

# LEVERAGING LEADING-EDGE TRENDS

CRYSTAL

- 'CONNECTED' GLOBAL GENERATION EXPLORING/ SHARING TRENDS THAT RAPIDLY IMPACT MAINSTREAM
- OPPORTUNITY TO DRIVE ADOPTION BY "INITIALS"



**OUCH**  
We gonna make it!!

**TYLENOL**  
Acetaminophen, cool!

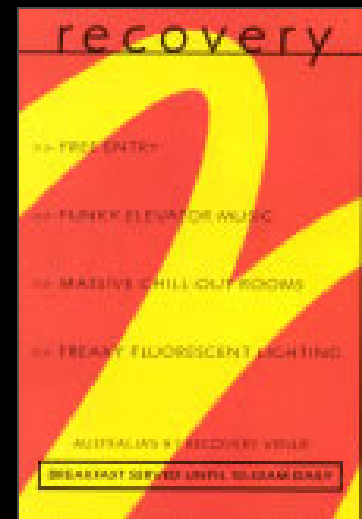
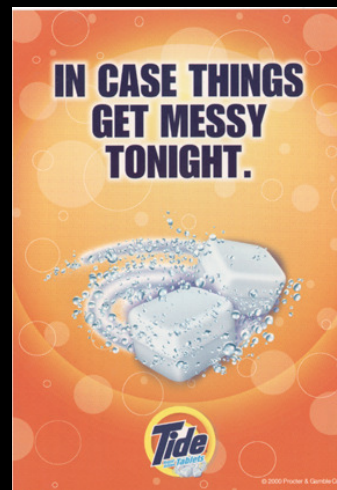
**WHAT IS OUCH? OUCH EVENTS TEAM OUCH OUCH THE JOB**

**Special Delivery**  
**Stephen Powers 3D Comic book is out now!**  
Found only in The Fader, Tokion, Giant Robot, Anthem, & Transworld Skateboarding.

**OUCH EXCLUSIVE:**  
Stephen Powers talks with OUCH about the trials and tribulations of making his new 3D comic book for the Tylenol® brand, deadlines, and strange NYC laws.

**Beauty is a Pain**  
by Sasha Hirschfeld  
Getting rid of unsightly hair and hooking up a great looking tan is easier than ever before, but is it less painful?

**Autumn Skatepark**  
Be careful what you wish for, you might get it.  
Dave Mims set out to make a place where he could skate any time he wanted. Two years later, Dave lets us in on the plans and pains of building a private skate park in Brooklyn, New York. Read how Dave juggles zoning laws, sketchy leases and a new baby.



Agiloy

# GOING DEEPER: EMPATHIC RESEARCH

- BEYOND CONVENTIONAL ETHNOGRAPHIC RESEARCH
- 'OGILVY DISCOVERY' USES PSYCHOLOGISTS TO INTERPRET CONSUMER BEHAVIOR AND BRING ANXIETIES/MOTIVATIONS ALIVE
- PROXIMITY TO STRATEGY/CREATIVE DEVELOPMENT PROCESS MEANS DIRECT IMPACT ON THINKING

PLAY IBM AD

# STRATEGY DEVELOPMENT RESEARCH

- FUNDAMENTAL PROBLEM IS NOT LACK OF INSIGHTS  
- ITS KNOWING WHICH, IF ANY, IS THE ONE THAT  
CAN UNLOCK BRAND POTENTIAL
- DEVELOPED DISTINCT APPROACH TO QUALITATIVE  
RESEARCH TO DISTILL INSIGHTS AND STRATEGIES -  
"CONCEPT DEVELOPMENT WORKSHOPS"

# CONCEPT DEVELOPMENT WORKSHOPS

- EVOLUTION OF TRADITIONAL FOCUS GROUPS
- ACTIVELY ENGAGE CONSUMERS
- STRATEGIC PROCESS THROUGH WHICH MODERATOR/  
CLIENTS/CONSUMERS COLLABORATE TO SOLVE  
PROBLEM



FOCUS NOT ON FINDING OUT WHAT CONSUMERS  
THINK - ON CHANGING THE WAY THAT WE THINK

Agility

KEY LEARNING 3:

NOT ENOUGH TO TRANSFORM ADVERTISING,  
HAVE TO TRANSFORM BRAND EXPERIENCE

agiloy

# TRANSFORMING THE BRAND EXPERIENCE

- DESIGN AND EXECUTION OF BRAND EXPERIENCE MUST BE TREATED WITH SAME STRATEGIC RIGOR AS DEVELOPMENT OF THE BRAND IDEA
- GOAL = STRATEGIC NOT JUST EXECUTIONAL INTEGRATION - EVERY ELEMENT MUST WORK TOGETHER TO DEEPEN RELATIONSHIP
- DEVELOPED TWO TOOLS TO GUIDE THIS

# EXPERIENCE PLANNING TOOL 2: MOMENTS OF TRUTH

- BRAND EXPERIENCE SHAPED AT EVERY TOUCHPOINT
- HOWEVER NOT ALL TOUCHPOINTS ARE EQUAL - SOME MORE CRITICAL TO BRAND CHOICE THAN OTHERS
- NEED TO IDENTIFY
  - HIGHS AND LOWS
  - "PAIN POINTS"

BRINGING IT ALL TOGETHER:  
AMERICAN EXPRESS  
SMALL BUSINESS SERVICES

agiloy

PLAY OPEN ADS

# RESULTS

- SPENDING ON CARDS HAS INCREASED SIGNIFICANTLY
- AWARENESS OF AMERICAN EXPRESS AS PROVIDER OF FINANCIAL SERVICES TO SMALL BUSINESS UP 160%
- SIGNIFICANT IMAGERY SHIFTS
  - OFFERS A RANGE OF SOLUTIONS BEYOND CARDS +31%
  - ACCOMMODATES NEEDS AND PREFERENCES +27%
  - RECOGNIZES NEEDS OF SMALL BUSINESSES +12%

SOURCE: AMERICAN EXPRESS, ALL DATA 2002 VS. 2001 UNLESS INDICATED

Agilvy

*IN CONCLUSION...*

*Agiloy*

BRAND TRANSFORMATION IS DRIVEN BY BIG  
TRANSFORMATIONAL BRAND IDEAS

TO GET TO BIG TRANSFORMATIONAL IDEAS  
YOU NEED BIG TRANSFORMATIONAL  
INSIGHTS

NOT ENOUGH TO TRANSFORM ADVERTISING,  
HAVE TO TRANSFORM BRAND EXPERIENCE

Agilwv