



The art of spectacle: driving buy in and action beyond narrative storytelling



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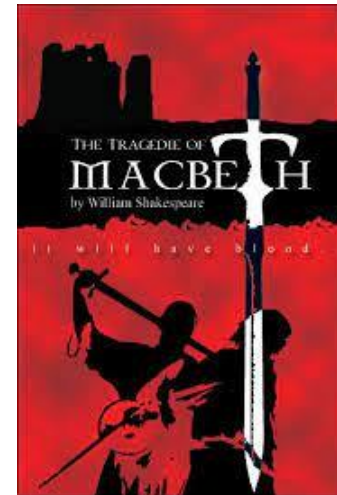
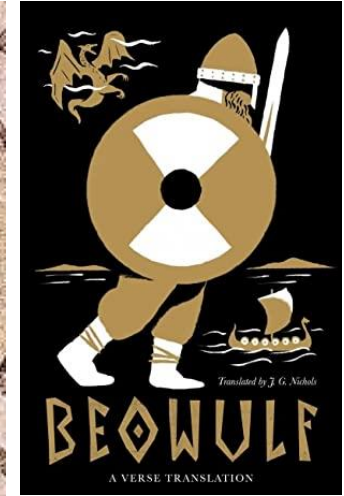


From time beyond measure, stories have been fundamental to civilisations; they both unite and divide us.

Think about the great stories you remember – the spectacular, passionate moments: love, hate, horror, fear...

...anticipation.

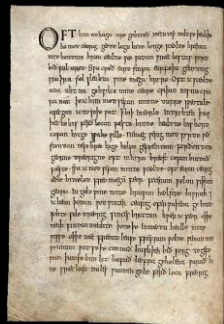
Contrasts.



But remembering a story isn't enough.

In our industry, stories need more than just remembering: they need to drive change – to drive action.

...and to do this, we need to make stakeholders feel something...



To make projects a success, you need to do 5 things:

- Hit objectives
- Hit budget
- Hit deadlines
- Hit logistical excellence
- Hit stakeholders so hard they have to act...



Q: What will you do to ensure stakeholder engagement?



A: That all depends on your stakeholder...





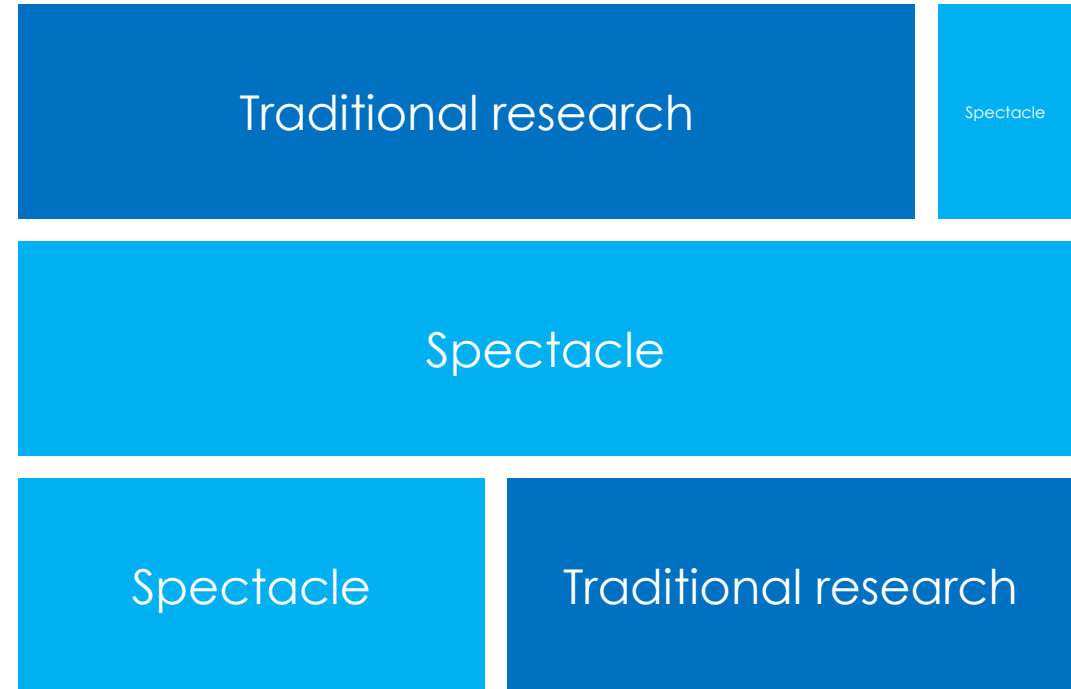
Stakeholders are
people...
and people are all
different



Q: What do you think your stakeholders will listen to? What do they believe in?

...and this becomes your starting point.

What methodologies will stakeholders believe in?



Everything has its place!



Today, we're focusing on
'the art of spectacle' –
imagining needs in a place
beyond stats or 'talking
heads' video edits.

We're designing
methodologies and output
to focus equally on insight
and impact...



Sometimes, it's about product...



Imagine you needed to prove fragrance superiority ...

Qual? Quant?

Spectacle?



Spray 15 people with different fragrances and send them into a room.

- Blindfold a premium fragrance lover...and send them in too.
- Who are they drawn to?

Blindfold a laundry fragrance lover and lead them into a bare room.

- Smell a blanket washed in your fabric conditioner...
- Get them to describe the room (*great for food too!*)

Play grandmother's footsteps...

- Blindfold someone (*we do this a lot!*)
- Place your air freshener in the middle of a room
- Get them to stop when they first smell it





Observation is wonderful way to learn about product ergonomics and functionality...

..but imagine a series of overlapping, colourful hand prints on a tin, a bottle, a bag, a piece of furniture, a phone, a car cockpit...

Fundamentally, you're delivering real world heat maps.



Imagine you need to get stakeholders to invest more heavily in new security systems for a car, a phone, a router...

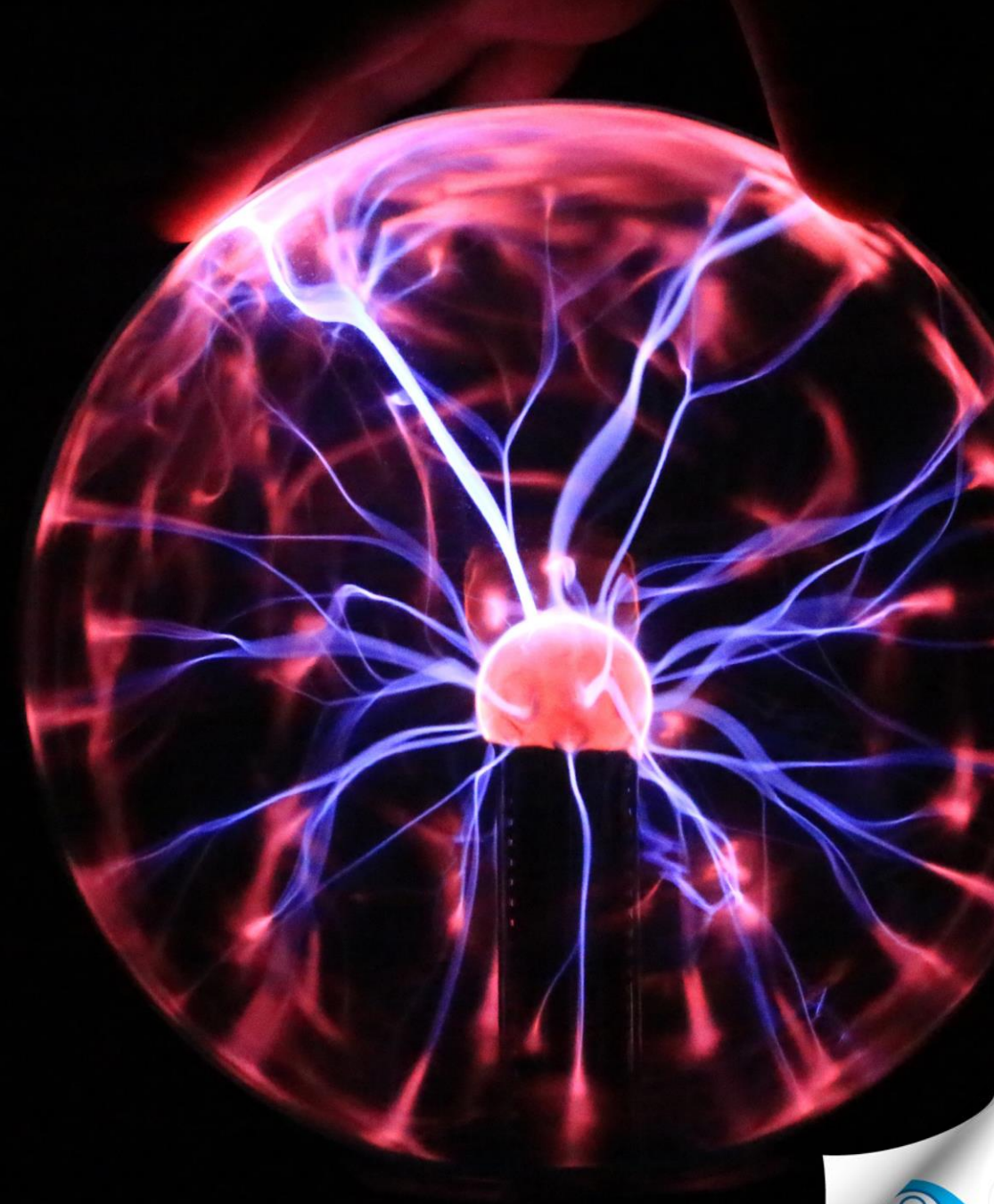
Who do you ask to feedback on your designs? The end users who are fearful of security breaches...

...or those responsible for breaching them in the first place?



How would you demonstrate that a new material is so fine, it feels like there is nothing there...

Your fieldwork becomes a science class...





"NO!
Try not!
DO or DO NOT,
There is no try!"

Actions speak louder than words. Actions are absolutes.

Fill a room full of stimulus and see what people go for! Smells, flavours, textures, materials, colours, formats...

And dump it on the table in the debrief!



Give 20 people 3 products each: yours, and 2 competitor products.

One they can keep.
One they can gift to a friend.
One they can bin.

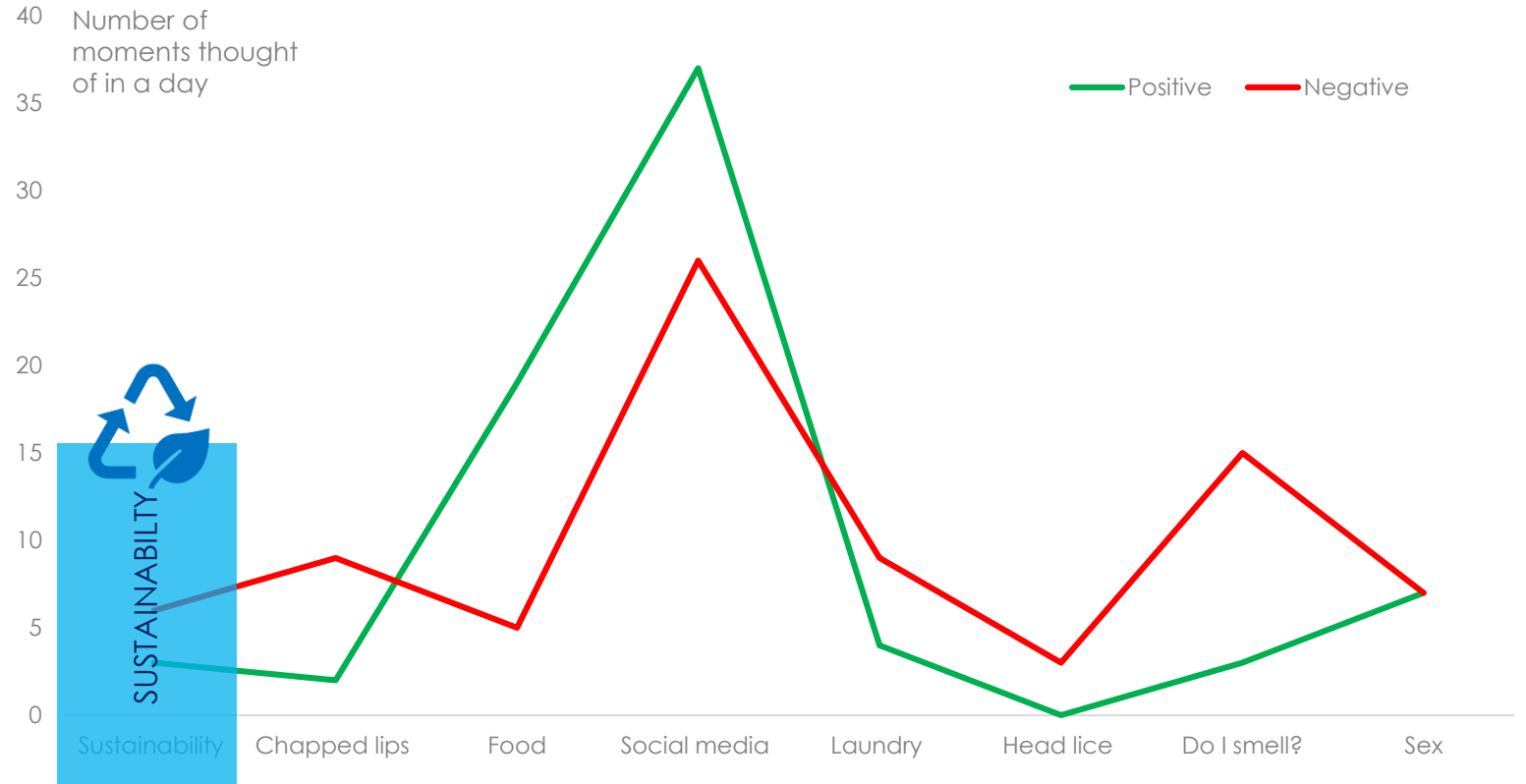
Brutal.



Sometimes, it's about putting things into perspective...



We're people, not just consumers; frame your category in relation to the real world...



Invest £300 on LED battery powered lights...

Line them up.

- Give consumers a question: when purchasing xyz, how important is...
- Set 1: 100 lights: longevity
- Set 2: matches paintwork
- Set 3: is from sustainability certified sources

(...or you can play a game of 'no likey no lighty'!



Sometimes, it's about empathy...





Need stakeholders to go beyond 'sympathy' for different demographics?
Need to make them do something about the lack of inclusivity?

Let them experience what it's like to feel different: have a coffee in a demographically opposite area...





Want to really understand a
psychographic segmentation?

Recruit a consumer group into
an escape room...

...and if you're feeling brave,
send your stakeholders in with
them!



We're so used to seeing
PowerPoints and videos
– static and moving
words and images - that
we forget to truly listen,
and to truly feel.

Turn off the lights.

Draw the blinds.

Play the audio only.

Experience real world
emotion through another
sensory dimension.



Think of the emotion you want them to associate with your key insight – and debrief in a place that encapsulates that feeling.



You can dial 'spectacle' up and down...flexing to budgets, time constraints, safety constraints and stakeholder needs, but there are a few key elements to keep top of mind...

Think.

Does your methodology:

- Show the 'how', not just the 'what' and 'so what'?
- Deliver contrast
- Build anticipation
- Deliver scientific evidence



We don't do market research for the sake of it; we do it to find competitive edges that deliver real world wins.

Use the art of spectacle to make sure we land the messages that make those wins happen.

Remember it: feel it: believe it > be inspired by it > DO IT!





blueyonder
Innovation in Insight



Let's talk!

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