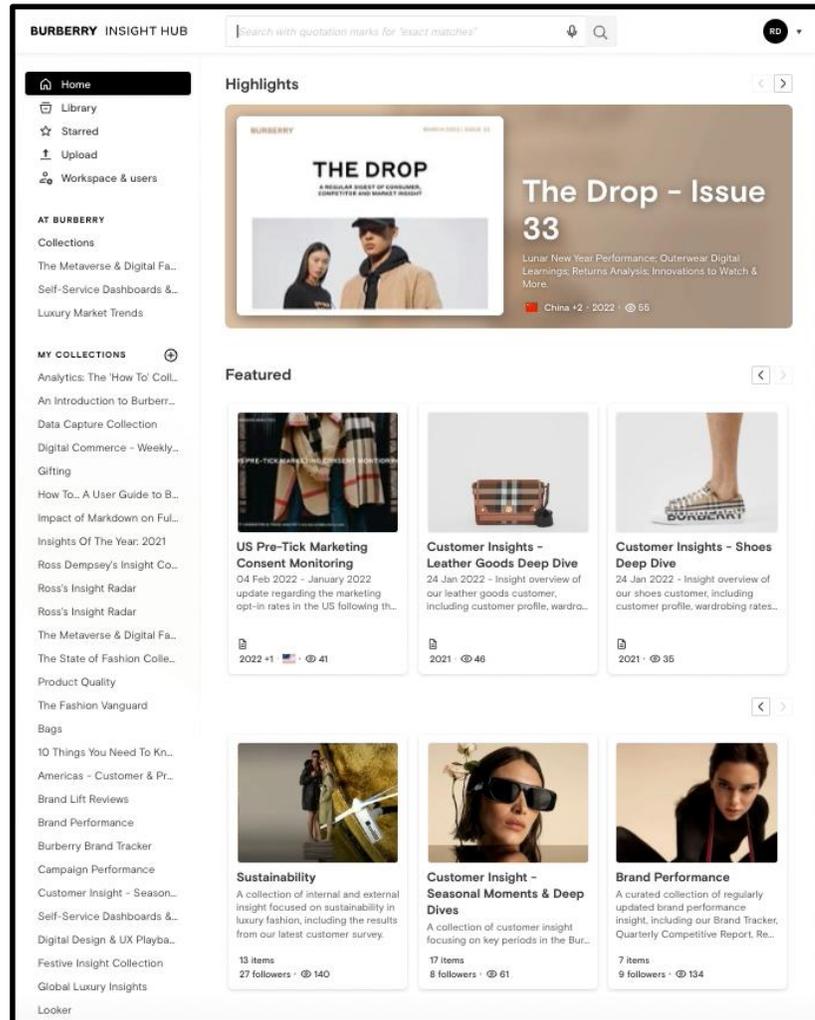


### CHALLENGE #3

WE MUST PUT INSIGHT INTO THE HANDS OF OUR  
DECISION MAKERS

# BURBERRY INSIGHT HUB | CENTRALISING WHAT WE KNOW

1300+ TOTAL USERS | 500+ INSIGHT DOCUMENTS



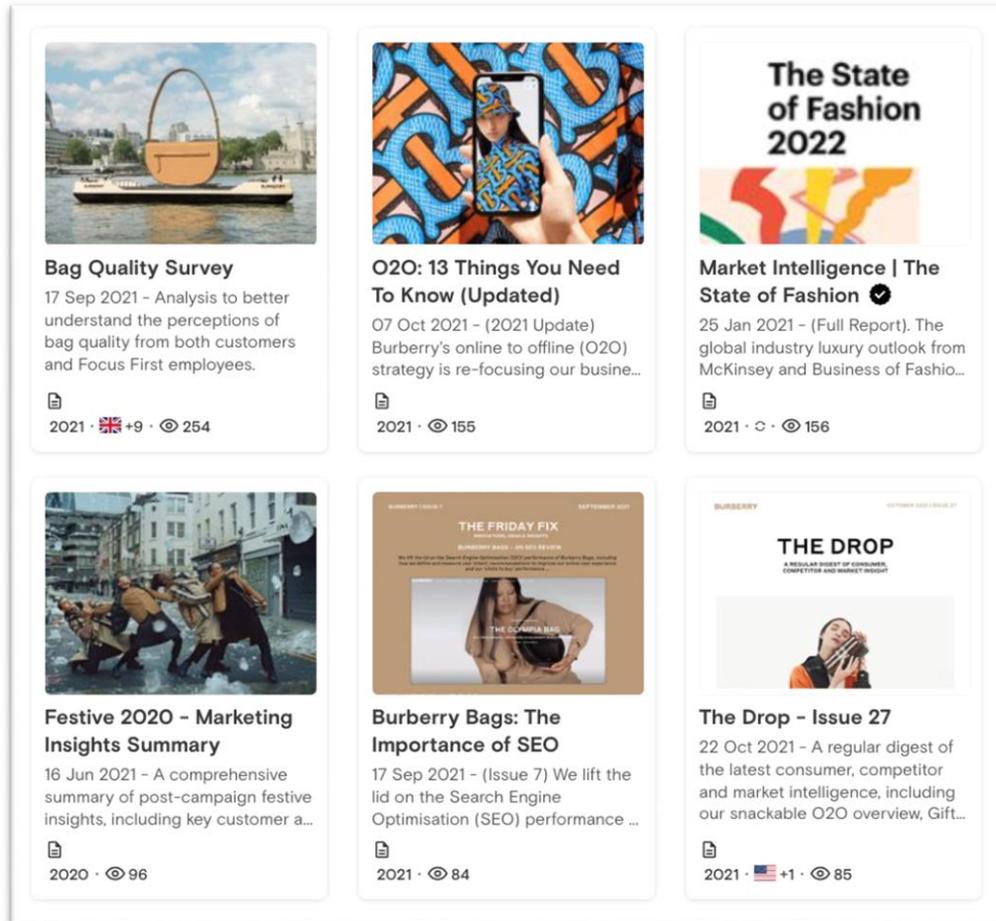
LOCATE & CENTRALISE ALL OUR INSIGHT, MAKING IT SEARCHABLE AND SHAREABLE

BREAK DOWN INSIGHT SILOS, STOP THE LOSS OF LEGACY KNOWLEDGE AND REDUCE REPEAT ANALYSIS

HELP BURBERRY MAKE BETTER, FASTER DECISIONS BY TURNING OUR INSIGHT INTO REUSABLE ASSETS



# BURBERRY INSIGHT HUB | CREATING A SHOP WINDOW OF INSIGHT



**Bag Quality Survey**  
17 Sep 2021 - Analysis to better understand the perceptions of bag quality from both customers and Focus First employees.  
2021 · 🇬🇧 +9 · 👁 254

**O2O: 13 Things You Need To Know (Updated)**  
07 Oct 2021 - (2021 Update) Burberry's online to offline (O2O) strategy is re-focusing our busine...  
2021 · 👁 155

**The State of Fashion 2022**  
Market Intelligence | The State of Fashion ✓  
25 Jan 2021 - (Full Report). The global industry luxury outlook from McKinsey and Business of Fashio...  
2021 · 🌐 · 👁 156

**Festive 2020 - Marketing Insights Summary**  
16 Jun 2021 - A comprehensive summary of post-campaign festive insights, including key customer a...  
2020 · 👁 96

**Burberry Bags: The Importance of SEO**  
17 Sep 2021 - (Issue 7) We lift the lid on the Search Engine Optimisation (SEO) performance ...  
2021 · 👁 84

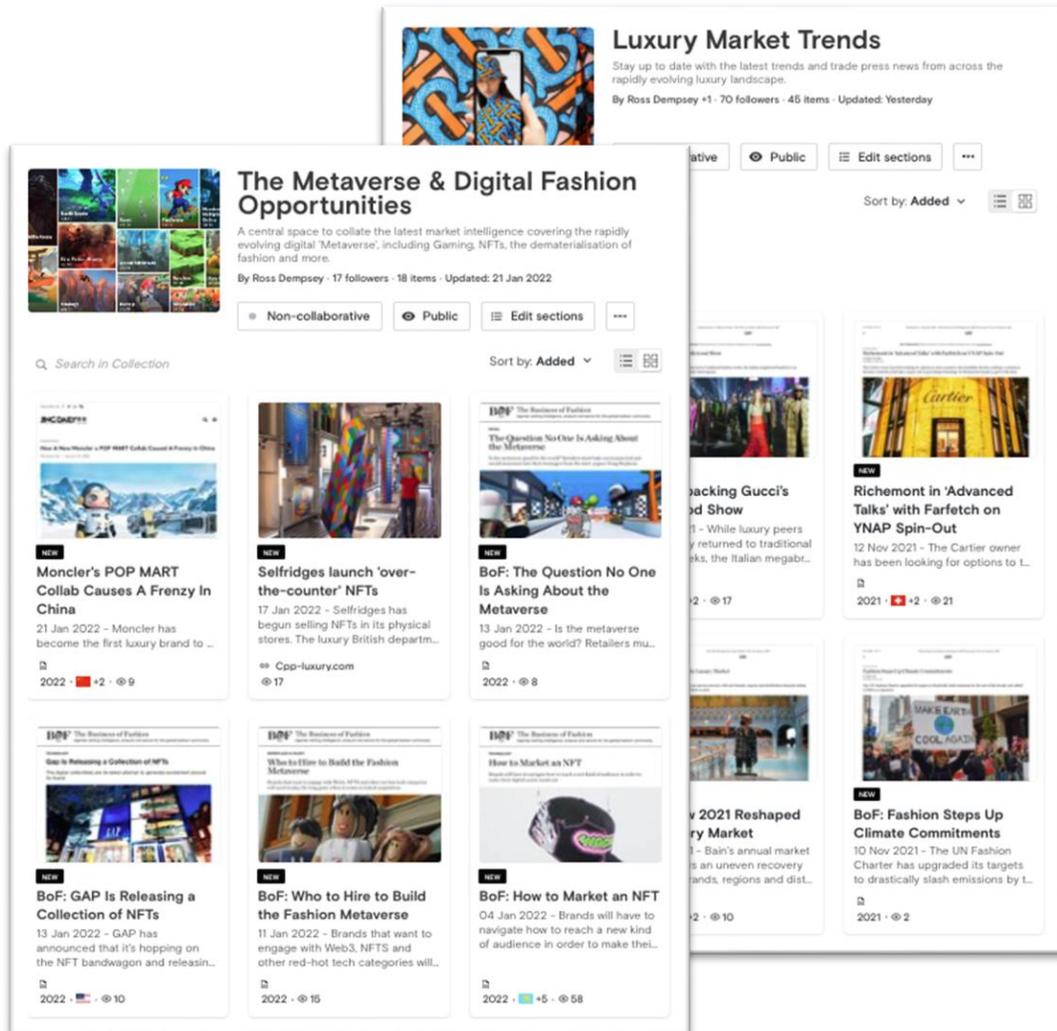
**The Drop - Issue 27**  
22 Oct 2021 - A regular digest of the latest consumer, competitor and market intelligence, including our snackable O2O overview, Gift...  
2021 · 🇺🇸 +1 · 👁 85

WE HAVE BUILT A PIPELINE OF CONTENT, FROM A RANGE OF CONTRIBUTORS, PROVIDING BURBERRY WITH AN EASILY ACCESSIBLE CORPORATE MEMORY OF INSIGHT.

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THIS COMPRISES 20+ INSIGHT AUTHORS FROM ACROSS DATA & ANALYTICS, BRAND & MARKETING, CUSTOMER INSIGHT, DIGITAL, CRM & MORE.

# BURBERRY INSIGHT HUB | EXCLUSIVE MARKET INTELLIGENCE



EXCLUSIVE BREAKING TRADE PRESS NEWS

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FLAGSHIP MARKET INTELLIGENCE REPORTS

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AN ARCHIVE OF EXTERNAL INSIGHT

# INSIGHT NEWSROOM & NARRATIVE | BECOMING A BETTER LEARNING ORGANISATION

OUR ESTABLISHED INSIGHT COMMS CHANNELS AND ACTIVE YAMMER COMMUNITY HAVE ENABLED BURBERRY TO SHARE INSIGHT AT SCALE, QUICKLY, FOR THE FIRST TIME.

Announcement

**Ross Dempsey**  
Sep 20, 2021 • @1

**\*\*NEW INSIGHT\*\* | Bag Quality Survey...**

Hi All,

I wanted to highlight some fascinating and 'hot-off-the-press' insight.

Recently, we conducted a comprehensive survey to better understand both customers and store staff around bag quality. A real cross-team effort provides insight on everything from overall bag quality perceptions, specific attributes such as functionality, durability and craftsmanship, as well as quality, competitor bra... see more

Like Comment



**Bag Quality Survey**

17 Sep 2021 - Analysis to better understand the perceptions of bag quality from both customers and Focus First employees.

2021 • 🇬🇧 +9 • 🗨️ 234

BAG QUALITY SURVEY (YAMMER PROMO)  
2500+ VIEWS | 58 REACTIONS | 17 COMMENTS

BURBERRY SEPTEMBER 2021 | ISSUE 24

## THE DROP

A REGULAR DIGEST OF CONSUMER, COMPETITOR AND MARKET INSIGHT

**CHINA & ASIA VS**

**MARKET NEWS**

**VOICE OF THE CUSTOMER: BAG QUALITY**

**WHAT DO OUR CUSTOMERS AND STORE STAFF THINK ABOUT OUR BAG QUALITY?**

**BAG QUALITY PERCEPTION.** We achieved an overall Customer Satisfaction score of 74%. Burberry customers are more satisfied with the overall quality of their bag than our employees, particularly in the UK and amongst older generations. Average Cost score was 74% whereas individual bags Cost ranged between 65% to 89%.

**DEFINITION OF QUALITY.** The survey was divided into 4 key areas related to quality (durability, look & feel, functionality, craftsmanship), with specific questions to better understand what is working well and where we can do even better. Look and Feel scored higher in most cases and we heard a consistent message to further improve durability, often driven by scratch resistance.

## CHALLENGE

WE ARE CURRENTLY RELIANT ON PUSH COMMS TO DRIVE THE MAJORITY OF OUR ENGAGEMENT. A KEY CHALLENGE GOING FORWARD WILL BE TO BUILD ORGANIC TRAFFIC AND INCREASE UNPROMPTED REPEAT USAGE.

# INSIGHT NEWSROOM & NARRATIVE | HOW DO WE KNOW THIS WORKS?

Announcement

**Ross Dempsey** Sep 20, 2021 • @1  
Seen by 2,522

**\*\*NEW INSIGHT\*\* | Bag Quality Survey...**

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Like Comment Share You and 25 others

Show 15 previous comments

**Sumit Dargad** Sep 23, 2021  
A big shout out to everyone who has worked on this project! especially Tara! While we have NPS score, as a gauge of customer satisfaction, it does not give the specifics this survey does! With the inputs from the quality team, Dara and team helped to bring this idea to life. A true cross functional effort and sincere thanks to everyone involved!

Now we plan to use the specific inputs to not just maintain the areas of strength but work on the key quality call outs from our customers and stor... see more

**Jenny Chung** Oct 1, 2021  
Love this report! I shared this with our team, and our store team will have proud moment for our handbag. Thank [Tara Howard](#) for including Korea for next time.

Write a comment

**Tara Howard** Sep 20, 2021  
We've also included some methodology documents with the actual survey questions in the Product Quality collection. This is where we'll be hosting more product quality insights going forward, so watch this space!

<https://insight.apps.burberry.com/app/collection/product-qua...>

Loading

**Hugo Raymond** Sep 20, 2021  
[Glenda Aiglon](#) / [Elena Serpotta](#) — in advance of Friday's session having a read of this if you haven't already?

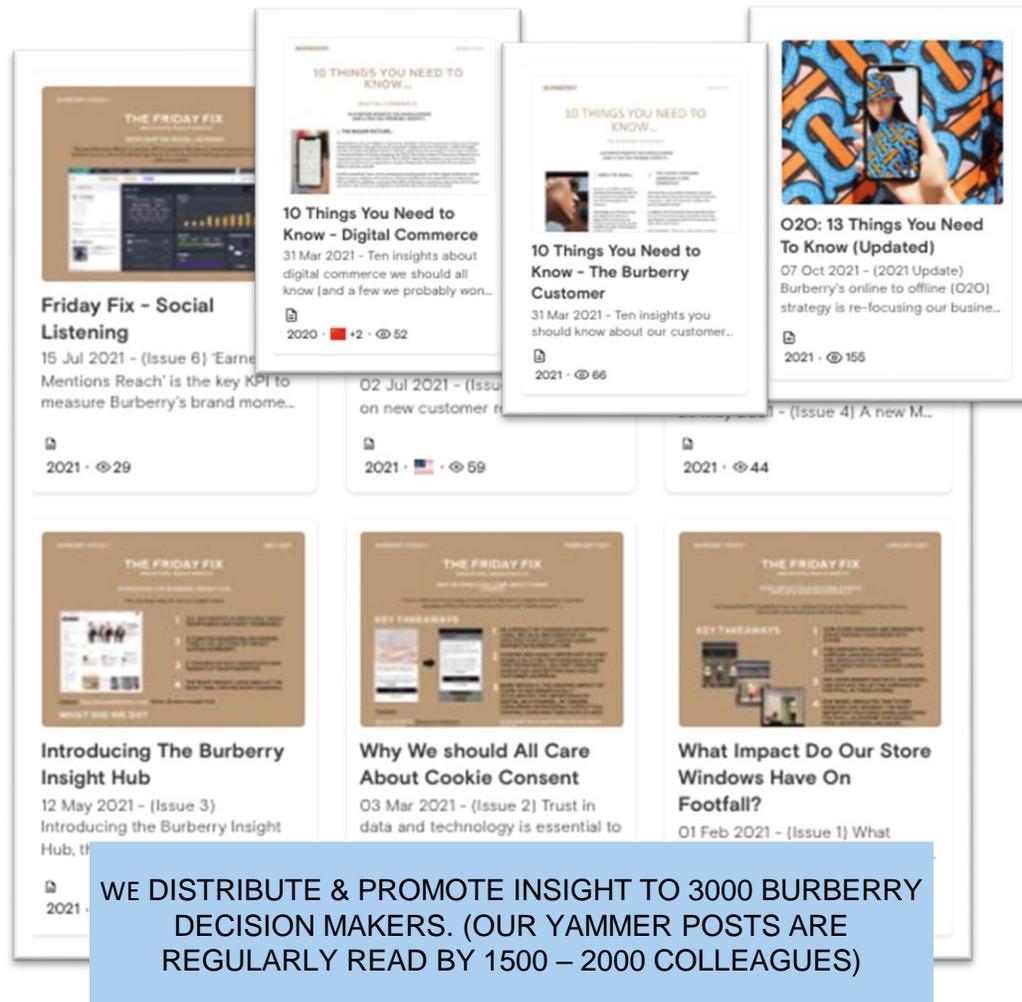
**Hugo Raymond** Sep 20, 2021  
Also [Becky Swarbrick](#) / [Dan Hart](#) / [Sophie Naylor](#)!

**Sophie Naylor** Sep 20, 2021  
Thanks Hugo having a read now - good points to note re: customers wanting to see packaging and protection during shipping, stitching quality

**Rena Cook** Sep 22, 2021  
This is a very interesting survey indeed. In Customer Service we have a group specially for quality complaints received from customers (from across all departments) on Teams; consultants put up photos received from customers and seek advise from the management team. About 5-10 queries are posted per day if it is of any help to your team.

BAG QUALITY SURVEY (YAMMER PROMO)  
2500+ VIEWS | 58 REACTIONS | 17 COMMENTS

# INSIGHT NEWSROOM & NARRATIVE | STEP 1: EDITORIALISING OUR CONTENT

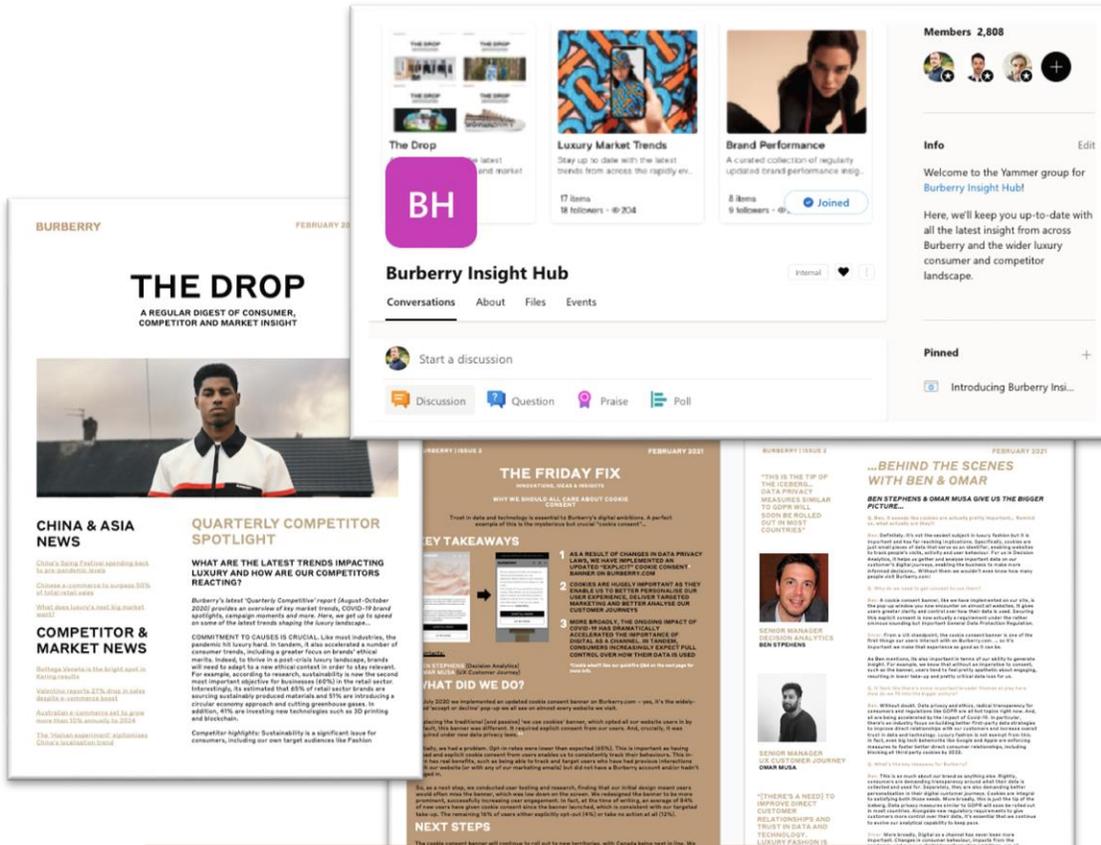


DRIVE ENGAGEMENT WITH OUR TIME POOR AUDIENCE BY MAKING OUR COMMS CLEAR, CONCISE AND CONSUMABLE

ENGAGE NEW STARTERS FROM DAY ONE BY PROVIDING THEM WITH A SNACKABLE INSIGHT NARRATIVE ACROSS KEY TOPICS

STANDARDISE INSIGHT STORYTELLING – ARM YOUR ANALYSTS WITH TEMPLATES

# INSIGHT NEWSROOM & NARRATIVE | STEP 2: ESTABLISH & INTEGRATE INSIGHT COMMS CHANNELS



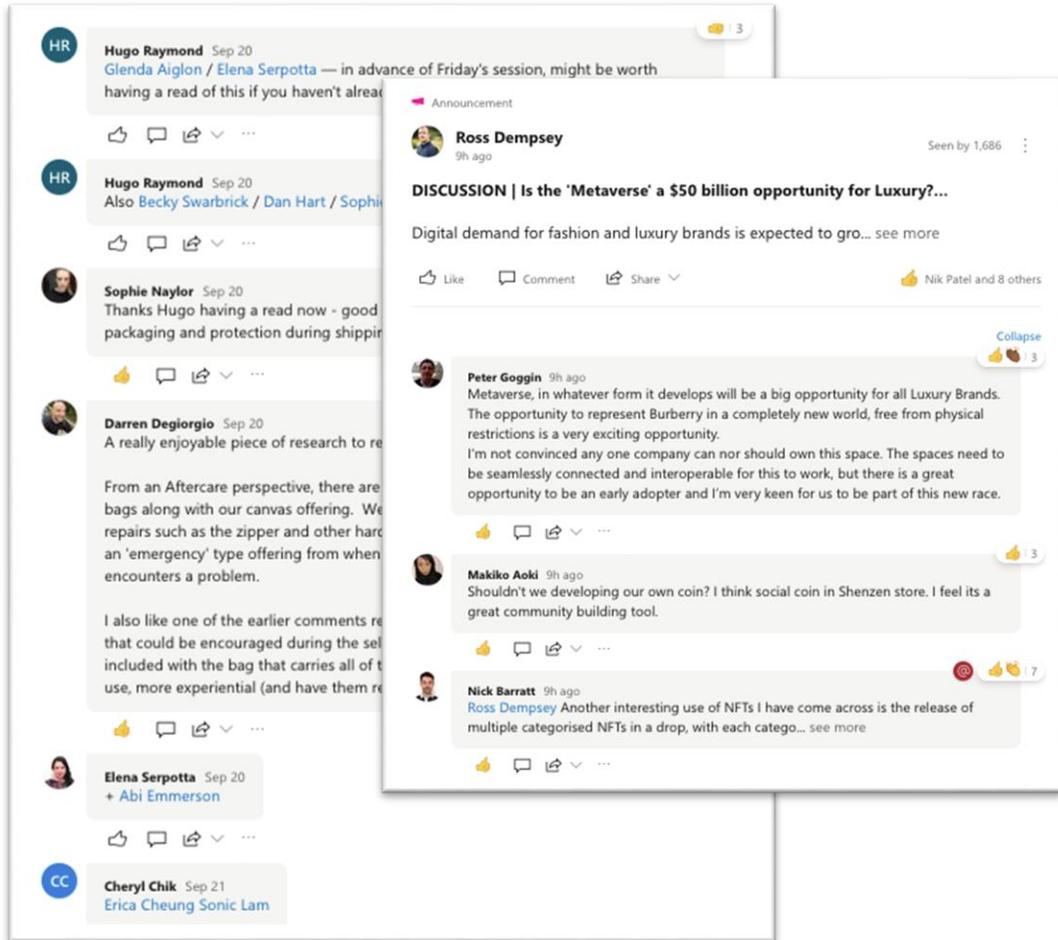
WE DISTRIBUTE & PROMOTE INSIGHT TO 3K+ BURBERRY DECISION MAKERS

ESTABLISHED INSIGHT COMMS CHANNELS & FLAGSHIP INSIGHT NEWSLETTER

ACTIVE YAMMER COMMUNITY

IN 3 MONTHS:  
33 INSIGHT PROMOS GENERATED A TOTAL OF 63,000 YAMMER IMPRESSIONS

# INSIGHT NEWSROOM & NARRATIVE | STEP 3: LEAD THE CONVERSATION



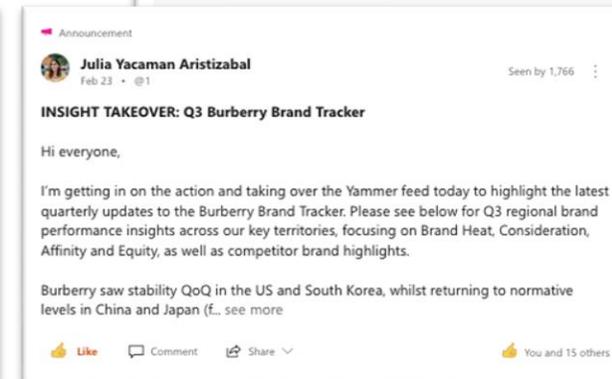
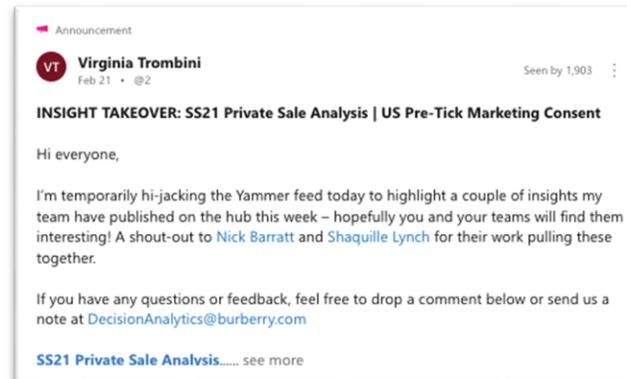
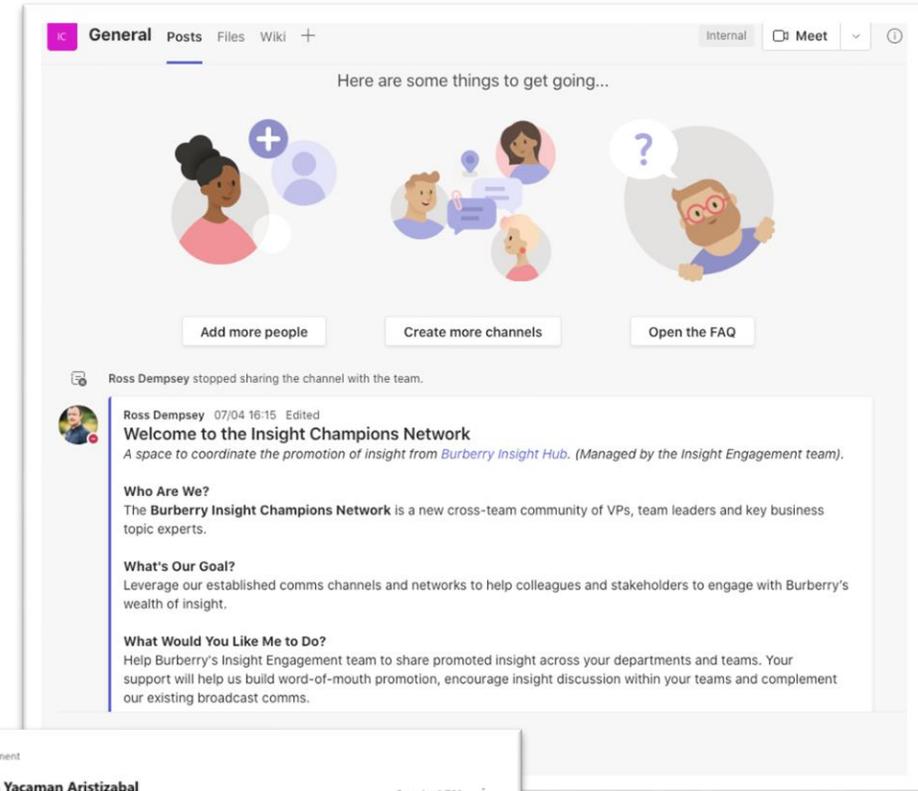
OUR INSIGHT COMMS CHANNELS FACILITATE A TWO-WAY CONVERSATION, BUILDING AN INSIGHT NARRATIVE FOR BURBERRY

# INSIGHT NEWSROOM & NARRATIVE | STEP 4: CONTINUALLY TEST & LEARN



## THE INSIDE LINE: SUSTAINABILITY

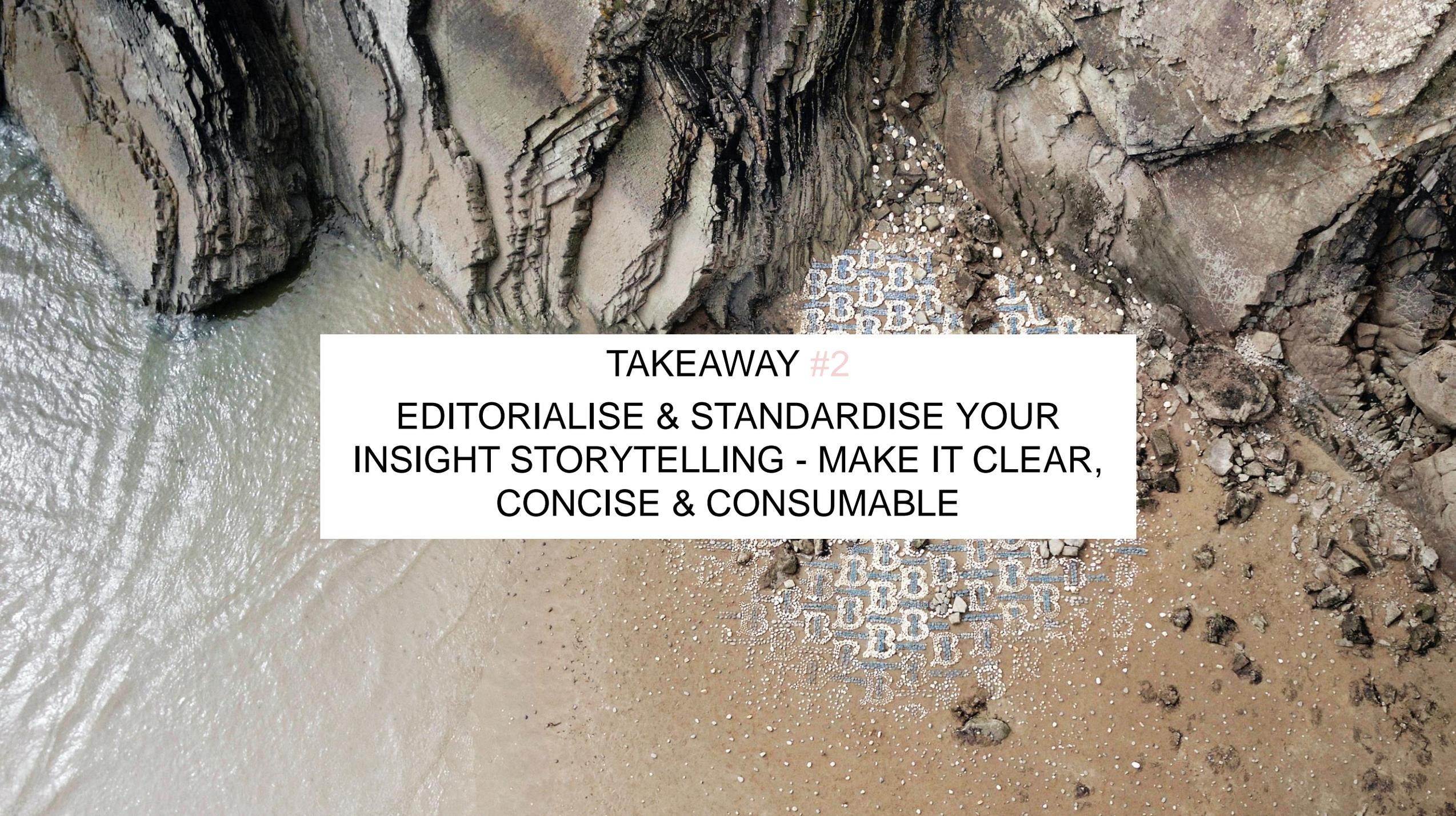
BURBERRY INSIGHT HUB





## TAKEAWAY #1

DEMOCRATISE ACCESS TO INSIGHT –  
EVERYTHING YOU KNOW ALL IN ONE PLACE

An aerial photograph of a river flowing through a narrow, rocky canyon. The water is a light, milky brown color. The canyon walls are composed of layered, greyish-brown rock. In the center of the river, there is a small island or a narrow section of the riverbed covered in light-colored pebbles and sand. A white rectangular text box is overlaid on the right side of the image, containing the text 'TAKEAWAY #2' and 'EDITORIALISE & STANDARDISE YOUR INSIGHT STORYTELLING - MAKE IT CLEAR, CONCISE & CONSUMABLE'.

TAKEAWAY #2

EDITORIALISE & STANDARDISE YOUR  
INSIGHT STORYTELLING - MAKE IT CLEAR,  
CONCISE & CONSUMABLE

An aerial photograph of a beach with waves crashing onto the shore. Several patterned umbrellas are scattered on the sand. A white rectangular box is overlaid on the center of the image, containing text.

### TAKEAWAY #3

INTEGRATE WITH NATIVE COMMS CHANNELS TO  
BUILD A LIVE NEWSROOM OF INSIGHT

An aerial photograph of the ocean with several kitesurfers. One kitesurfer is in the upper center, leaving a white wake. Another is in the lower left, also leaving a wake. A third is in the lower center. The kites are various colors and patterns: a solid blue one in the upper right, a brown patterned one in the center, and a blue and white patterned one in the lower center. A white rectangular text box is centered in the middle of the image.

## TAKEAWAY #4

BUILD A TWO-WAY CONVERSATION WITH YOUR  
INSIGHT COMMUNITY TO DEVELOP A SHARED  
INSIGHT NARRATIVE



QUESTIONS