

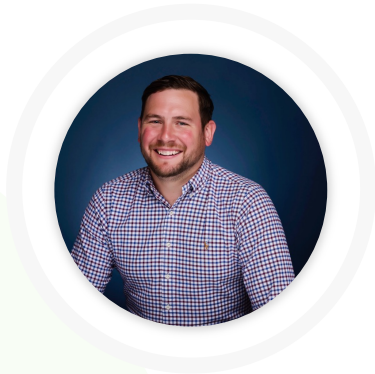


Run PROGRAMS,
not PROJECTS,
to really make an impact

Today's agenda

James Cuthbertson

Chief Revenue Officer
Relative Insight



Scott Madden

Senior Partner,
Chief Strategy Officer
Connelly Partners

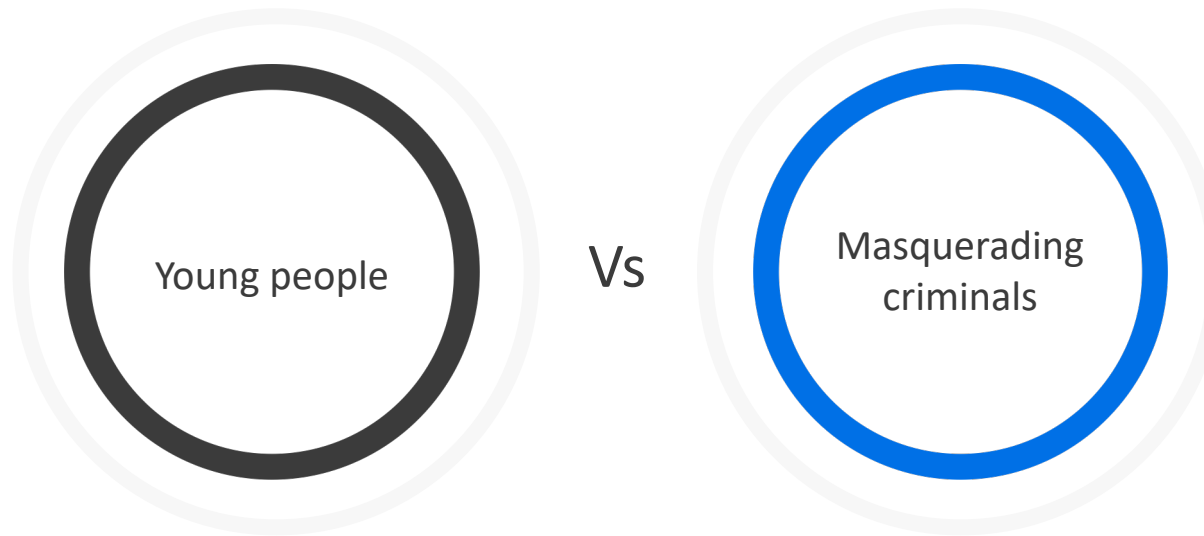


Q&A

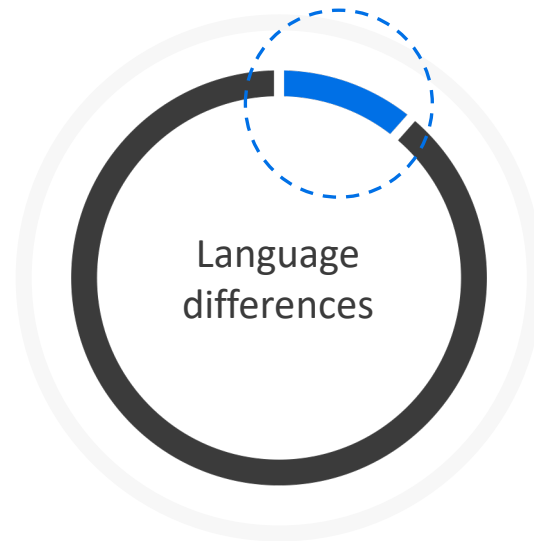
from the floor



Relative Insight originated in law enforcement, where we compared text data to detect criminals online



Through identifying differences, our tool could see where someone wasn't a 14-year-old girl, but was a 40-year-old man



This technique was applied to the business world

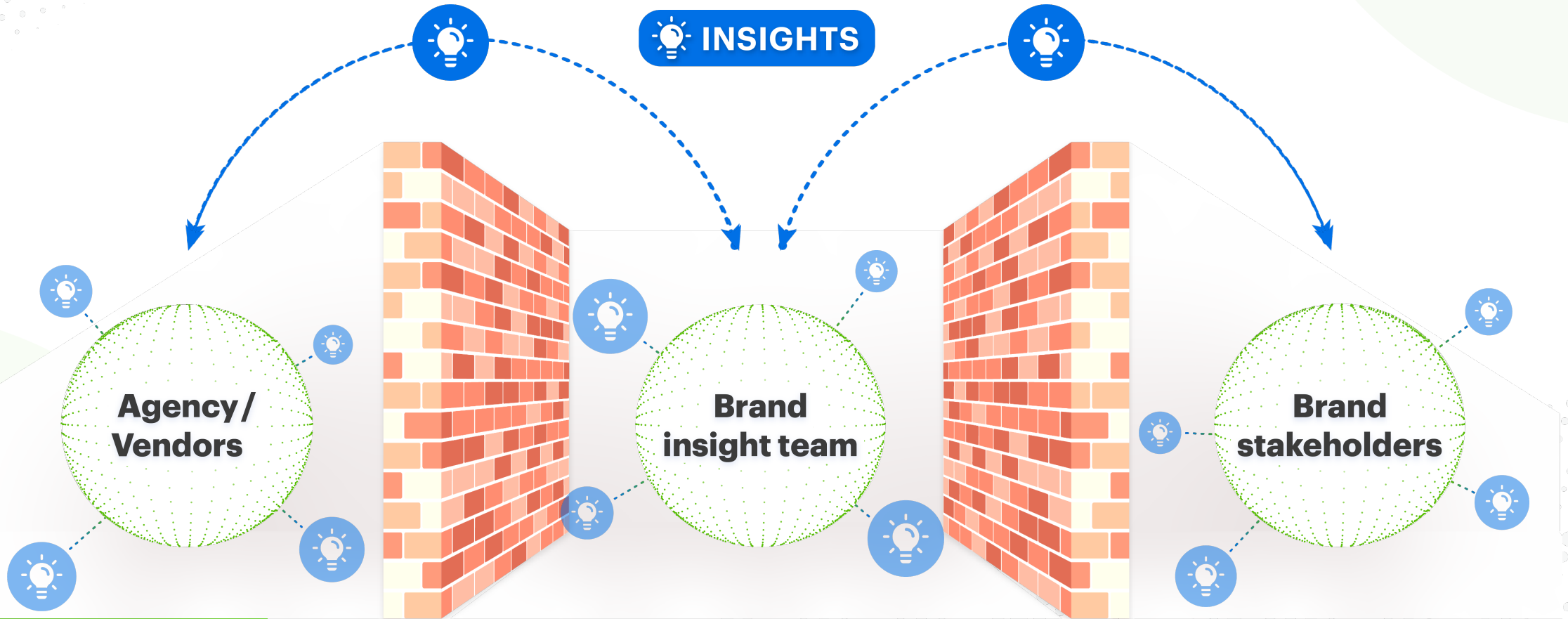


**Consumer
Analytics**



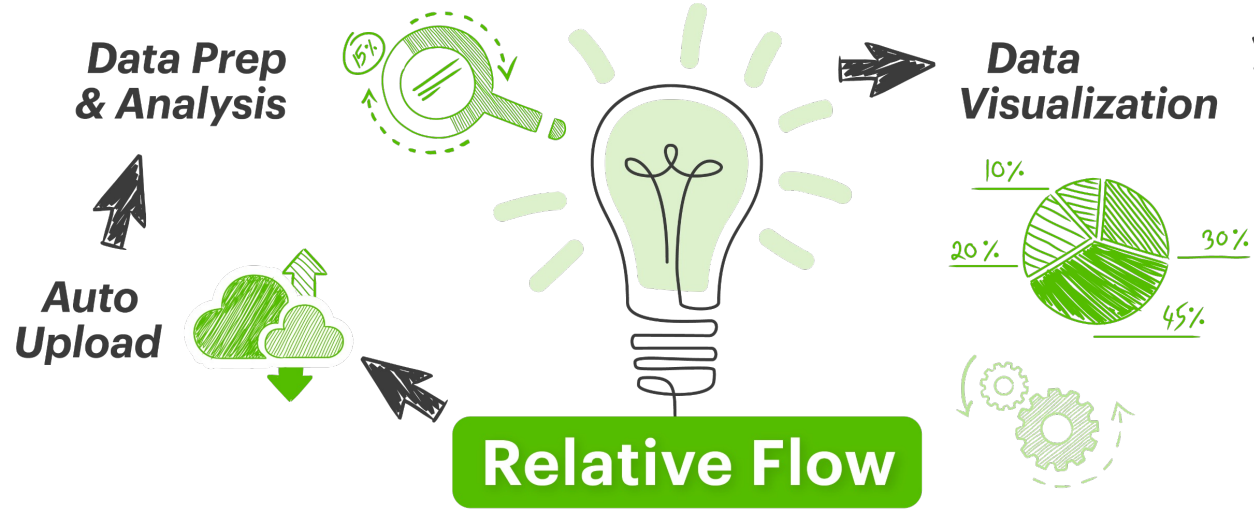
**Customer
Experience**

The ad-hoc project model is broken



Turn your projects into programs

INPUT
CUSTOMER
DATA

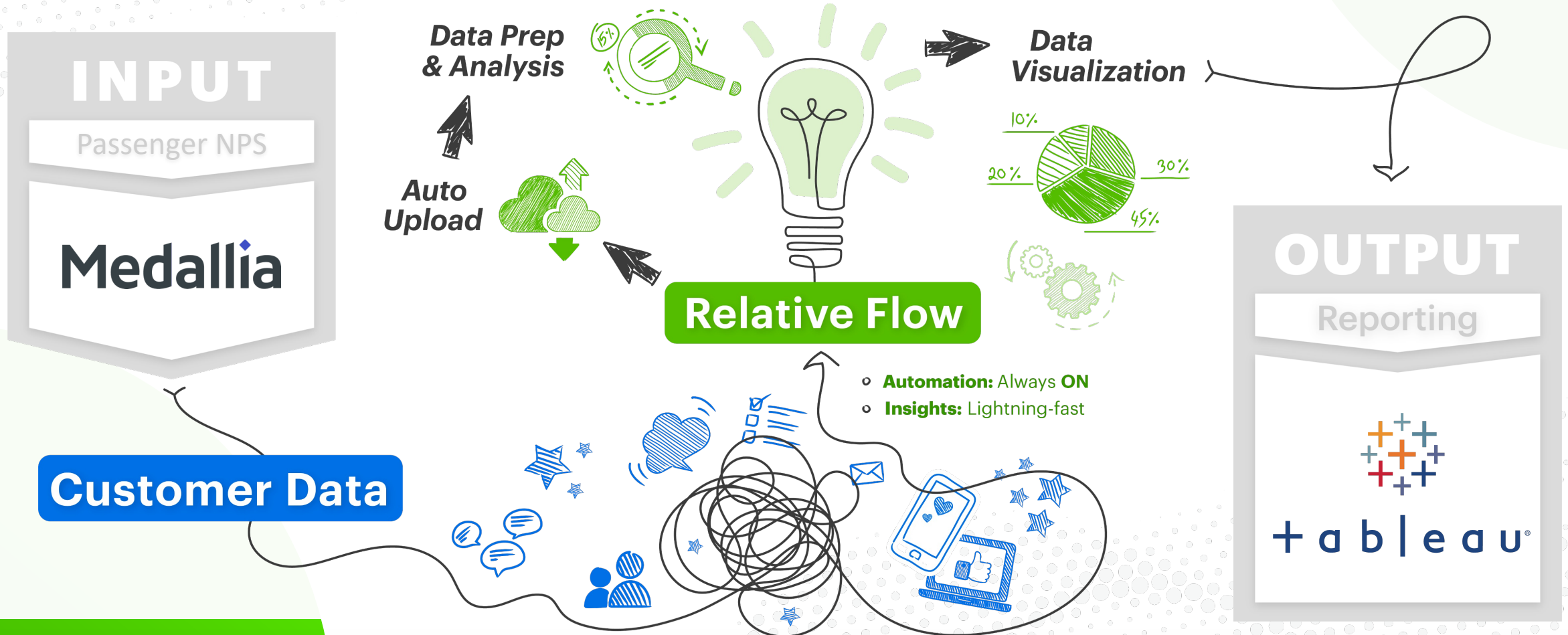


Relative Flow

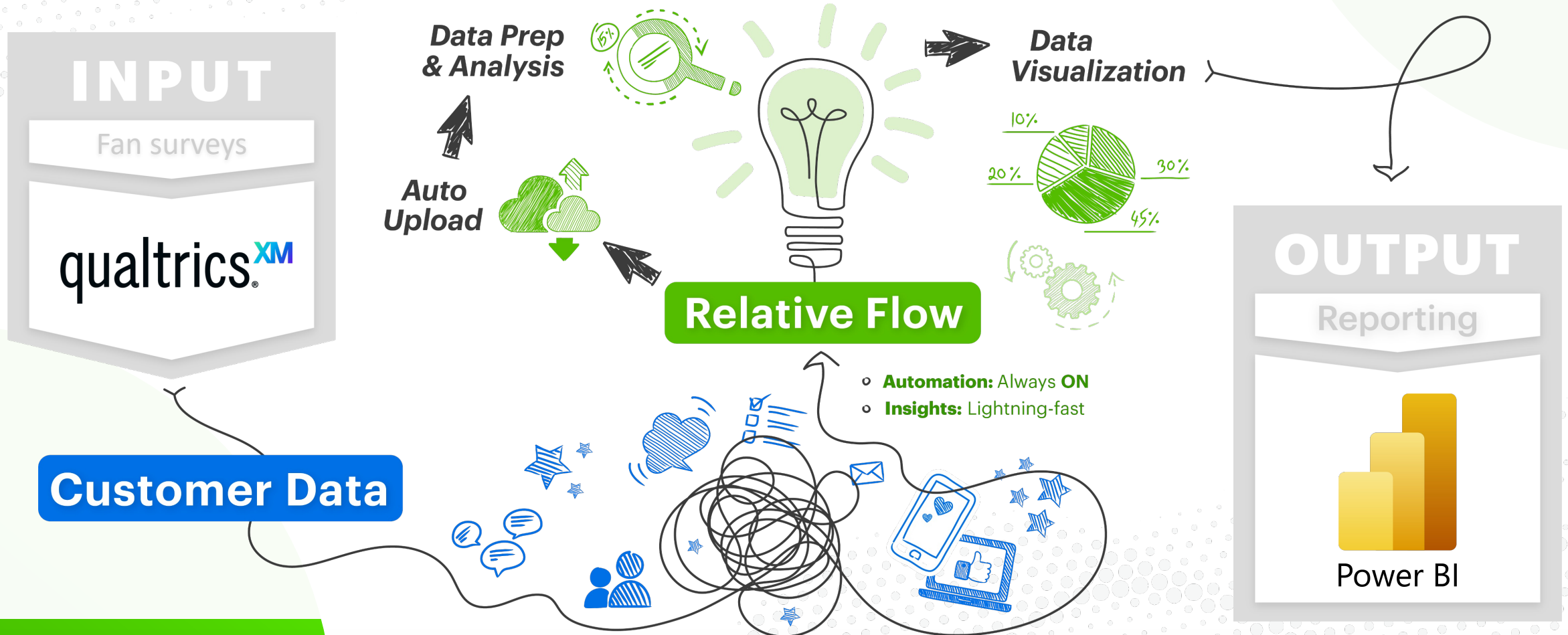
- **Automation:** Always ON
- **Insights:** Lightning-fast

REPORTING
OUTPUT

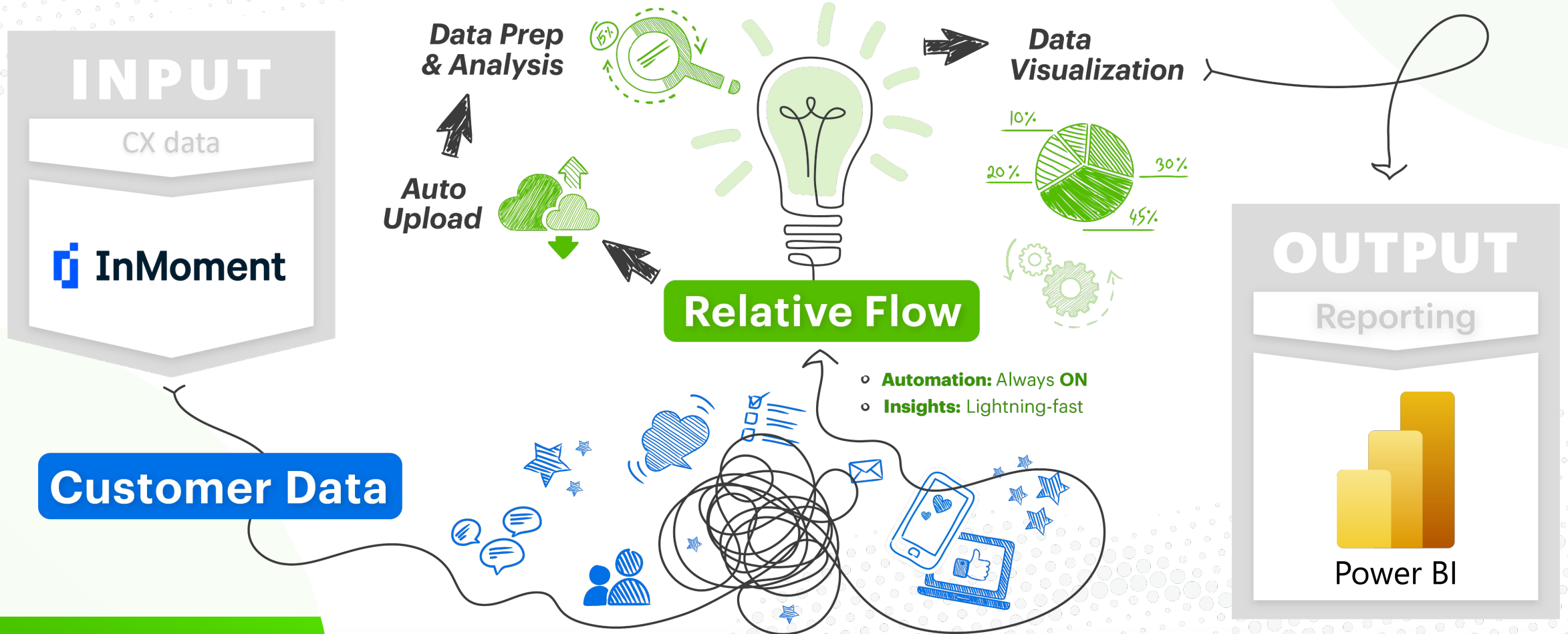
How British Airways uses Relative Flow



How the Atlanta Falcons use Relative Flow



How Nespresso uses Relative Flow





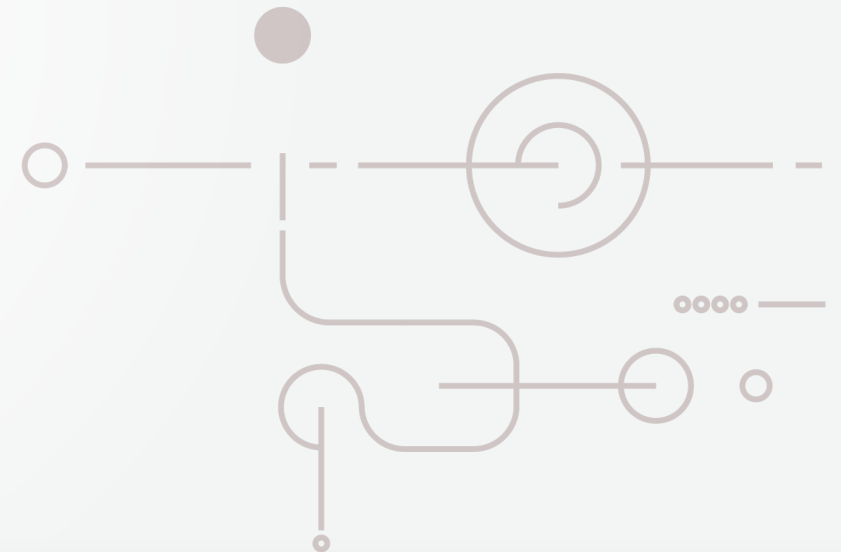
Connelly Partners: Turning projects into programs

Incorporating Relative Insight into Connelly Partners' pitching program

- Using Relative Insight provides access to unique insights and intelligence
- Continuously mine text data sources that give a voice to customers and audiences
- Provides a competitive advantage in the pitch process

A multi-wave program for a medical devices firm

- **Wave One:** General Electrophysiologist Discussion
- 1st Party EP Market Research
- Reddit Electrophysiology Forum



Fear

Scary Symptoms:

Electrophysiologists periodically deal with frightening and potentially life-threatening patient symptoms, leading to a high-pressure work environment focused on patient outcomes and complex diagnoses.

Uncertainty and Anxiety:

Electrophysiologists must address patient fears and anxiety, particularly regarding life-threatening conditions, which adds an emotional dimension to their clinical responsibilities.

Fear

5.2x

scary

69%



afraid

15%



Contentment

Satisfaction in Patient Care:

Electrophysiologists derive significant emotional reward from successfully helping patients, balancing the high-stress aspects of their job.

Professional Fulfillment:

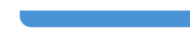
Frequent expressions of satisfaction and gratitude in their role highlight electrophysiologists' deep professional fulfillment and pride.

Contentment

4.4x

satisfied

20%



rewarding

20%



satisfying

20%



grateful

20%

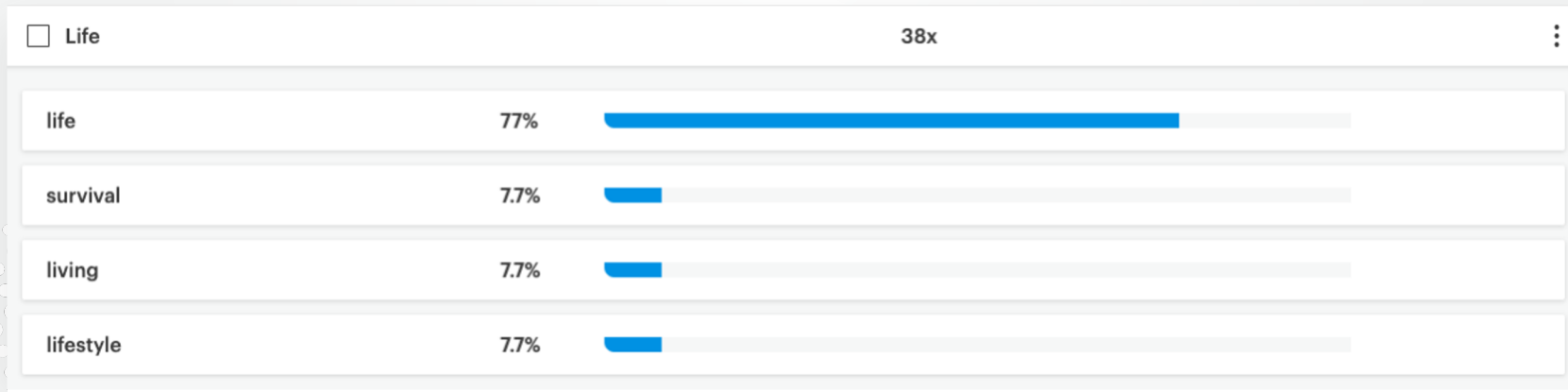


The professional commitment creates tension in personal life

“You cannot think of all this training as <putting your life on hold> until you finish training so that you can enjoy life later. The reality is that the grind never ends.”

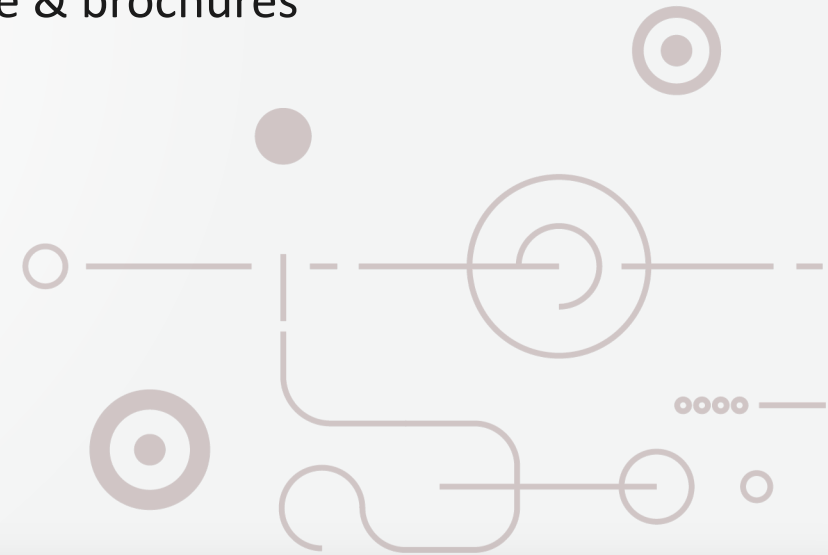


INSIGHT: The profession can feel all consuming, so it’s vital to find a work/life balance to ensure you maintain a high ability level but also to ensure you don’t lose yourself



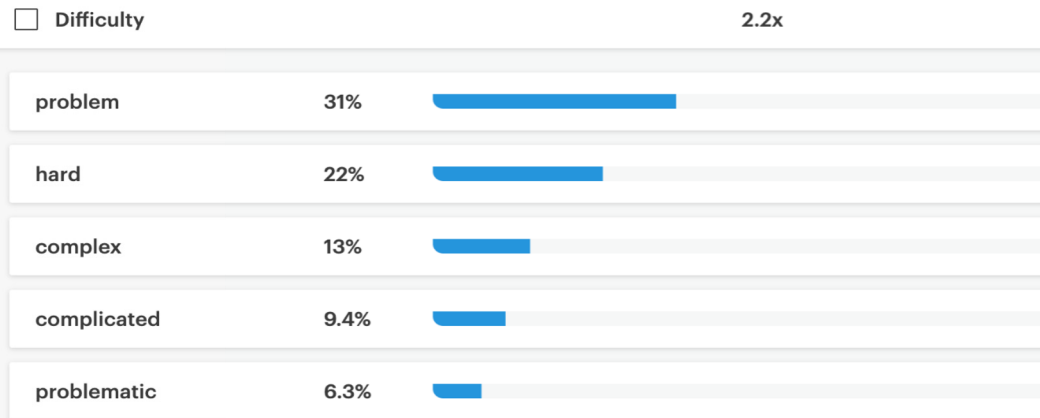
The success of these insights led to a second wave

- **Wave Two:** CSP-specific Dialogue & Marketing
- Conduction System Pacing, YouTube video transcriptions
- Brand and competitive brand pacing systems website & brochures



Difficulty

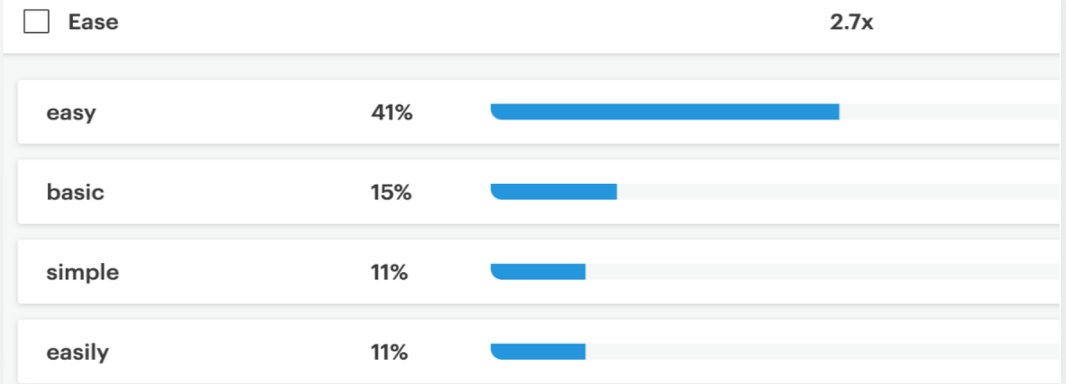
Electrophysiologists face significant difficulties in their work, including making clinical decisions, predicting long-term outcomes, dealing with the complexities of different heart conditions, and navigating the intricacies of pacing technologies.



Ease

The frequent use of terms like 'easy,' 'simple,' and 'easier' in discussions about conduction system pacing underscores the medical community's need for easier pacing procedures.

"I think for conduction system pacing to work it has to be relatively easy to do .. most doctors prefer not to spend too much time on a procedure if there's an easier alternative available."





Helping Expedia Cruises to connect with customers

Business Challenge:

Expedia Cruises was netting lower bookings YOY from their 11 biggest promotional sale programs and needed to completely revamp their marketing sell in order to attract new cruise customers and reverse the bookings trend.

Our challenge was to uncover emotional human desires and travel motivations that can connect with new cruisers and drive deeper video content engagement and spur activation across promotional campaigns.

Additionally, we were tasked with elevating the Expedia Cruise visual identity and experience narrative to reflect the premium and unordinary cruise experiences.

High emotional contrasts exist between cruises and all-inclusive holidays

Emotions associated with cruises
are adventurous

All inclusive - all comb...	Cruise data - all combi...
<input type="checkbox"/> Bravery	∞
<input type="checkbox"/> Happiness	1.2x
<input type="checkbox"/> Contentment	1.4x
<input type="checkbox"/> Surprise	1.6x
<input type="checkbox"/> Fear	1.4x
<input type="checkbox"/> Worry	1.2x

All-inclusive resorts
perceived as low-intensity

All inclusive - all comb...	Cruise data - all combi...
<input type="checkbox"/> Calm	3.2x
<input type="checkbox"/> Like	1.6x

Dominant emotions associated with cruises

Bravery

Bravery emotions are dominated by such words as brave, ambitious, bold, daring, heroic, valiant.

"I'm almost certain that current cruisers are a select breed — willing to brave the currently unknown in order to enjoy life and embrace the uncertainty that exists, rather than stay trapped at home."

Happiness

Happiness emotions are dominated by such words as happy, fun, entertaining, funny, excited, pleased, bliss, joy, smile.

"We are also very happy to be outdoors kayaking, hiking in the mountains and fishing."

"The land journey portion of the trip was fun and exciting."

Our Answer: An invitation to let go

We appealed to our audience's desire to not be perceived as ordinary and connected that idea to how they thought about their vacations. Cruise experiences bring the unknown and experiences unlived to life.

We knew from our research that the biggest psychological hurdle preventing the cruise-curious to book that trip was the uncertainty. We countered that hurdle by inviting them to let go of those fears and let all that's unordinary about cruising into their world.

The results?

48m

In new bookings in
first 3 day Princess sale.

54%

Increase in new
cruise customers

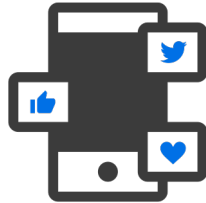
46%

Increase in
video engagement

Relative Insight helps brands and agencies use that comparative methodology to get more value from four types of text data



Survey



Social Listening



Reviews



CS Transcripts



Q & A



#talk data tome

www.relativeinsight.com