DEEP HUMAN INSIGHT IN AN AUTOMATED WORLD

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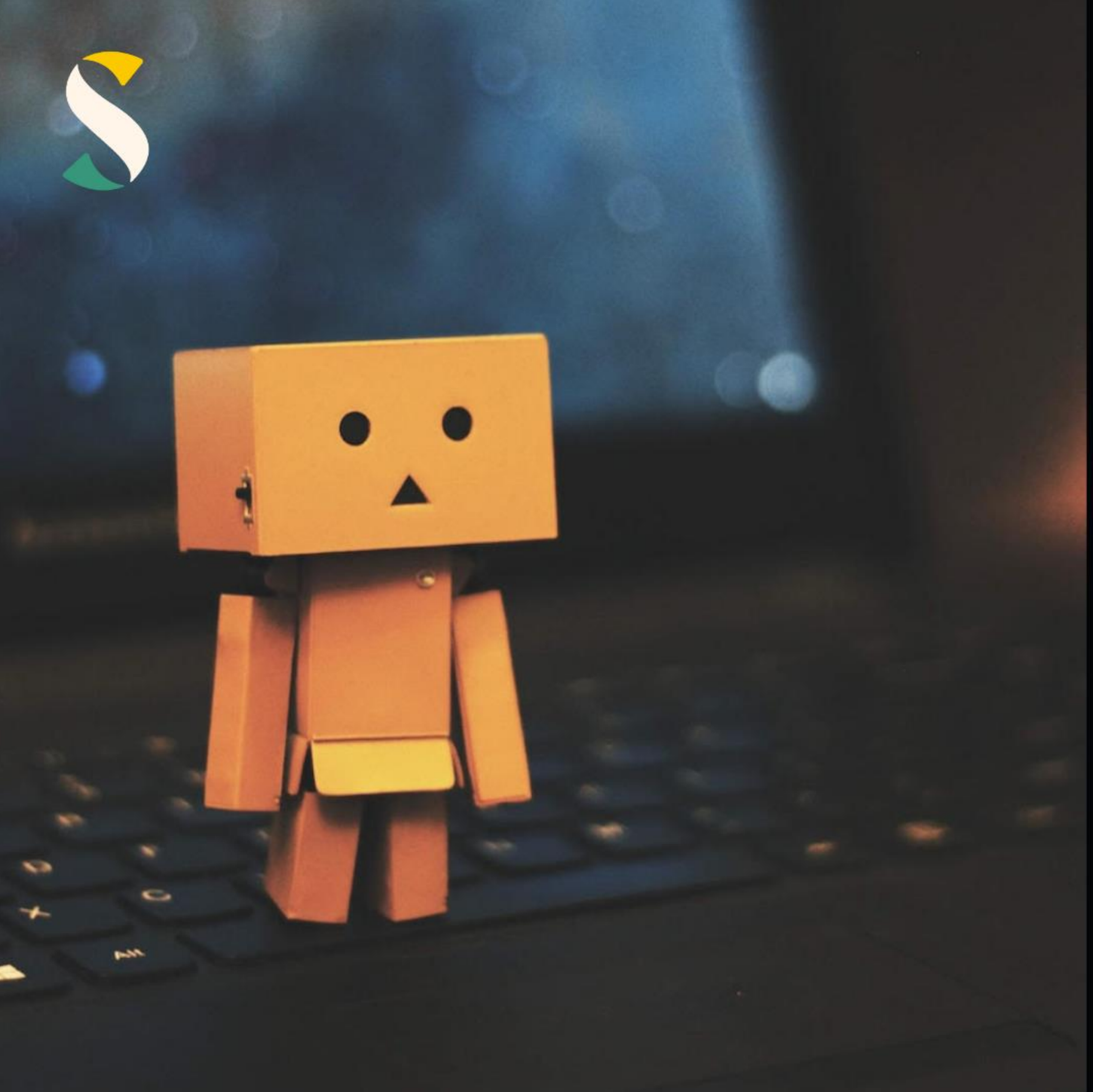
Syren
Intuitive, Immersive Insight

CVH
A Spirits Company



Back in 2017, Bill Gates was urging companies to slow down automation - he suggested imposing a 'robot tax'.

In our industry there has been no slowing down and there is certainly no robot tax - automation is cheaper.

"... you may sense my frustration. It stems from working in a discipline that fails to do the very basic things because of its continued obsession with Future Wank. While we play with meaningless toys and then waste even more time proclaiming their importance, the basic foundations of marketing are nowhere to be seen."

MARK RITSON

Back in the real world there are two factions forming, we shouldn't pitch one against the other in research, but be clear that ai-led tech has a supporting role and should never replace in-person connections

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There are so many interesting ways you can get data, the challenge is what you do with it. You need humans to interpret and make the link back to the brand.

The Scottish Leader Challenge: To transition from a traditional whisky brand to a brand fit for the modern whisky drinker in Taiwan

"It is cheap, docile, time-honoured"

Source: Syren Consumer Immersion Taiwan April 2023

What we did to bring the brand up to date, and build understanding with the local team

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Quant Segmentation: Challenged beliefs

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Ai to explore trends in Taiwan
Ai to explore what Fresh Perspective means to the Taiwanese consumer

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4 Stress Test with Consumers

2-day intense market immersion with trade visits, consumer hangouts, drinking immersions and download workshop with local team to harvest insights and the so what

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- Helped us to get out of a place on inertia and to move forward
- For the first time the brand has a lens of consumer-centricity rather than trade and opinion

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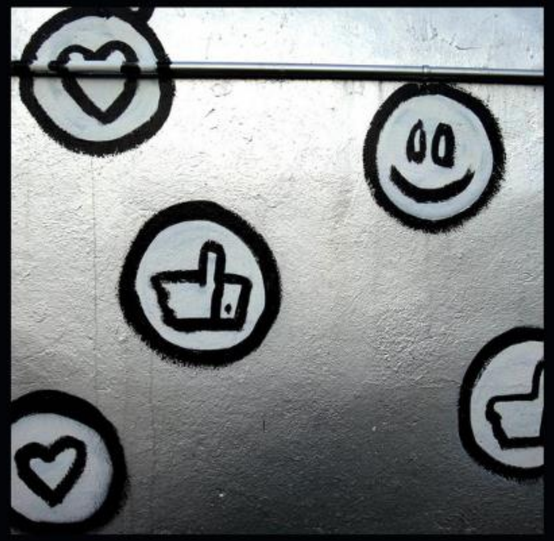

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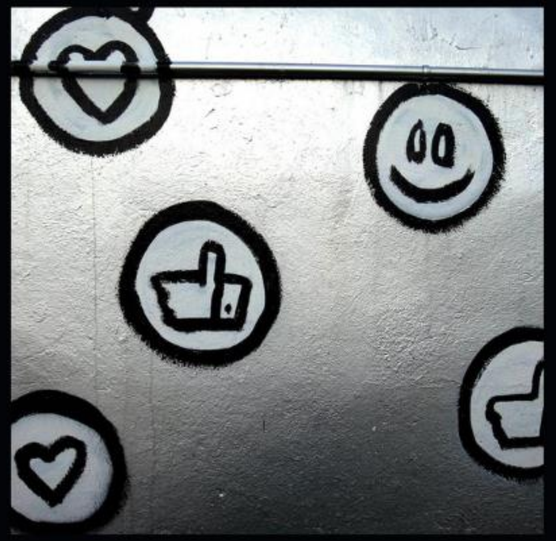

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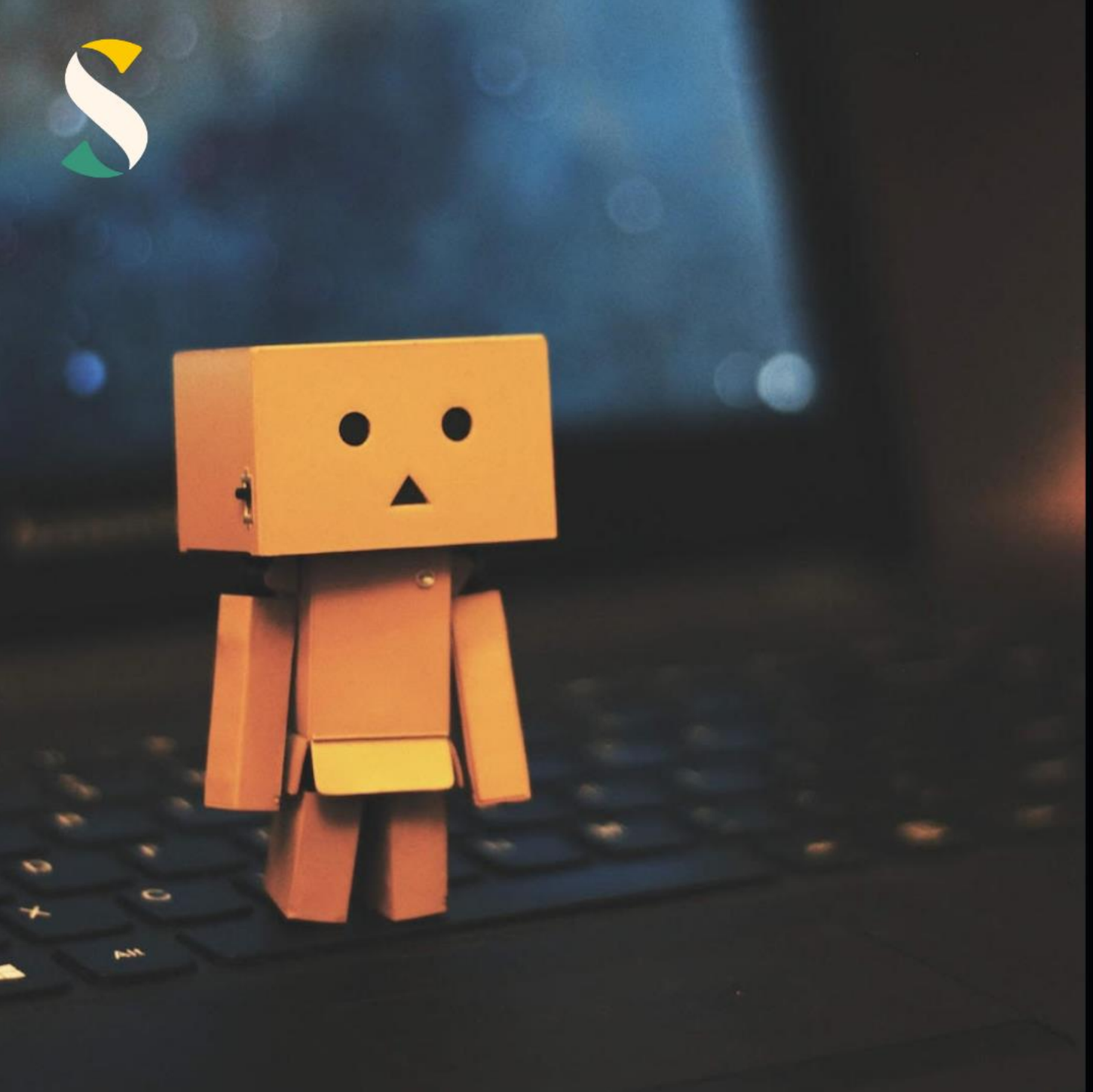
Knowing the question you are seeking to answer



Summary of Learnings

Be prepared to be flexible – approach each brief with a clean slate and don’t try and shoehorn in a shiny new tool

Use methodologies and tools wisely, know what they can do but also what their limitations are

Combine AI, automation and ChatGPT with humans, it is the humans that have the sensitivity and understanding to help land the so-what for the brand and business

"....Getting to know someone better we need time. Getting to know someone better doesn't happen in an interview format of we meet for a drink. You don't get to know someone, you get to know what they want you to know, they give you their bio, until I see them in multiple different scenarios I can't possibly truly know them...." **JAY SHETTY, THE HAPPY PLACE PODCAST**

“We as humans, seem to be capable of ignoring the plain facts in front of us. One of our superpowers is to interpret things using bias, emotion and wilfulness” **FI GLOVER, WRITING FOR THE TIMES**

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Q&A

COME AND SAY HI AT BOOTH #R MINI STAND

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