

MRG: Why 'Bringing Insights To Life' Is No Longer Enough

Dr Matilda Andersson : managing director Crowd DNA London

**'Bringing insights to life'
has become a bit of a
cliché in media research
briefs**



How not to do it

Why should anyone listen to you?



Today

| ***BEFORE*** - the planning process

| ***DURING*** - methods, casting and tensions

| ***AFTER*** - stories, editing, formats

| ***THE END*** - wisdom

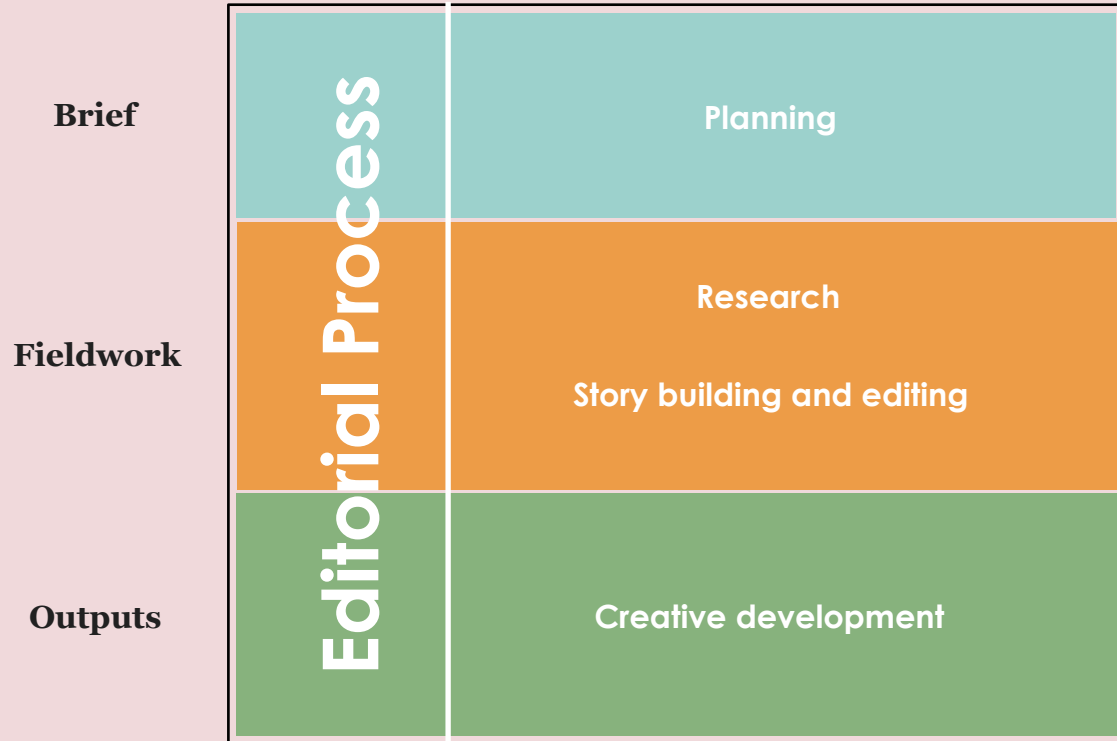


| ***BEFORE***

A standard project



Turn your project on its head



**“Plans are useless but planning
is everything”**

The right source material

When you have crappy footage, the truth is, no amount of editing will make it look good

Shit in

=

Shit out

A survey is only as reliable as the questions asked in the first place. If you put shit in then you can guarantee that you will get shit out



Top tips for prepping



**NAIL THE
ESSENTIALS**



**BLENDED
TEAMS**



**YOUR AUDIENCE
AT THE** 



**DON'T JUST HOPE
FOR THE BEST**

Spotlight on blended teams



Cultural shifts

Your story is going to need some fresh angles...

... what are the cultural shifts to speak to that can help unravel something new or question conventional wisdom?



Gen Z are consuming more than 20% less alcohol per capita than their millennial counterparts drank at their age.



| *DURING*

Numbers vs the power of one



Characters you can empathise with



Exploration vs pre-defined



**THE POWER OF
AUDIO: SPOTIFY**



**OFF THE WALL:
VANS**



FREEVIEW



**BBC YOUNG
AUDIENCES NEEDS**

Explorative

Pre-defined



BBC Young Audiences Needs 8-12 year olds



Freeview Play - 'The New Normal'

Top Tips

- 1# cast never recruit
- 2# more action less talking
- 3# look for tension



A close-up, profile view of a woman with dark hair, wearing large black and silver headphones. She is looking out a window at a blurred city skyline. The lighting is soft and natural, suggesting daytime. The overall mood is contemplative and focused.

| *AFTER*

“ What you leave out is more important than what you leave in”

A genuine story vs reporting back



Be ruthless in the edit

- + editing means being selective
- + don't try to show all participants
- + don't try to tell all stories
- + ask 'so what'



Don't be afraid to experiment with formats



CHAPTER TWO

HIKE ON THE RISE

Compared to other outdoor activities, hiking is the most popular across all regions of the world. And, it's increasing in popularity.

Hike is on the rise because it offers an antidote to many of societal stresses: increases in anxiety, loneliness, and a longing for experiences.

Finishing touches

The branding, style, colour grading, pace, music -all of those little finesses, contribute to the power of story



A shift towards an editorial mindset

**“If you want something you never had you
need to do something you’ve never done”**

(a wise person)



THE END