



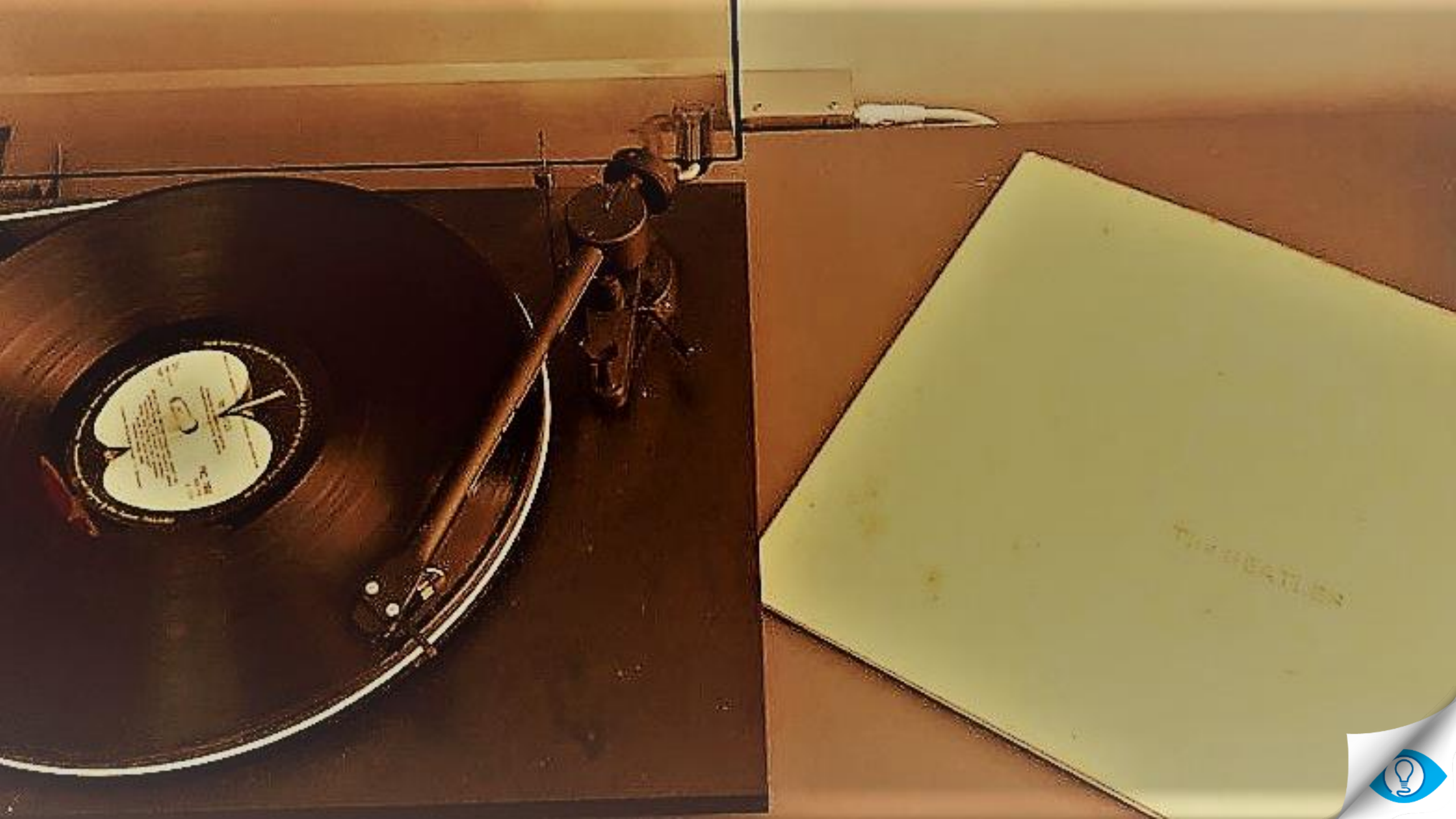
blueyonder

Innovation in Insight

Moving into Moments







“

There are no consumers, just people and moments

”

Stan Sthanunathan, Unilever EVP CMI

Via Emmet O Briain, Quiddity

Corporate Constraints, the Dehumanisation Of Research & Insight and Some Thoughts on

“

Literally every time I read a strategy deck from a creative agency these days it's like the author has never lived in the real world

”

Tom Goodwin, Head of Futures and Insight , Publicis Twitter

@Tomgoodwin



We all know that the majority of human experience still happens here, in the real world.

Beautiful...

If only you could measure them...



“

*I need to truly
understand the value
of a fragrance
moment; be it good or
bad*

”



Stan Knoops

Global head, Insight, IFF



In the moment was full of white spaces...

In Moment

Emotion /
System 1

Attitudes /
Behaviour

Neuroscience



Diary apps

Effortful

Liking scales / 'JAR' scales



Wrist bands / pulse based
metrics

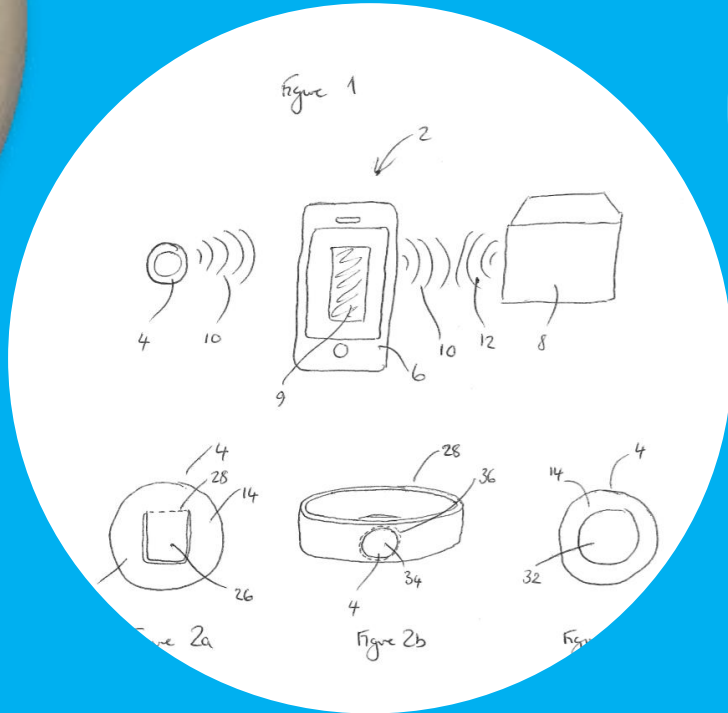


Social Media/ Listening /
Digital Behavioural



Strong bias





...So we hit the lab

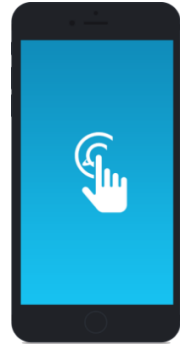


Button



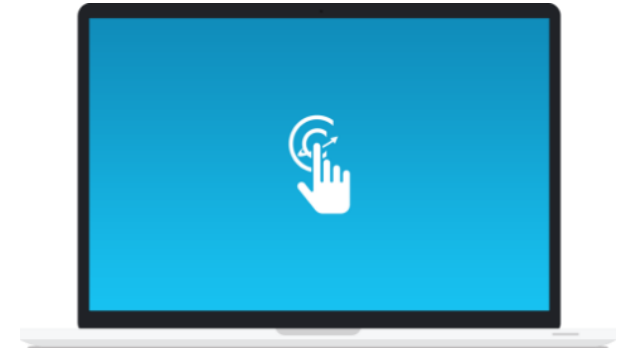
One Click = Measure 1
Two Clicks = Measure 2
GPS enabled

App



The app receives data and
combines with demographic and
smartphone metrics

Dashboard



A bespoke client dashboard
displays live data



Clickscape captures sensorial, emotional or behavioural feedback as it happens, in the real world

15X



more sensitive than diary feedback apps.



Click every time you notice a fragrance.

Click **once** if it's a positive experience,
twice if it's negative.



People enjoyed more
fragrance with the new tech

+23%

201 positive moments per day vs. 163 negative



There were fewer negative
fragrance moments with the new
tech

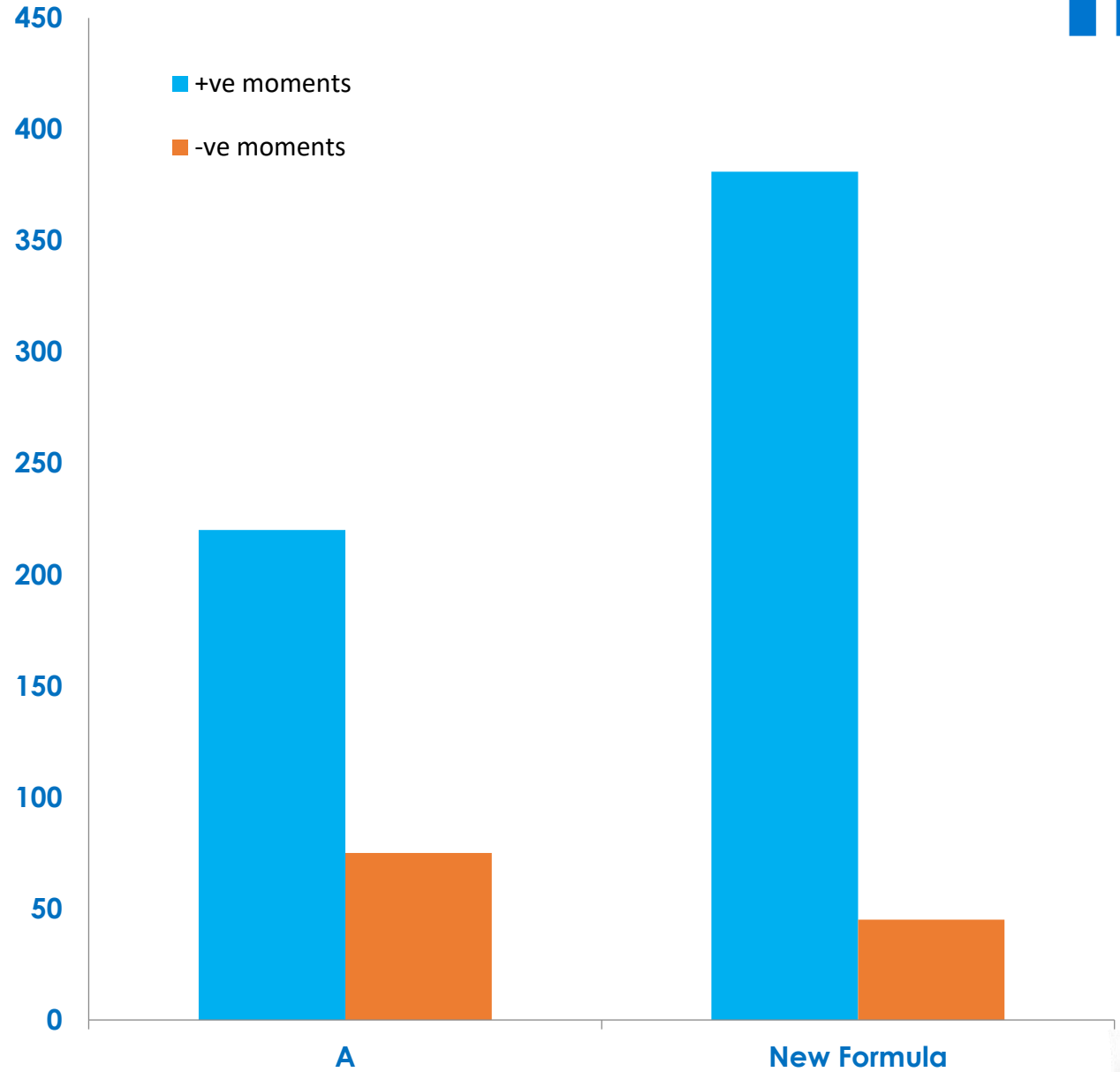
35%

fewer



IFF has a completely new metric. Frequency of noticing fragrance.

A new KPI, based on instinctive real world observations that gives a far better predictor of sales





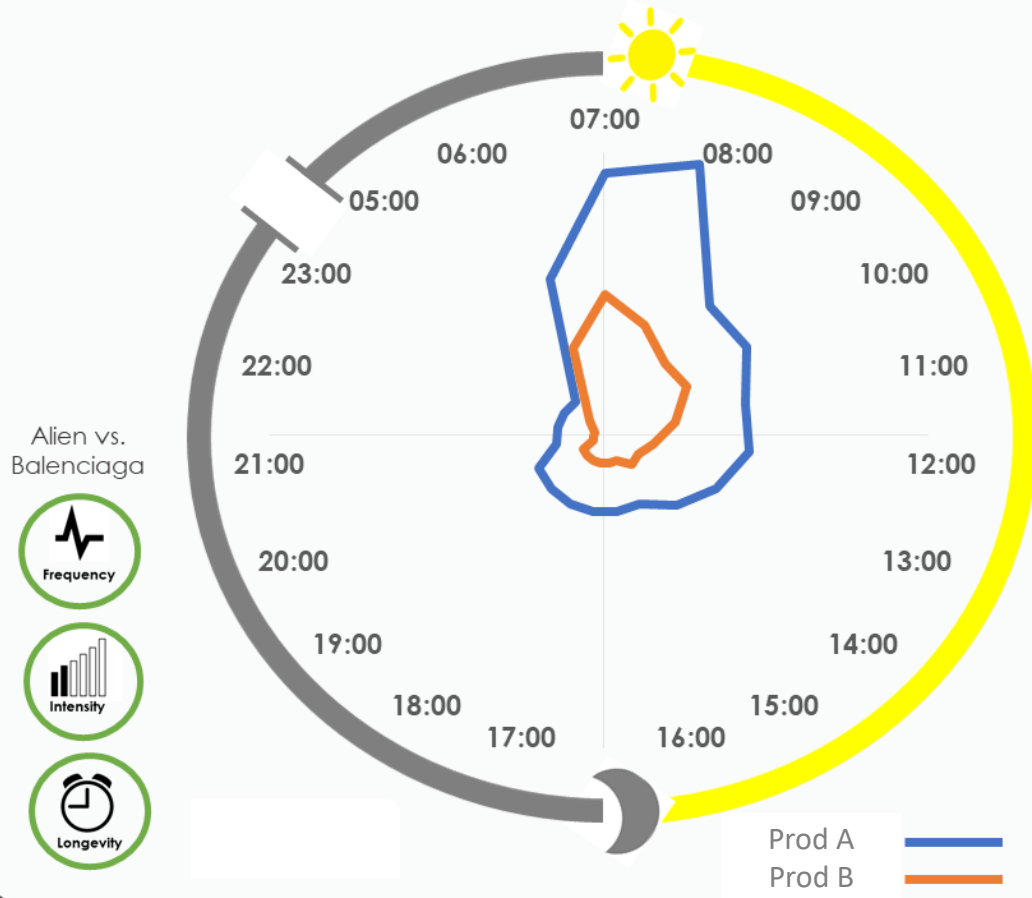
“

*It's a refrigerator insight:
We opened the door
and a light came on*

”

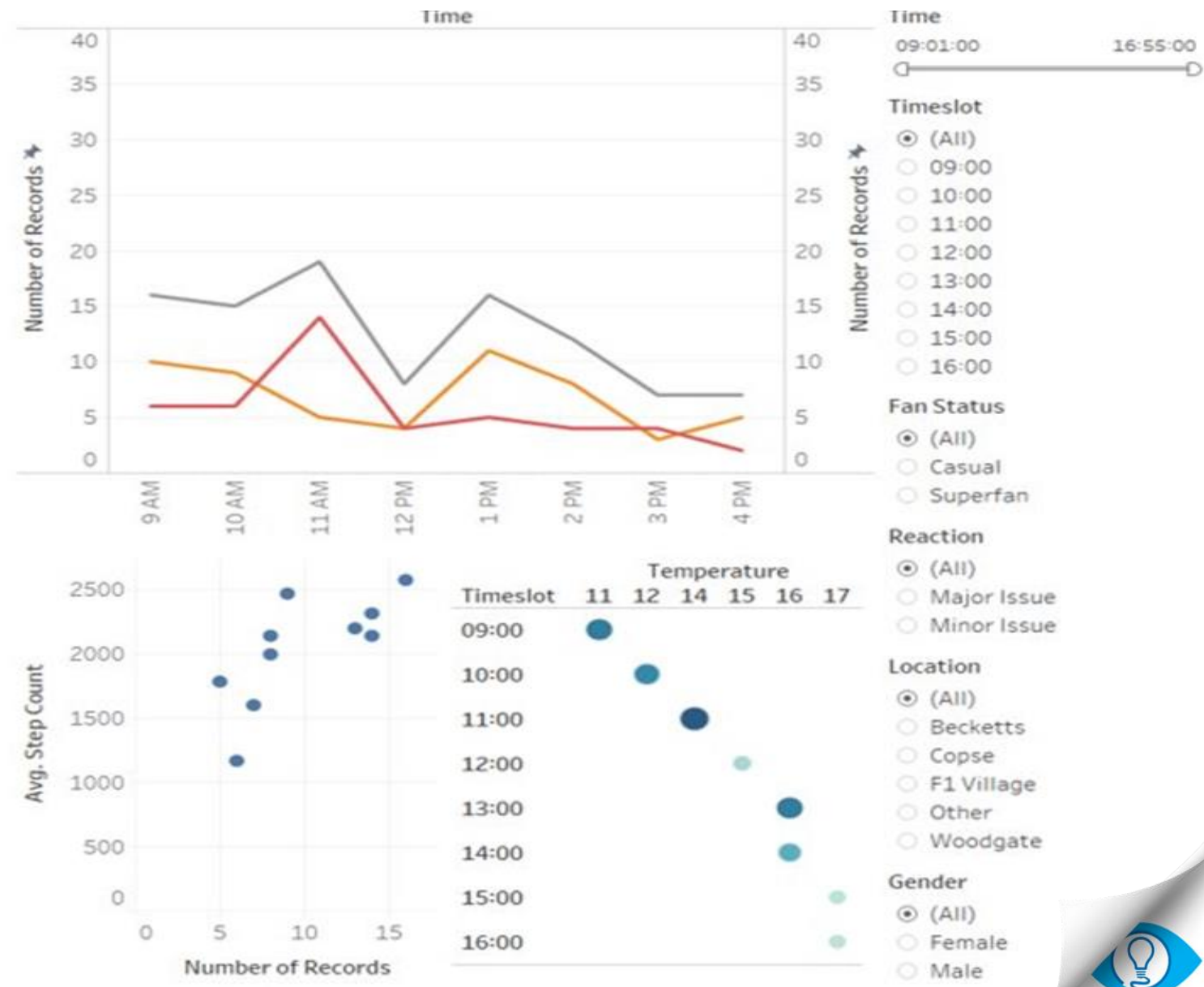


Mental Availability: Fragrance Frequency over time



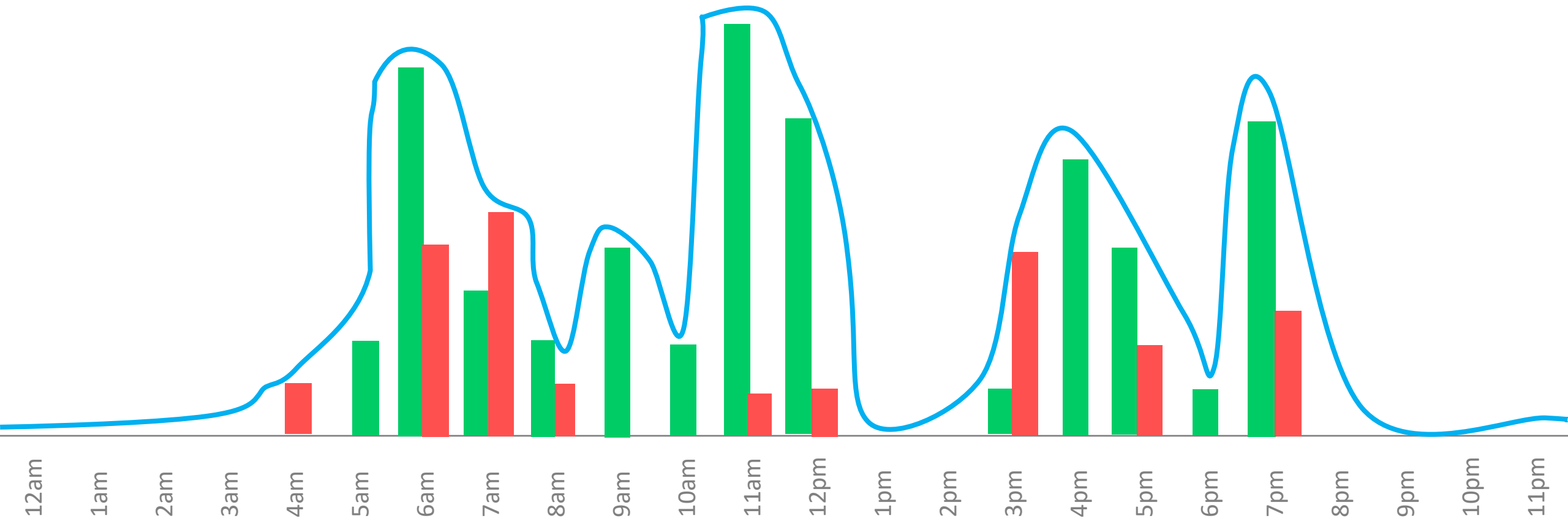
We then realized, that although it's two clicks, we've actually created a new diagnostic tool kit.





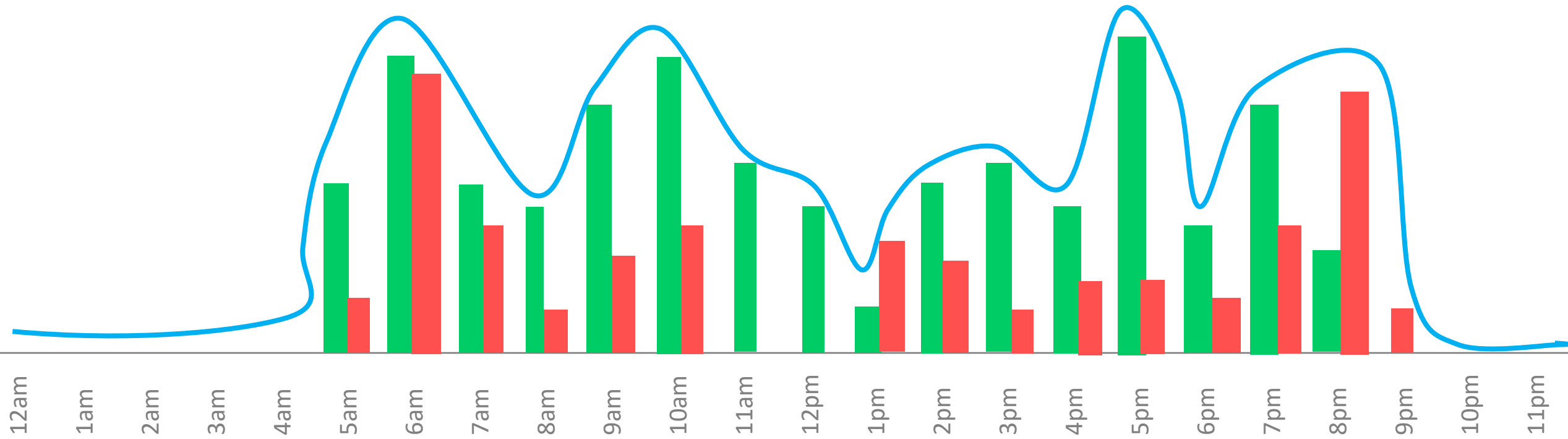
Checking Reflection

Positive Negative Total



Ad Awareness

Liked Not Liked Overall



-  Innovation Development
-  Brand and Communications measurement
-  Health Care and symptom tracking
-  Logistics / City / Road Networks flow
-  CX/UX Moments of truth
-  Employee Satisfaction
-  Sports entertainment / Live TV feedback
-  Media / Politics reach and response

“

The power of
click...**Anywhere** we
need to understand a
moment, in the
moment...

”







blueeyond

Innovation in Insight



Richard Heath | Managing Director

T: 07508 715 457

E: richard@blueeyond.agency

W: www.blueeyond.agency



Hannah Rogers | Client Lead

T: 0113 2044 024 E: hannah@blueeyond.agency W: www.blueeyond.agency

