



Building an Insight Newsroom & Narrative:

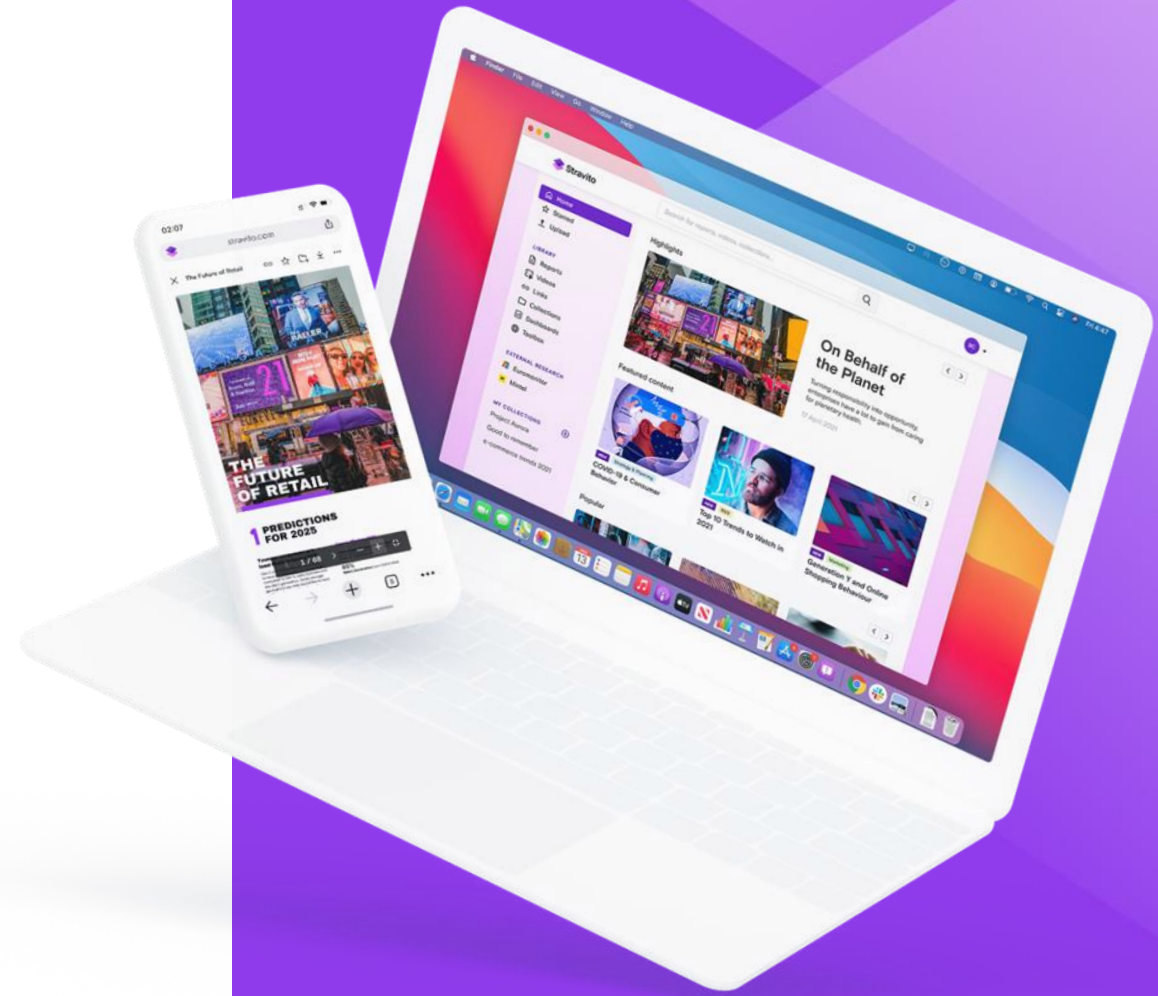
How Burberry is engaging its time-poor audience

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**

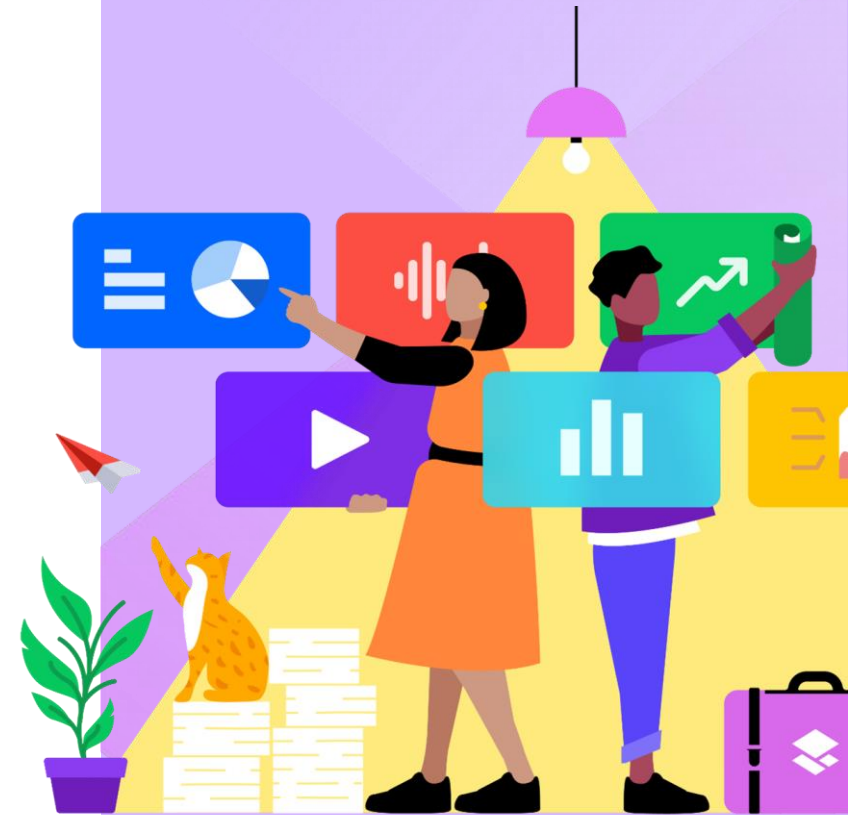
Because they're stored in various file drives across the org

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 beach with waves crashing onto the shore. Three Burberry umbrellas are open on the sand. One is dark blue with a white pattern, another is light blue with a white pattern, and the third is grey with a white pattern. The text 'BUILDING AN INSIGHT NEWSROOM & NARRATIVE' is overlaid in white capital letters.

BUILDING AN INSIGHT NEWSROOM & NARRATIVE

HOW BURBERRY IS ENGAGING ITS TIME-POOR AUDIENCE

The image is a composite. The left side is dominated by a large, stylized, blue and white pattern that resembles a complex knot or a series of interlocking loops. The right side shows a man in a black wetsuit and sunglasses water skiing on a blue board, creating a splash of white water. The background is a clear blue sky.

INSIGHT PLAYS A KEY ROLE AT BURBERRY



CHALLENGE #1
THE APPETITE FOR INSIGHT IS RAPIDLY
INCREASING



CHALLENGE #2
OUR STAKEHOLDER AUDIENCE IS
TIME-POOR

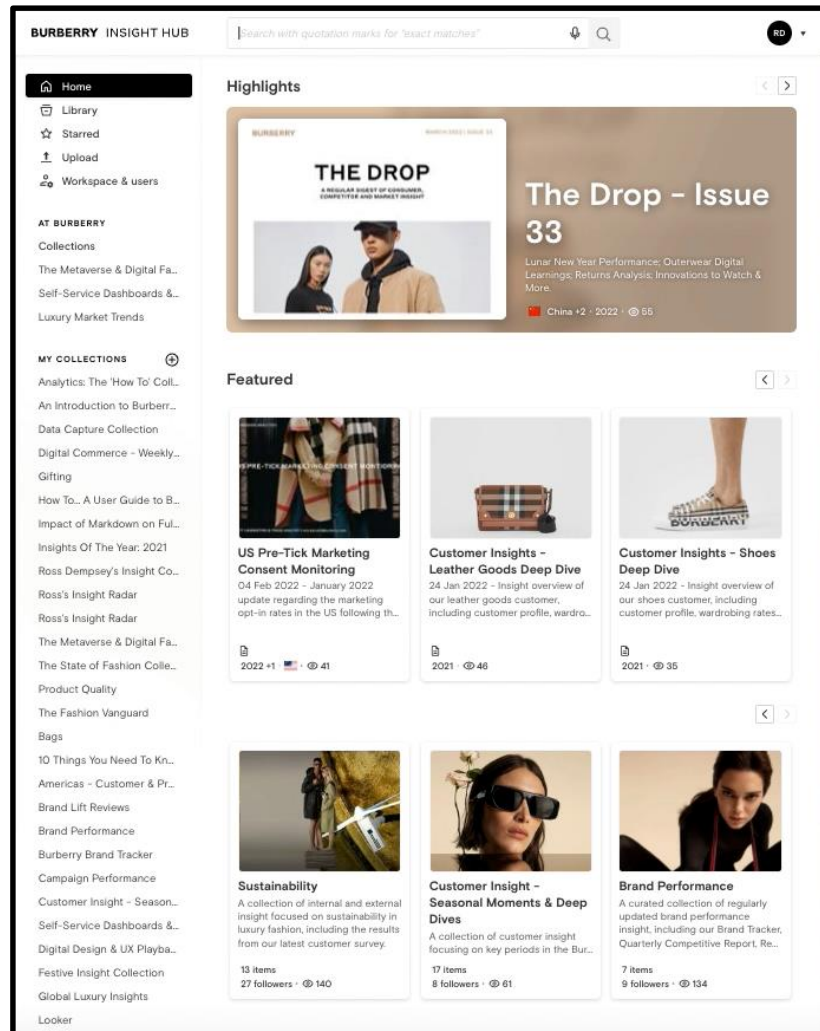


CHALLENGE #3

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

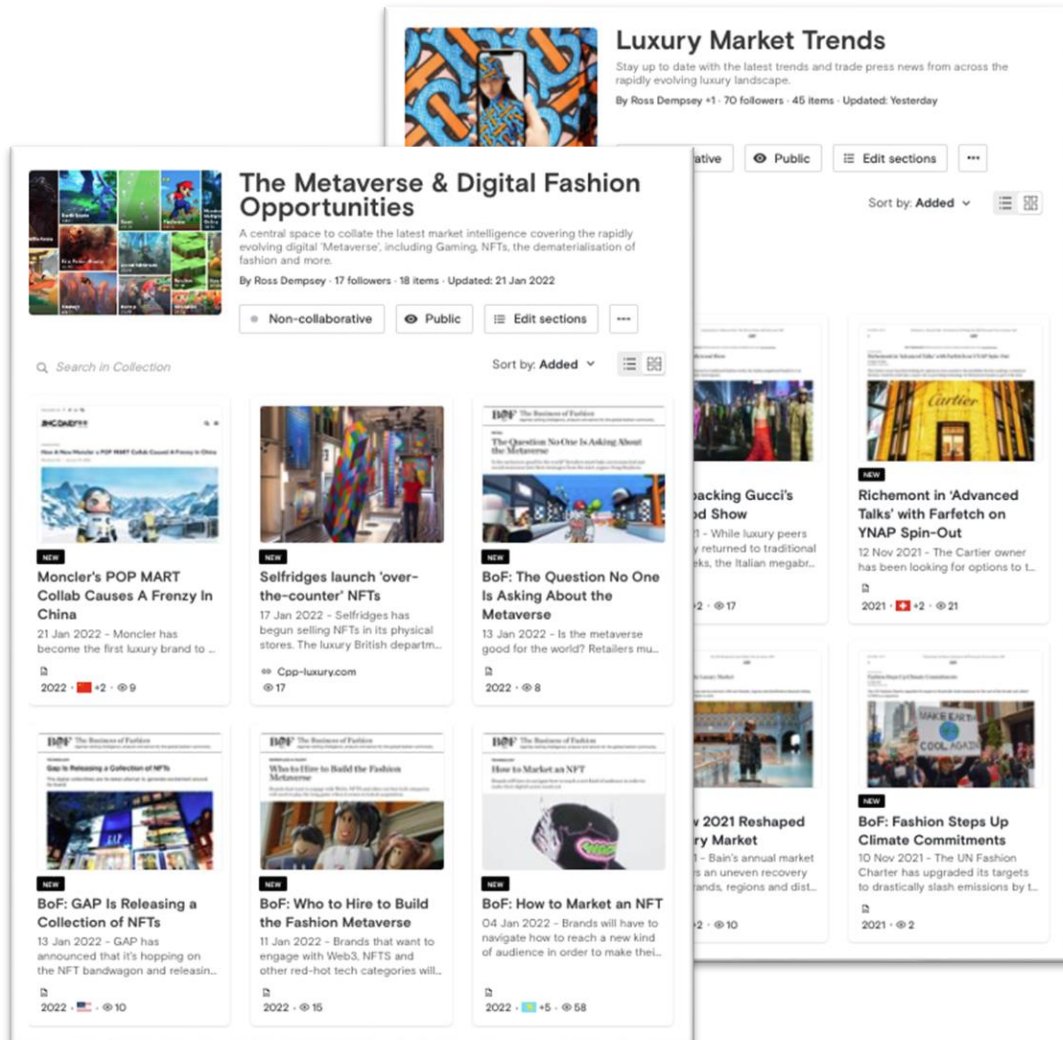
22 Oct 2021 - A regular digest of the latest consumer, competitor and market intelligence, including our snackable O2O overview, Gift...

📄 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.

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

BURBERRY INSIGHT HUB | EXCLUSIVE MARKET INTELLIGENCE

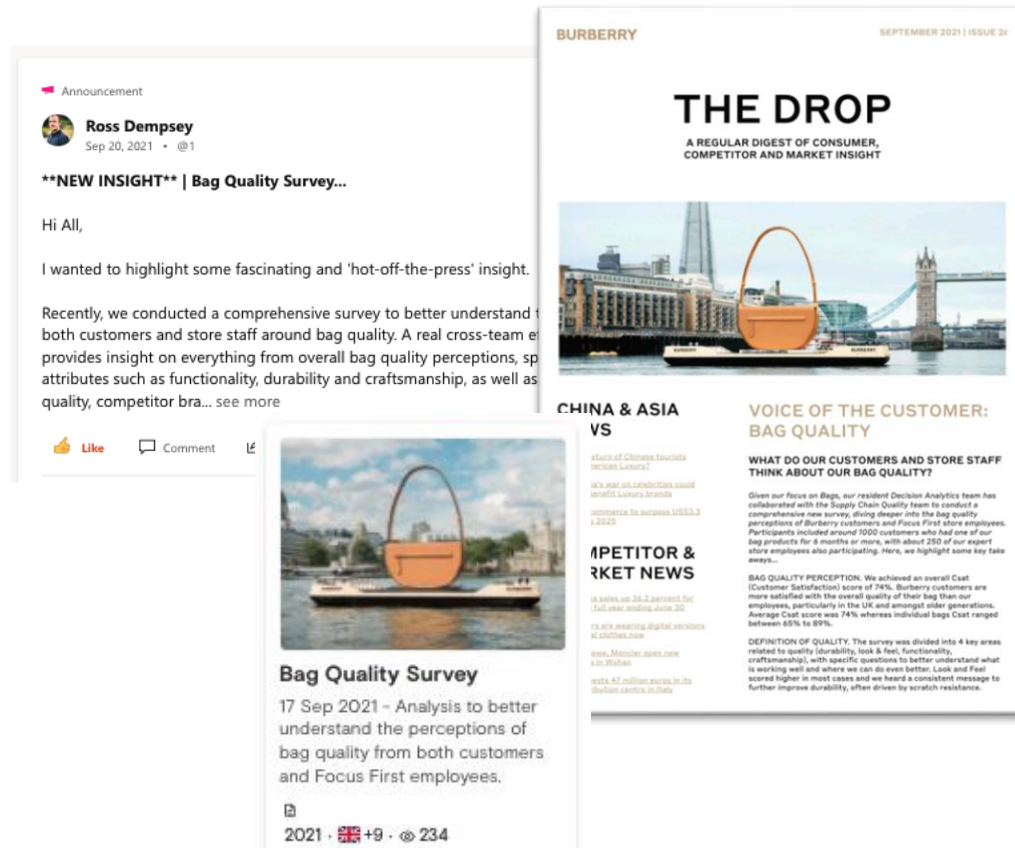


EXCLUSIVE BREAKING TRADE PRESS NEWS

FLAGSHIP MARKET INTELLIGENCE REPORTS

AN ARCHIVE OF EXTERNAL INSIGHT

INSIGHT NEWSROOM & NARRATIVE | BECOMING A BETTER LEARNING ORGANISATION



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

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

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...**

Hi All,

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

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

👍 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

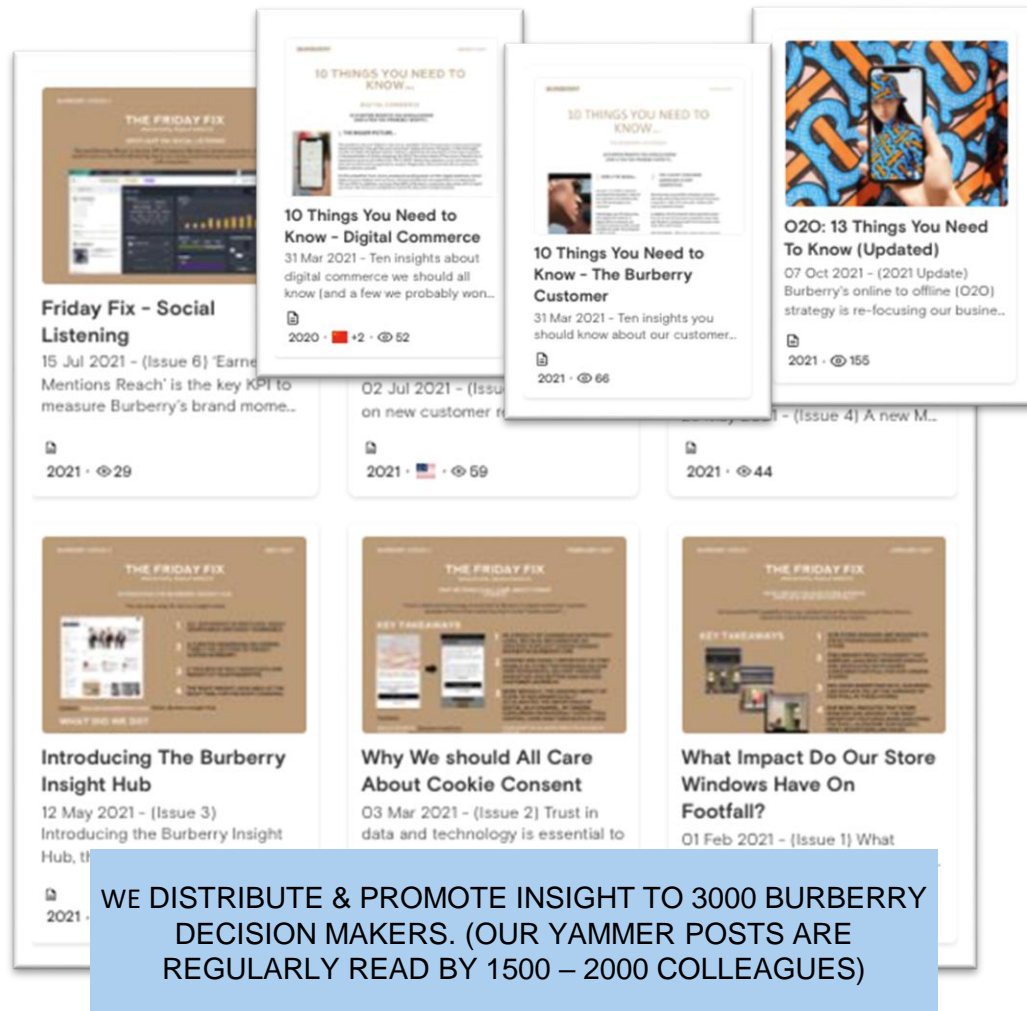
👍💬➦👇👤 ...

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

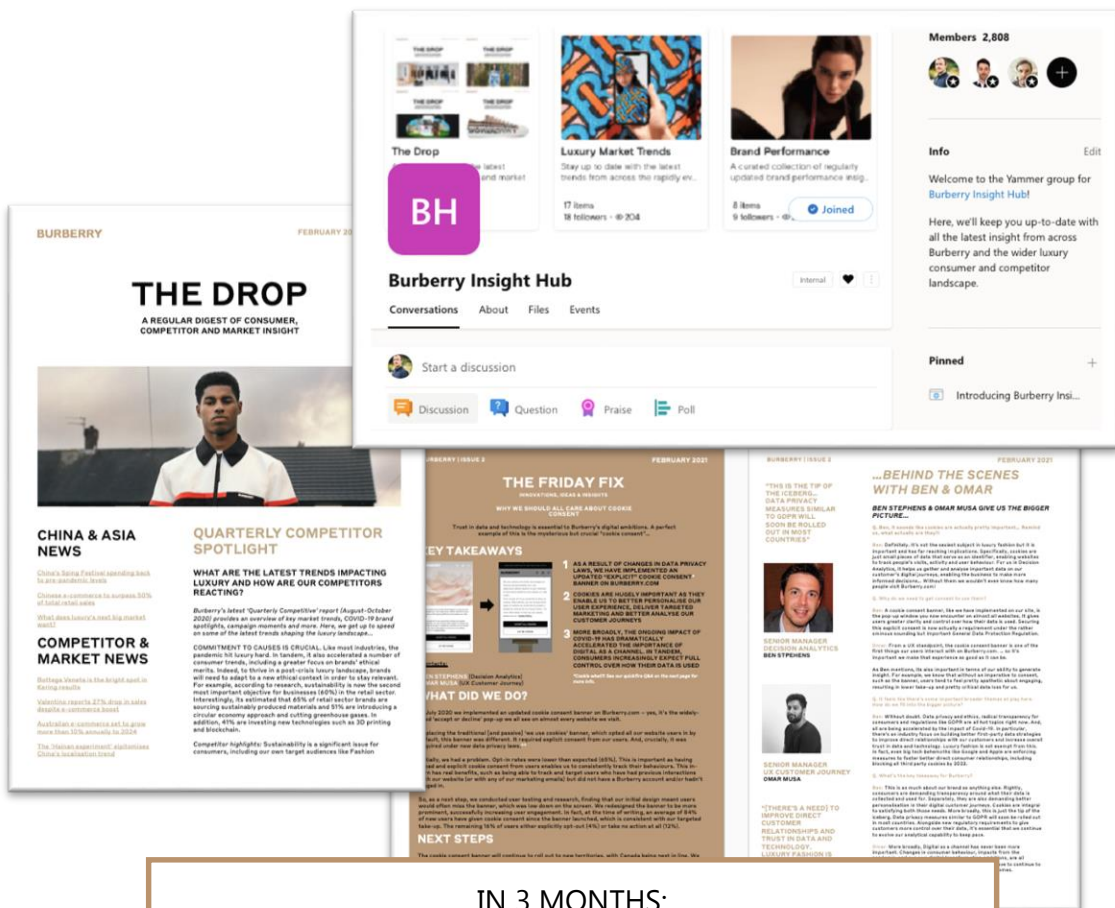


DRIVE ENGAGEMENT WITH OUR TIME POOR AUDIENCE BY MAKING OUR COMMS CLEAR, CONCISE AND CONSUMABLE

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

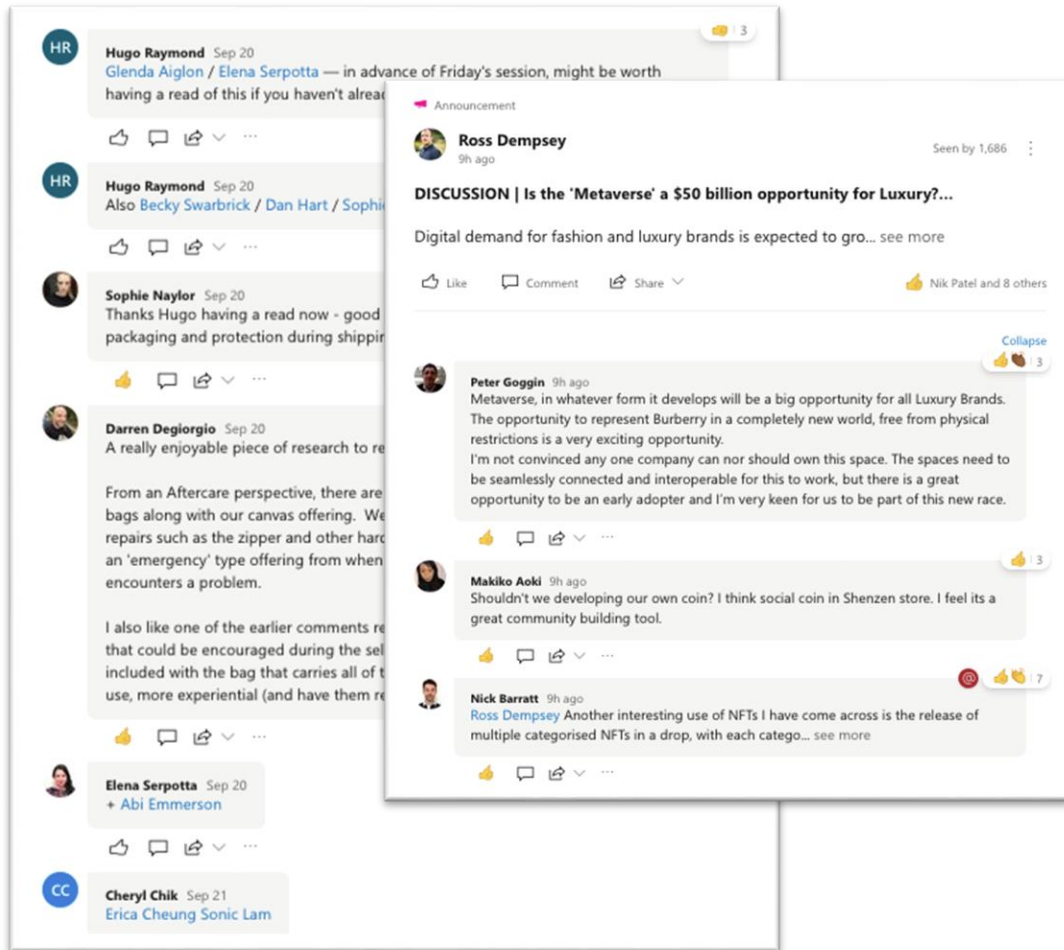
ESTABLISHED INSIGHT COMMS CHANNELS & FLAGSHIP
INSIGHT NEWSLETTER

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



Announcement

VT Virginia Trombini
Feb 21 • @2
Seen by 1,903

INSIGHT TAKEOVER: SS21 Private Sale Analysis | US Pre-Tick Marketing Consent

Hi everyone,

I'm temporarily hi-jacking the Yammer feed today to highlight a couple of insights my team have published on the hub this week – hopefully you and your teams will find them interesting! A shout-out to [Nick Barratt](#) and [Shaquille Lynch](#) for their work pulling these together.

If you have any questions or feedback, feel free to drop a comment below or send us a note at DecisionAnalytics@burberry.com

[SS21 Private Sale Analysis.....](#) see more

Announcement

Julia Yacaman Aristizabal
Feb 23 • @1
Seen by 1,766

INSIGHT TAKEOVER: Q3 Burberry Brand Tracker

Hi everyone,

I'm getting in on the action and taking over the Yammer feed today to highlight the latest quarterly updates to the Burberry Brand Tracker. Please see below for Q3 regional brand performance insights across our key territories, focusing on Brand Heat, Consideration, Affinity and Equity, as well as competitor brand highlights.

Burberry saw stability QoQ in the US and South Korea, whilst returning to normative levels in China and Japan (f... see more)

[Like](#) [Comment](#) [Share](#) You and 15 others

General Posts Files Wiki + Internal Meet

Here are some things to get going...

[Add more people](#) [Create more channels](#) [Open the FAQ](#)


Ross Dempsey stopped sharing the channel with the team.

Ross Dempsey 07/04 16:15 Edited
Welcome to the Insight Champions Network
A space to coordinate the promotion of insight from [Burberry Insight Hub](#). (Managed by the Insight Engagement team).

Who Are We?
The **Burberry Insight Champions Network** is a new cross-team community of VPs, team leaders and key business topic experts.

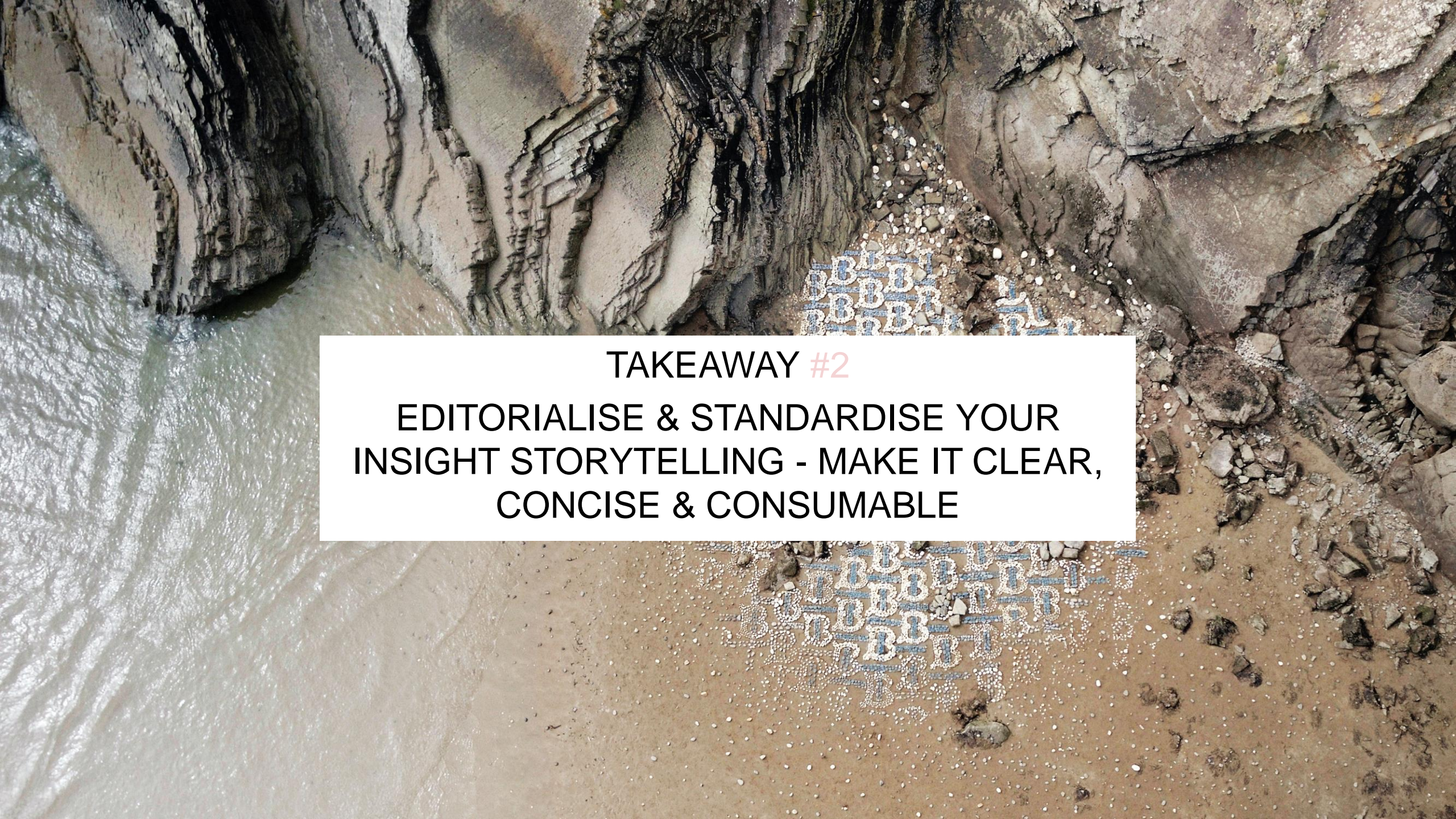
What's Our Goal?
Leverage our established comms channels and networks to help colleagues and stakeholders to engage with Burberry's wealth of insight.

What Would You Like Me to Do?
Help Burberry's Insight Engagement team to share promoted insight across your departments and teams. Your support will help us build word-of-mouth promotion, encourage insight discussion within your teams and complement our existing broadcast comms.



TAKEAWAY #1

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

An aerial photograph of a rugged coastline. On the left, the sea is a pale, milky green. To the right, a steep, layered rock face meets a sandy beach. The beach is covered in small, light-colored pebbles and larger, dark rocks. A white rectangular box is centered over the image, containing text.

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 large, patterned umbrellas are visible on the sand. One umbrella in the foreground is blue with a white geometric pattern. Another umbrella to the right is grey with a white geometric pattern. A third umbrella is partially visible on the left side of the frame.

TAKEAWAY #3

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

An aerial photograph of the ocean with several kitesurfers. A large white rectangular box is centered over the image, containing text. The kites are visible as curved shapes in the water, and the surfers are small figures leaving white wakes.

TAKEAWAY #4

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



QUESTIONS