From Insight to Impact
Applying Quantitative & Qualitative Research
to Create Powerful Advertising
And the first question was: “so what is an insight?”
Oxford
• the ability to understand people and situations in a very clear way
• an understanding of the true nature of something

Dictionary.com
• an instance of apprehending the true nature of a thing, especially through intuitive understanding
• penetrating mental vision or discernment; faculty of seeing into inner character or underlying truth
“I shall not today attempt further to define the kinds of material I understand to be embraced within that shorthand description ["hard-core pornography"], and perhaps I could never succeed in intelligibly doing so. But I know it when I see it, and the motion picture involved in this case is not that.”
What was the insight?
• Nobody plans to fail they fail they fail to plan.
  – Surprises can suck.
• Smart people let the experts do their job.
  – Don’t assume you know the answers. Let the pros give them to you.
• Not everything in life needs to be new and different.
  – Sometimes the familiar route is the smartest.
• Status is something that should travel with you.
  – Customer status, whatever status...you’ve built it, and you should never have to start over.
• What you need from a bank is the same drill regardless of country. Your bank should get this.
• In a room full of strangers, everyone seeks a familiar face.
  – In a new world where everything feels uncomfortable, *familiar* starts to feel like home.
• “Mine” means I should be able to do with it what I want.
  – You’ve made it, earned, it, grown it. You’d think you would be able to get it, move it, transfer it.
• Control the things in life you can.
  – Cue Serenity prayer.
• Nobody plans to fail they fail to plan.
• Smart people let the experts do their job.
• Not everything in life needs to be new and different.
• Status is something that should travel with you.
• In a room full of strangers, everyone seeks a familiar face.
• “Mine” means I should be able to do with it what I want.
• Control the things in life you can.
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• Not everything in life needs to be new and different.
• Status is something that should travel with you.
• In a room full of strangers, everyone seeks a familiar face.
• “Mine” means I should be able to do with it what I want.
• Control the things in life you can.
What was the insight?
No one gets to the podium alone

For athletes to achieve tomorrow they need support today. The coaches, the trainers, the families, the teachers. They are all a part of the athlete's circle of support. They need our help as they build and nurture our future champions.
Nobody move!
This is a
Bail-out!
We’re not *that* bad...

EVERY STEP OF THE WAY®
Sochi Olympics

- Build the Citi brand through leveraging the USOC sponsorship
- Via the Every Step of The Way Program, Citi is distributing $500K to sports programs that have propelled US athletes.
  - Consumers have a say by voting for their athlete/program of choice
- Insight: No one gets to the podium alone
- Demonstrate: Citi unlocks a world of possibilities by supporting the programs that have inspired Team Citi athletes on their pursuit of achievement.
- No logo slapping
- Carries the authentic voice, energy, drive and determination of the global brand work
It isn't New York or London or Beijing.
It's not Lagos or São Paulo or Dubai.
Today, it's wherever you are.
Wherever you bring your ideas, drive, passion and a hope that someone will believe in you.
What if a bank made that its job?
Wherever people come together to create or build something, we're there to help make it real.
For over 200 years.
Now around the world.

THE WORLD'S CITI.
IT'S WHEREVER YOU ARE.
Prove it
Global Client

• Demonstrate Citi’s international scale and resources

• Campaign in support of the Citi’s suite of Global Client offerings:
  – Pre-arrival account opening
  – Free global money transfers
  – Free international funds withdrawal
  – Citi Prestige Card

• Insight: Status is something that should travel with you

• Demonstrate: “A Citi client anywhere is a Citi client everywhere.”

• People whose lives transcend international borders, stretching across across countries typically due to business, family, retirement, etc.
That’s the end (the TV spots) and the beginning (the briefs) of a long process that began with an insight.

Research was critical to bring it to life....
What’s the right time in the process?

• At the beginning

• At the end
Global Client
(The Beginning)

How did we use Qual to determine the right way to bring the insight to life?
• 3 Creative Directions (Split Screen, Slo Mo, Backstories)
• Key global markets
• Research Objective: identify the creative envelope that best brought the insight to life based on:
  – What message are you getting about Citibank from this?
  – Specific positives & negatives
  – Believable/Relevant/ Meaningful
  – Identification – do you see yourself?
  – Uniqueness – as a TV ad, does this one strike you as more original and different compared to other ads you see?
  – Brand interest – overall, does this ad impact interest in knowing more about Citi and what they can do for you?
Split Screen
“Global Melting Pot”

VO:

Maybe you have meetings in Prague and Dubai. Maybe you have relatives in Sao Paulo and a son requesting funds in London. The world is now the global melting pot. Filled with multinationals who perpetually move to make progress in their lives.

(NOW, INSTEAD OF SPLIT SCREEN LANDSCAPES, WE SEE A FLASH OF SCREEN PORTRAITS, EACH SIDE VERY DIFFERENT FROM THE OTHER – FACES, DIFFERENT ETHNICITIES, ETC. THEN FINALLY WE END ON ONE AND WHOLE FACE.)

Which is why you need a global bank. Citi is in more than 700 cities and has the expertise, products and services to keep you moving. A Citi client anywhere is a Citi client everywhere.

TITLE:

A Citi client anywhere is a Citi client everywhere.
“Born to Move”

**VO:** We were born to move. To progress. To follow our ambitions through the international date line if need be. Because opportunity is not sedentary. And chasing it around the world is much easier with a global bank like Citi. In more than 700 cities, Citi offers a suite of services specifically designed for global clients.

(NOW WE SEE THE SAME PERSON WALK TOWARDS THE CAMERA. ONE SIDE OF HIM IS IN ONE COUNTRY, THE OTHER IN ANOTHER COUNTRY AND HE IS DRESSED DIFFERENTLY, BUT HIS FACE IS UNIFORM.)

**VO:** So no matter where you find yourself, a Citi client anywhere is a Citi client everywhere.

**TITLE:**

A Citi client anywhere is a Citi client everywhere.
Slo Mo
“Pam”

Throughout we see a woman, shot in super-slow motion, standing on a sidewalk of a crowded city street. A cab goes by, through a puddle, which splashes on her. Music under is very much like “2001: A Space Odyssey.”

Reference: http://www.youtube.com/watch?v=LRoL9zYf-M

VO:
- The hedge fund gurus?
- The Internet moguls?
- The corporate titans?
- You make me laugh.
- No. The center of the financial world...is wherever Pam here is standing.
- Because she's a Citi client, Pam has access to a suite of products and services worldwide that let her move money and access credit.
- And also access one-hour dry cleaning.
- A Citi client anywhere is a Citi client everywhere.

TITLE:
- A Citi client anywhere is a Citi client everywhere.
“Larry”

Throughout we see a man, shot in super slow motion, about to eat a hot dog on a city street, accidentally spilling mustard on his tie. Music under is very much like “2001: A Space Odyssey.”

Reference: http://www.youtube.com/watch?v=LRioL9zYf-M

VO:

Is it the Dow in New York?
The FTSE in London?
The TOSHO in Tokyo?
No, friend.
The center of the financial world...is wherever Larry here is standing. Because he’s a Citi client, Larry has access to a suite of products and services worldwide that let him move money and access credit. Which is nice.
Especially when you need to buy a new tie.
A Citi client anywhere is a Citi client everywhere.

TITLE:

A Citi client anywhere is a Citi client everywhere.
Backstories
“Ballet”

Throughout we see a young ballet troupe rehearsing. We will come in on one girl.

**VO:**
There's this man.
And right now he's on a plane from Sydney to Budapest.
Now, he's never been to Budapest, this guy.
But he's got a checking account there, wired money there,
rented an apartment.
So he figured he'd go.
And maybe surprise his 19-year-old daughter, who's following
a dream he made possible.
In more than 700 cities worldwide, Citi offers a suite of products
and services that makes this large world much smaller.

**TITLE:**
A Citi client anywhere is a Citi client everywhere.
“In More Than 700 Cities”

Throughout we see a man in an airport, alone, at night.

**VO:**

Seven thousand miles away in Vancouver there is an empty office. Workers will soon fill it with computers, desks, phones. New employees will start. All because a man from Hong Kong was able to open a bank account, access credit, and transfer funds where he's a stranger. All because he had an idea. Now it's time to fly. In more than 700 cities worldwide, Citi offers a suite of products and services that makes this large world much smaller.

**TITLE:**

A Citi client anywhere is a Citi client everywhere.
“Shower”

Throughout we see a woman, 35, in the shower.

VO:
Right now, back in Hong Kong, a grandmother is taking her granddaughter to school.
A private academy.
Music lessons.
The works.
Her mother may be 1,220 miles away, but she’s found a way to pay for her daughter’s life from wherever she is.
Raising children is hard.
Now try doing it as a single mom who’s based half the year in Beijing.
In more than 700 cities worldwide, Citi offers a suite of products and services that makes this large world much smaller.

TITLE:
A Citi client anywhere is a Citi client everywhere.
So what did we learn?
• Slo Mo literally exemplified the pain and made it feel like it took forever to get there.

• Split Screen was seen as “trendy”, “flip” and “slick”. Off brand.

• Backstories was seen as “genuine”, showing that Citi actually cared about its global customers as people.
Sochi

(The End )

How did we use Quant to refine our ads and ensure the insight lives up to its potential?
What were we looking for?

• Positive/Negative?
• Does the brand come through and get credit?
• Does the work impact how people think of the brand?
• Is it unique? Does it stand out?
• Does it deliver the key aspects of the brand?
• Is it engaging?
• We nailed positivity – people had strong positive feelings towards the characters and brand based on the spot.

• Brand Linkage? Not so much. When asked for “top of mind” associations with both spots, we heard:
  ▪ A lot of “Hockey” and “Figure Skating”.
  ▪ Very little “Citi” (the brand that produced these spots).
  ▪ Way too much “I don’t see what Citi has to do with what is being shown”

• Uniqueness? Stand out? We wanted “you couldn’t help remember it was an ad for Citi”. Instead we got:
  ▪ “It could be for almost anything.”
  ▪ “I don’t see what Citi has to do with what is being shown in the ad.”

• Drilling deeper
  ▪ Long Shot – unique, important, makes me think of Citi differently, positive toward the community, hard to relate (a good thing)
  ▪ Dear Future Olympian – boring, same old, nothing new, doesn’t make me think differently
Overall the copy was more engaging than the visuals

We looked specifically at both recall and relevance and found:

• The “Dear Future Olympian” opening has high recall and low relevance
  ▪ It’s memorable but people don’t get why its coming from this un-named guy.

• In both spots “We believe in everyone’s potential” is highly memorable and relevant.
  ▪ *It also comes while you are seeing the Citi logo on the ice rink*....
Dear Future Olympian drew people initially, but quickly lost them...
The military and hockey elements in “Long Shot” consistently engage.
OK, so what did that mean for DFO?
• The opening visuals needed to change. Attention and emotion rose when we saw her standing at the subway, as opposed to the darker visuals in the tested version.

• We needed to play up the more unique aspects of the story as it develops (i.e. the urban backdrop to an aspiring figure skater).

• Also, the “Dear Future Olympian” opening copy has high recall and low relevance, so it’s memorable but people don’t get why it’s coming from this un-named guy.
  • We needed to reveal Evan’s role up front the copy—and story—so that his presence makes sense and works harder to pull people in.

• The music needs to work harder to help stand out.
  • Play against the visual as opposed to playing into it.
• In terms of branding, visual brand cues within the spot (i.e. the shots of the rink with Citi’s logo) work in terms of attention.

• “We believe in everyone’s potential” is highly memorable and relevant.
  ▪ Changing to “At Citi we believe in everyone’s potential” while showing the Citi logo on the ice rink is a powerful audio/visual combo that gives Citi a more relevant role.

• Also, using “Team Citi” when referring to Evan in the super boosts branding and reinforces Citi’s role in the spot.

• To strengthen Citi’s role the VO directly connects Citi to athlete to the program.

• Additionally, the end logo treatment was made more visually engaging and telegraphic.
What about Long Shot?
Long Shot generates positive emotion and is seen as being interesting and different from other Olympic themed ads. LS also delivers a strong message about community commitment.

The story comes through as being one that is “important” and provides a different way to think about Citi.

LS needs to make the relationship with Rico and our guy clearer, to give people a more single-minded takeaway about Citi, and to give Citi a more credible role within the spot.
And that is done how exactly?
• The military vet angle speaks directly to the insight and needed to be emphasized.
  ▪ Plus is clearly drives attention.

• Rico Roman’s role as a mentor is a metaphor for Citi’s. It needs to be clearer that viewers should be seeing Rico as a mentor/coach.

• Again, “At Citi we believe in everyone’s potential” is a powerful audio/visual combination that gives Citi a more prominent role within the spot.

• Also, directly connecting Citi to Rico to the program crystalizes Citi’s role.

• Again, the end logo treatment became more engaging and informative.
A little help with the 2016 Rio 2016 Games?
The 2016 Olympic Games in Rio are coming...we need to start now

Citi’s been through 2 Olympiads with successful results...but still are looking for a way to be synonymous with The Olympic Games.

In each Games Citi’s Every Step of the Way Program was a focal point...but its complex (even when it was simplified).

Each campaign was based on the same insight...which may be ripe to re-visit.

The economy is better but Citi still has work to do in terms of image...and faces new challenge of being “relevant”.

Advertising people get tired of doing the same thing.
So what should Citi do for Rio?
Ingredients to consider:
• Established equity in Every Step of the Way over 2 Olympiads
• A donation to support Team USA
• The World’s Citi
• A new physical environment (Rio)
• A new competitive environment (Google)
• New media habits
• Increased pressure from the “Too Big to Fail” contingent
Thank You