FINDING THE STORY:

How a Global Creative Agency Tapped Into Data Science

160/90

AGENDA

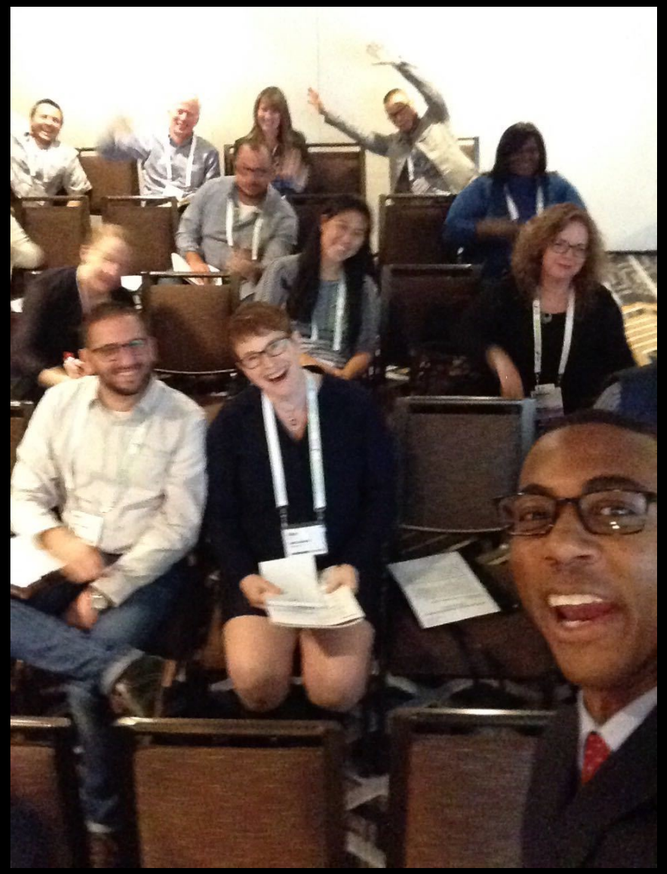
- Building buy-in around machine learning
- Bringing machine learning into the market research workflow

MACHINE LEARNING SUCCESS IS BUILT BY WORKING EFFECTIVELY WITH PEOPLE, NOT JUST MACHINES.

WHO IS 160/90 ?

A team of 800 . . .

. . . unusually fond of selfies.



ENDEAVOR

MUSIC

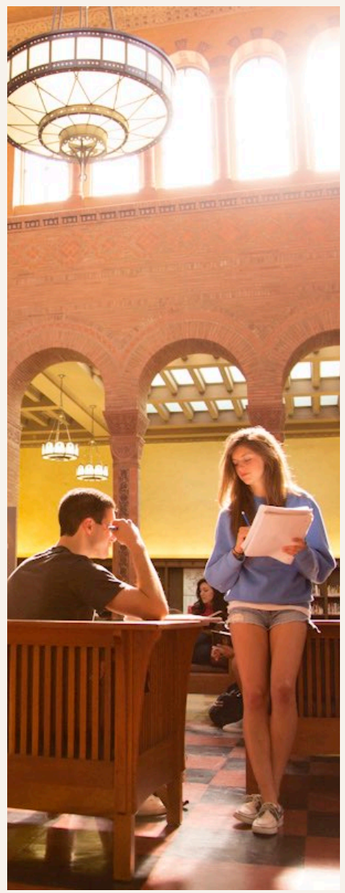
FILM, TV & STREAMING

FASHION

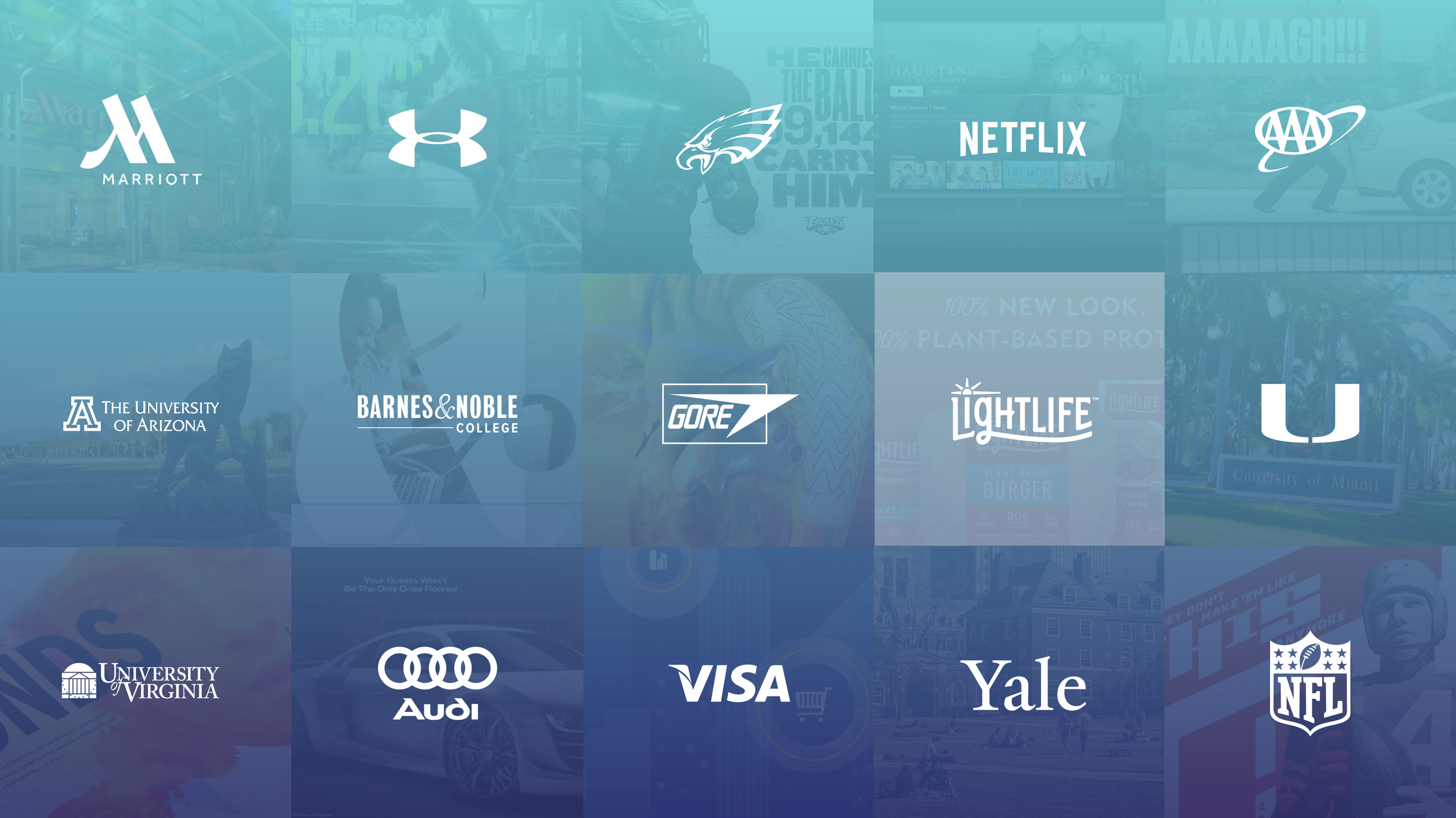
ARTS

CULINARY

SPORTS



EDUCATION


MARRIOTT
NETFLIX
AAA
THE UNIVERSITY OF ARIZONA
BARNES & NOBLE COLLEGE
GORE
LIGHTLIFE
University of Miami
UNIVERSITY of VIRGINIA
Audi
VISA
Yale
NFL

Video Link: https://youtu.be/AHCXJfQ1uQY

THE ROLE OF INSIGHTS

ADVERTISING THAT DOESN’T HAPPEN AT THE
POINT-OF-PURCHASE MUST WORK THROUGH MEMORY.

We used to think advertising worked like this:

Find the winning set of traits that will persuade customers to buy.

Now we know advertising works more like this:
MONOPOLY
® BRAND
Property Trading Game
Link a brand to as many traits as possible so it comes to mind easily as a solution to a problem.

DON’T BELIEVE ME?

DON’T BELIEVE ME?

NIKE

DON’T BELIEVE ME?

NIKE

CORONA

DON’T BELIEVE ME?

NIKE

CORONA

GEICO

THIS IS WHY WE NEED TO UNDERSTAND THE MEMORIES AND FEELINGS THAT PEOPLE HAVE WHEN THEY TRY TO SOLVE A PROBLEM.

BUSINESS OPPORTUNITY

CONSUMER INSIGHTS ARE A COMPETITIVE ADVANTAGE.

MACHINE LEARNING HELPS US FIND NEW AND NOVEL PATTERNS IN MARKETING DATA.

MAKING ML APPROACHABLE

It starts with getting support from management

Building buy-in

- Slack Channel
- Infographics
- Briefing Books
- Case Studies
- Lunch & Learns

Building buy-in

- **Slack Channel**
- Infographics
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link.medium.com

DBSCAN: What is it? When to Use it? How to use it.

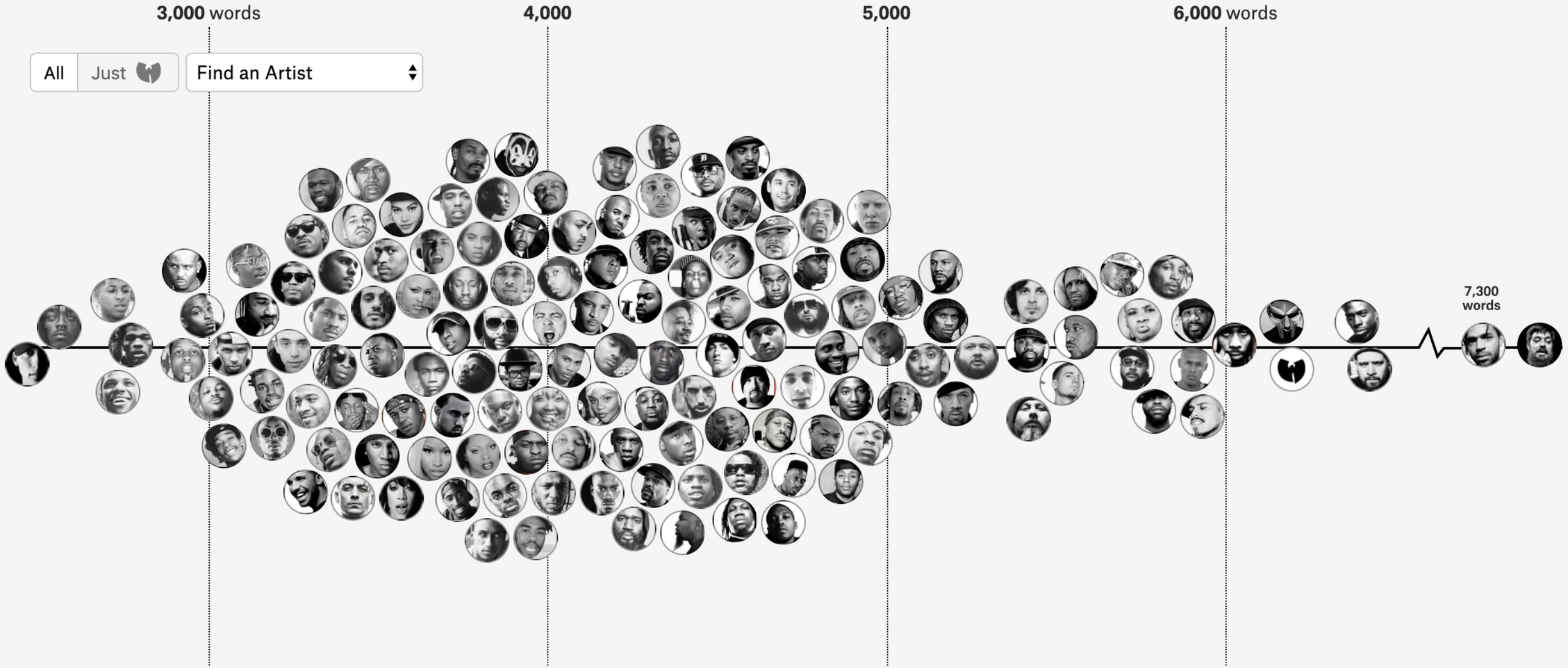
DBSCAN (Density-Based Spatial Clustering of Applications with Noise) is a popular unsupervised learning method utilized in model building... (317 kB)

HBO

Brexit

Learn more about Brexit on HBO.

of Unique Words Used Within Artist's First 35,000 Lyrics



Source:"The Largest Vocabulary in Hip Hop" (Daniels, 2019)

Building buy-in

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- **Infographics**
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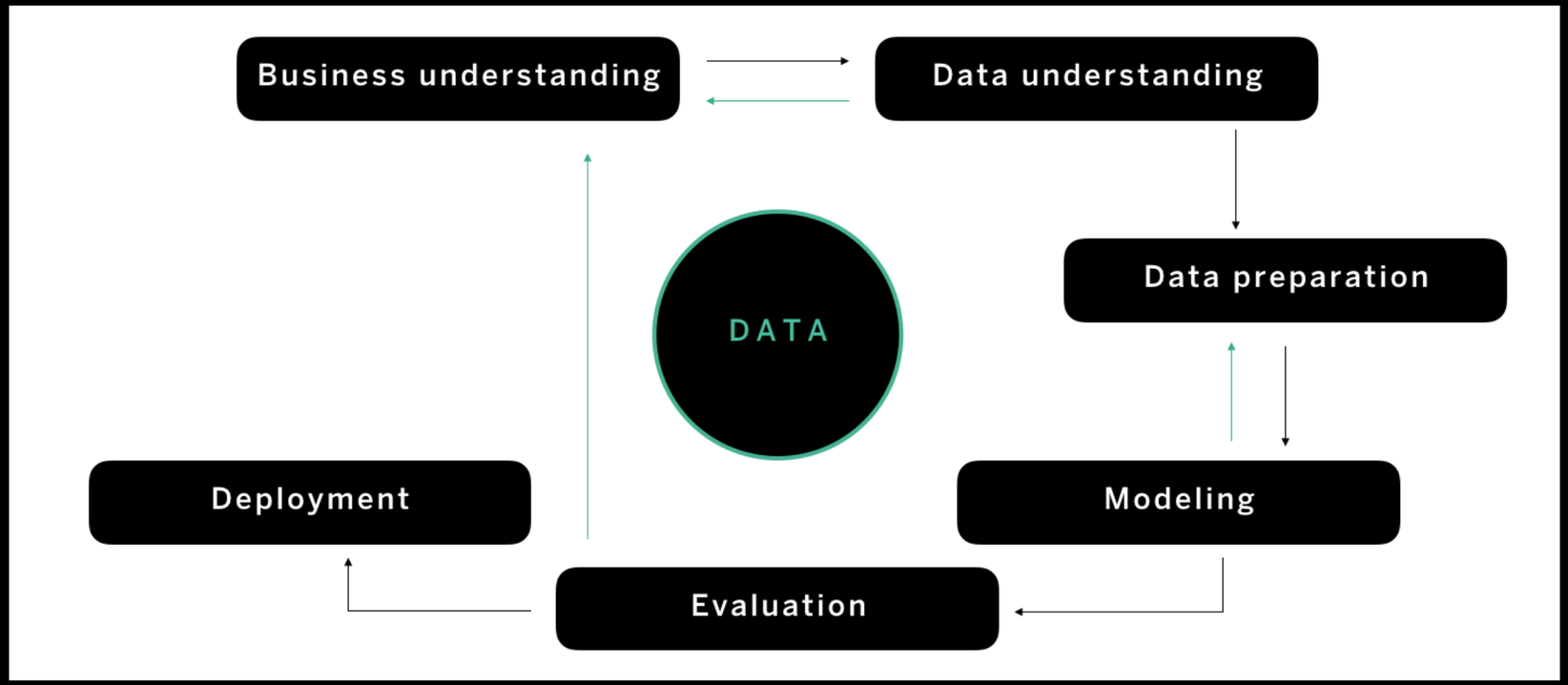


Building buy-in

- Slack Channel
- Infographics
- **Briefing Books**
- Case Studies
- Lunch & Learns

“Enough to be dangerous”

- Value to clients
- Use cases
- Typical budget/timeline
- Client FAQs
- Top technical terms
- Deliverables
- Roadblocks/Watch-outs

Building buy-in

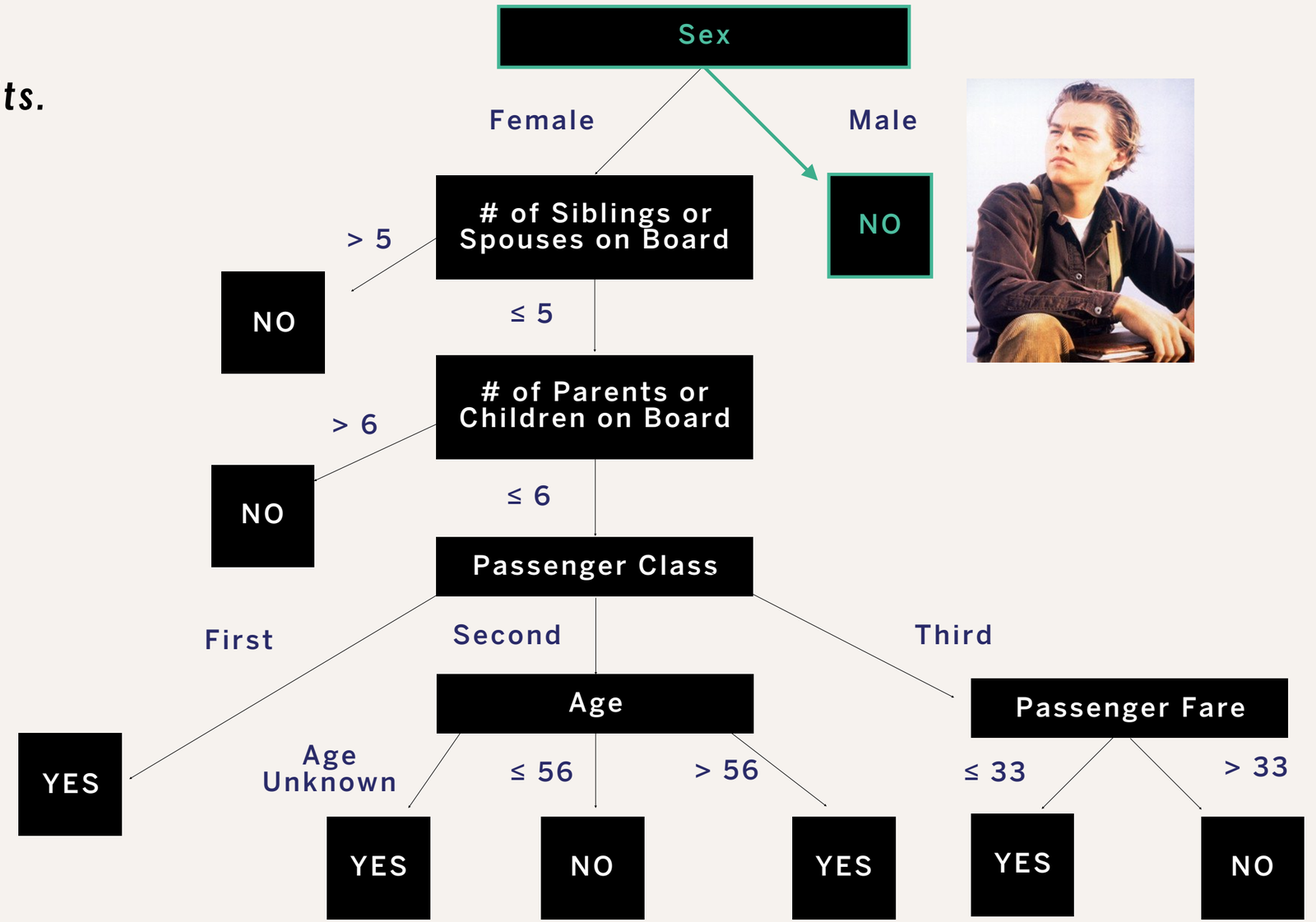
- Slack Channel
- Infographics
- Briefing Books
- Case Studies
- **Lunch & Learns**

TITANIC CASE STUDY

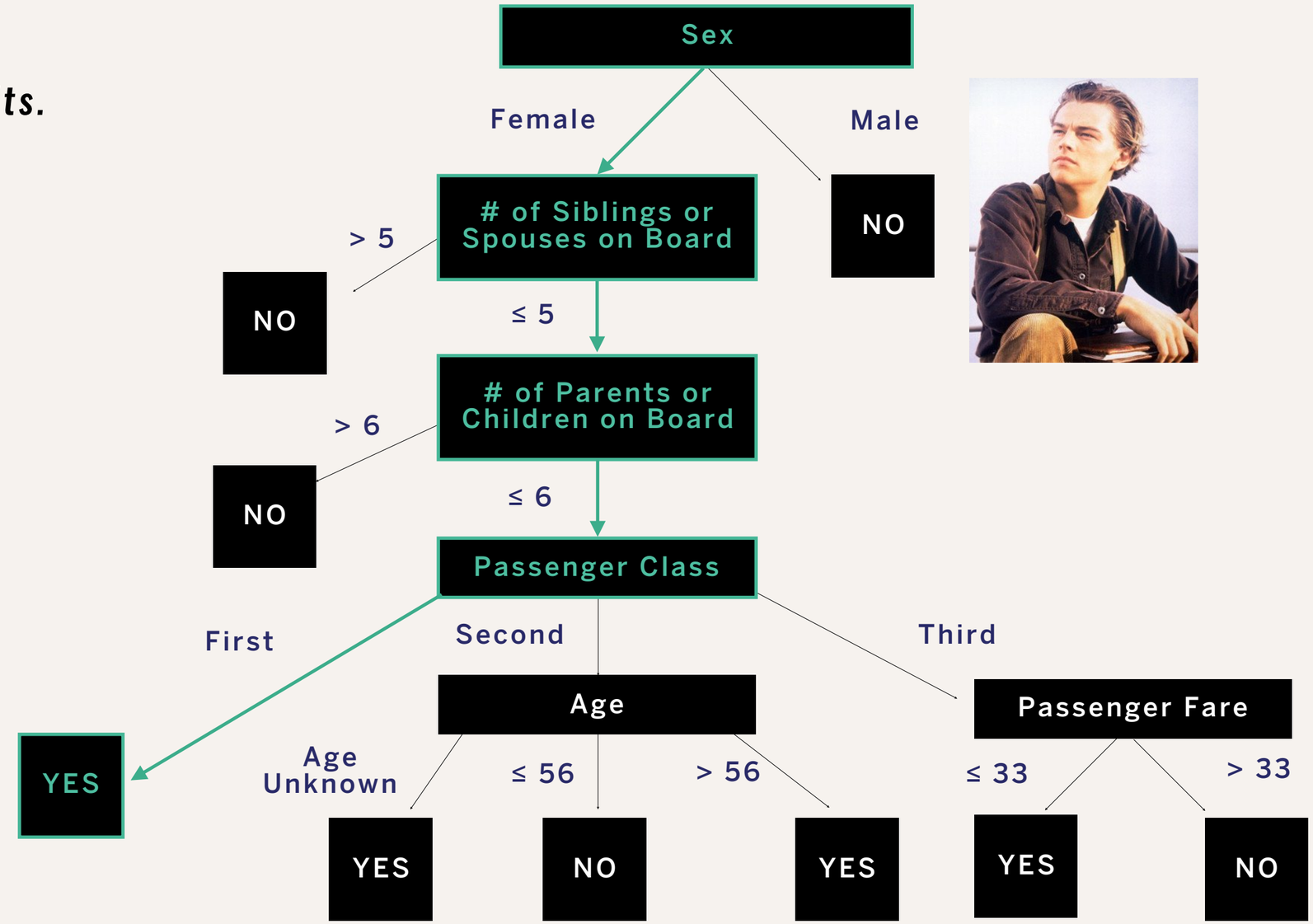
160/90

With a little help from
Jack and Rose . . .
. . . we'll build a model
to predict who survived.
Spoiler: It's not Jack

Interpret the results.



Interpret the results.



BRINGING ML INTO THE MARKET RESEARCH WORKFLOW

DESIGN

DEVELOP &
TEST INSTRUMENT

FIELDWORK

ANALYSIS

REPORTING

Business Objectives

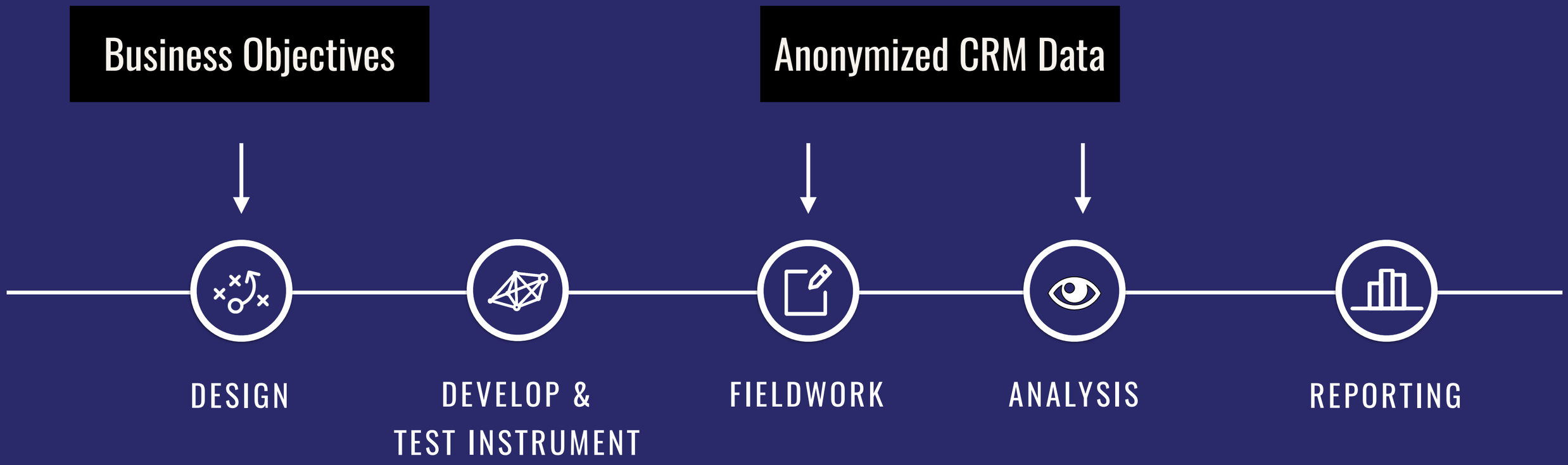
DESIGN

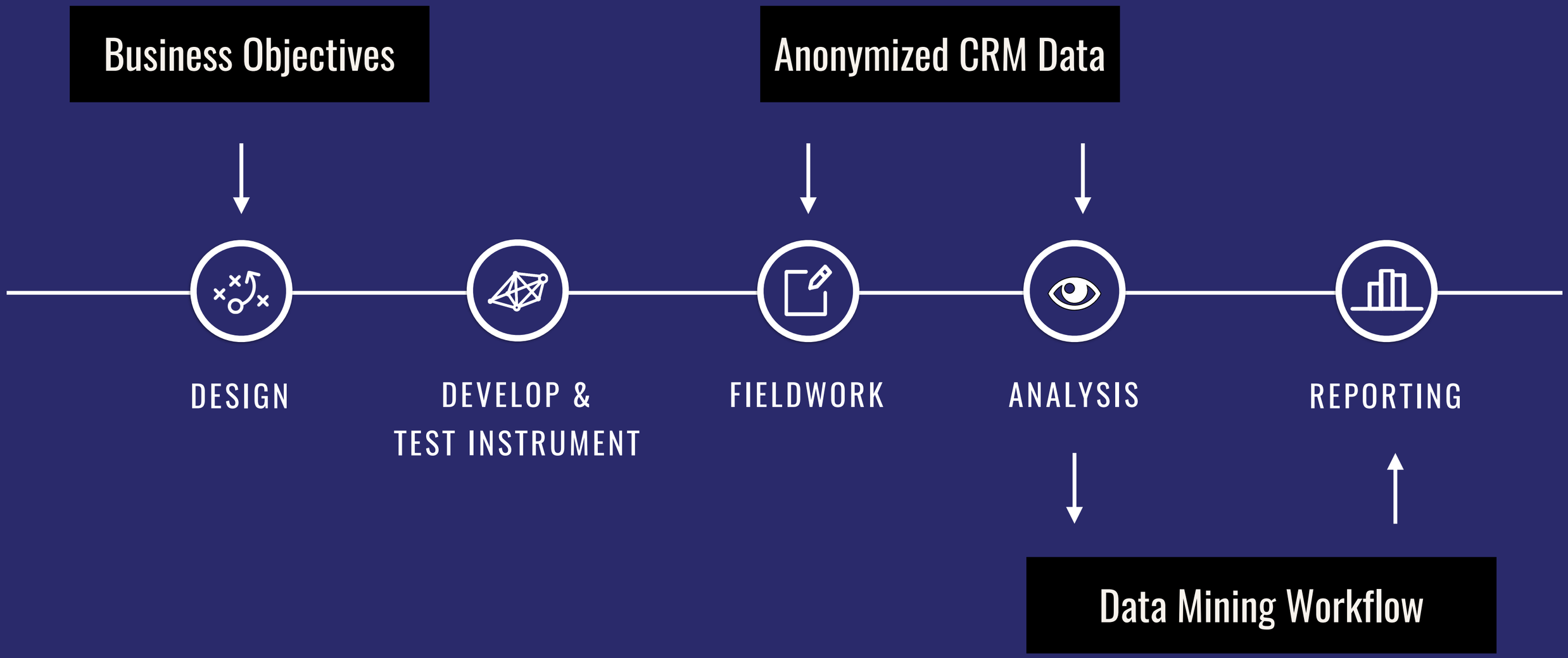
DEVELOP &
TEST INSTRUMENT

FIELDWORK

ANALYSIS

REPORTING


Business Objectives
Anonymized CRM Data
DESIGN
DEVELOP &
TEST INSTRUMENT
FIELDWORK
ANALYSIS
REPORTING


Business Objectives
Anonymized CRM Data
DESIGN
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FIELDWORK
ANALYSIS
REPORTING
Data Mining Workflow

APPLICATIONS

Applications

Decision trees for customer segmentation

Message testing as a classification problem

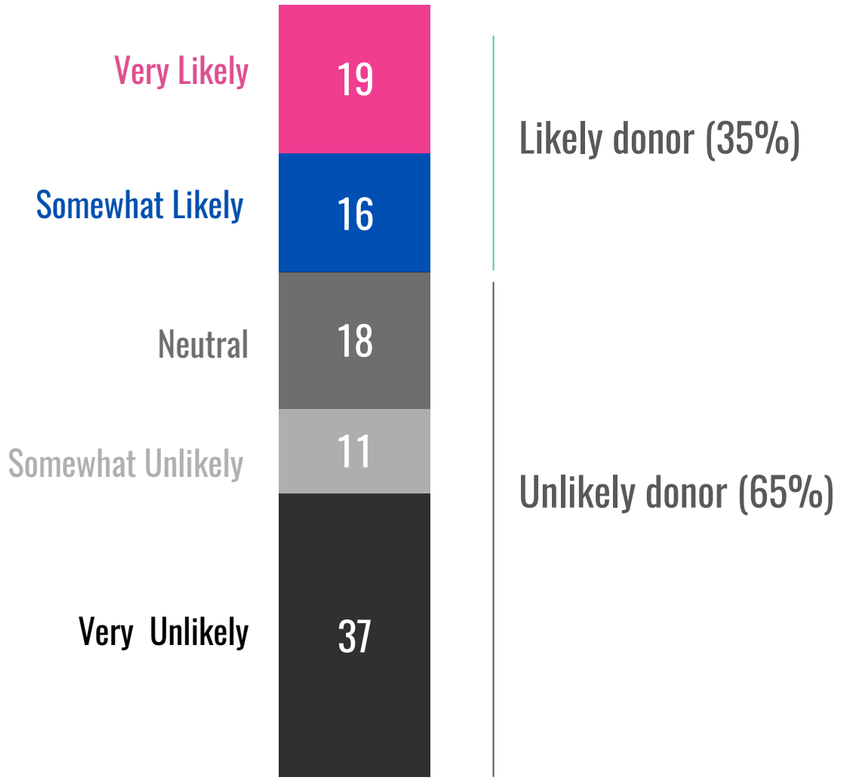
Applications

Decision trees for customer segmentation

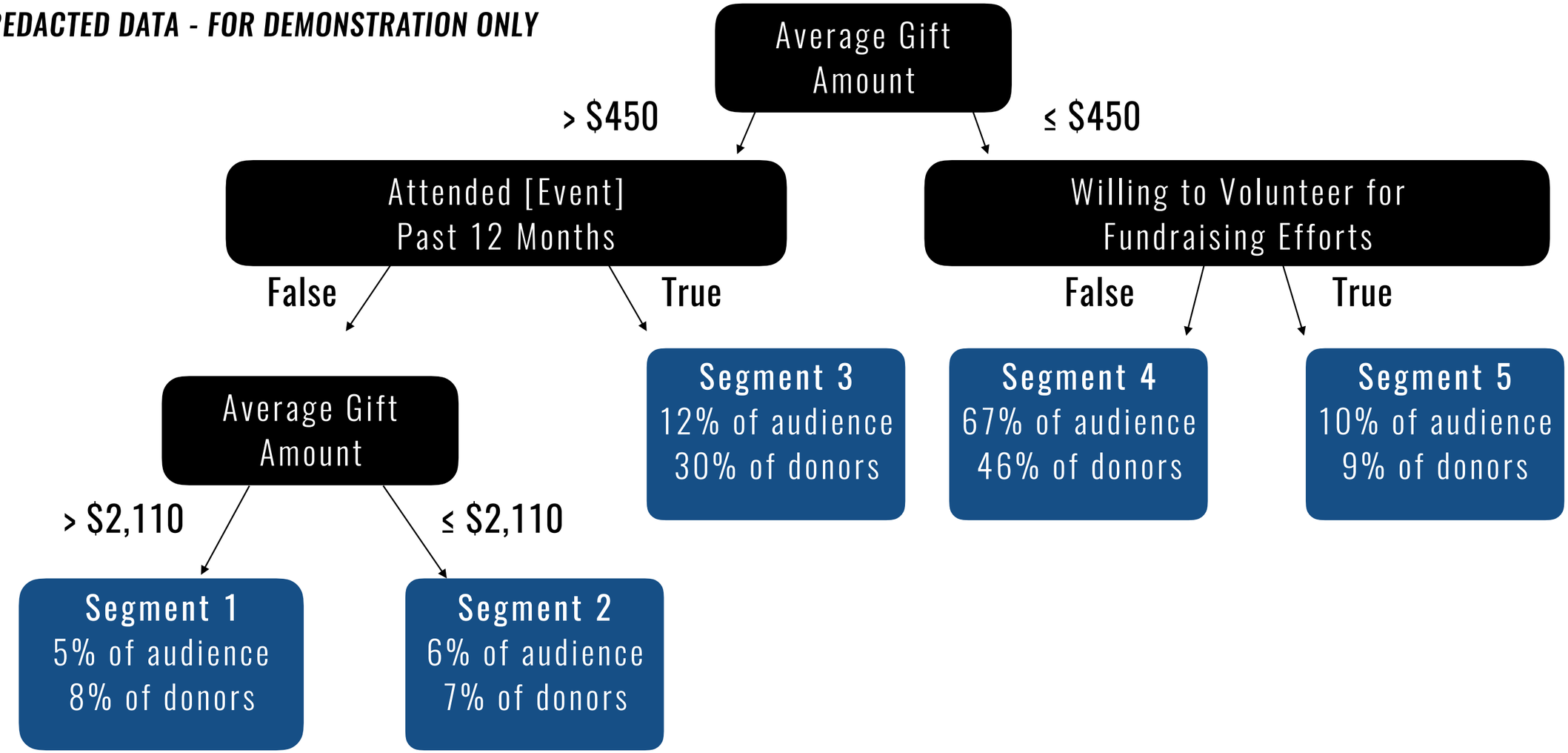
Message testing as a classification problem

Applying Decision Trees to Donor Segmentation

How likely are you to make a donation to [organization] in the next 12 months?



REDACTED DATA - FOR DEMONSTRATION ONLY

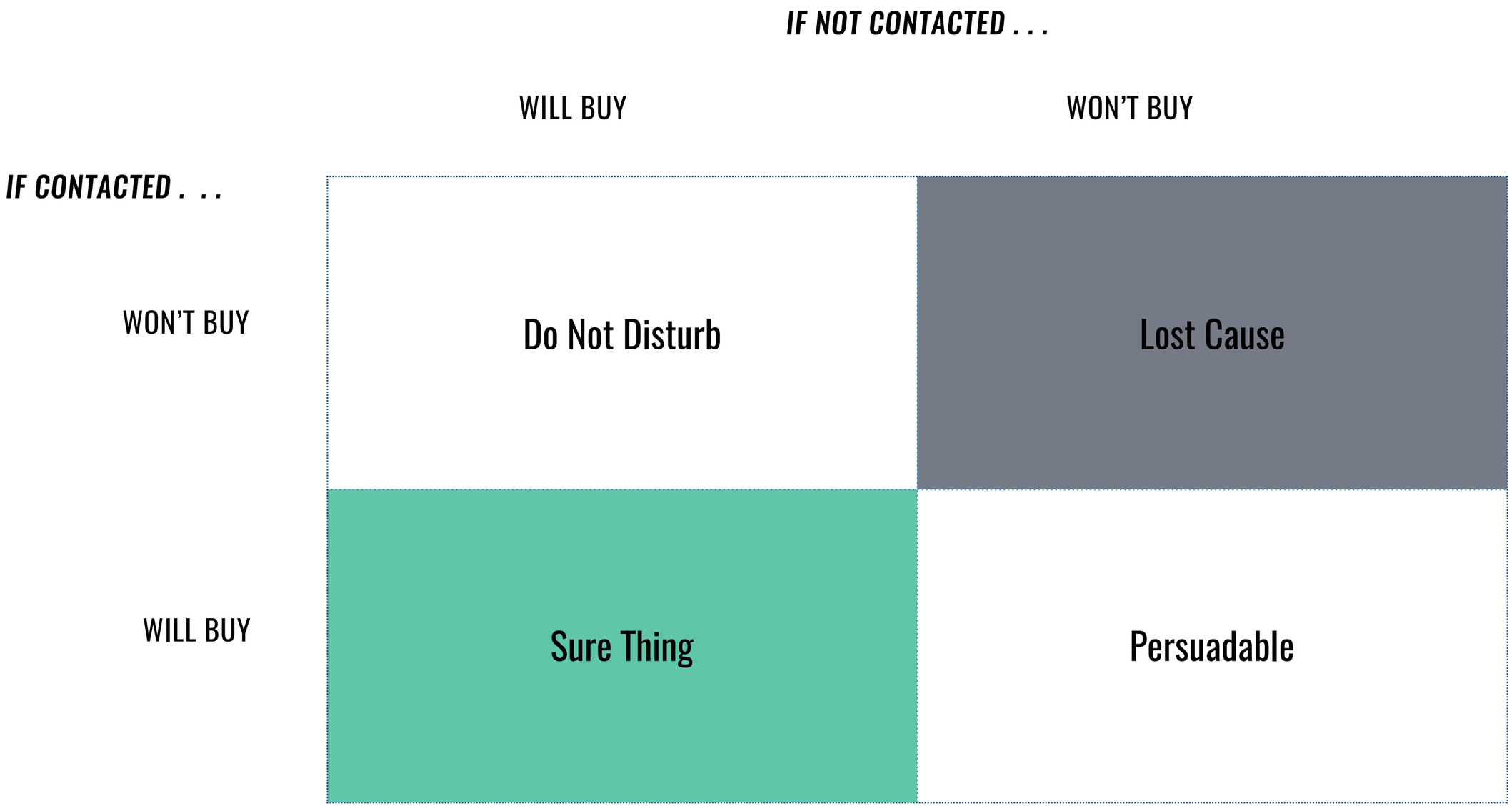


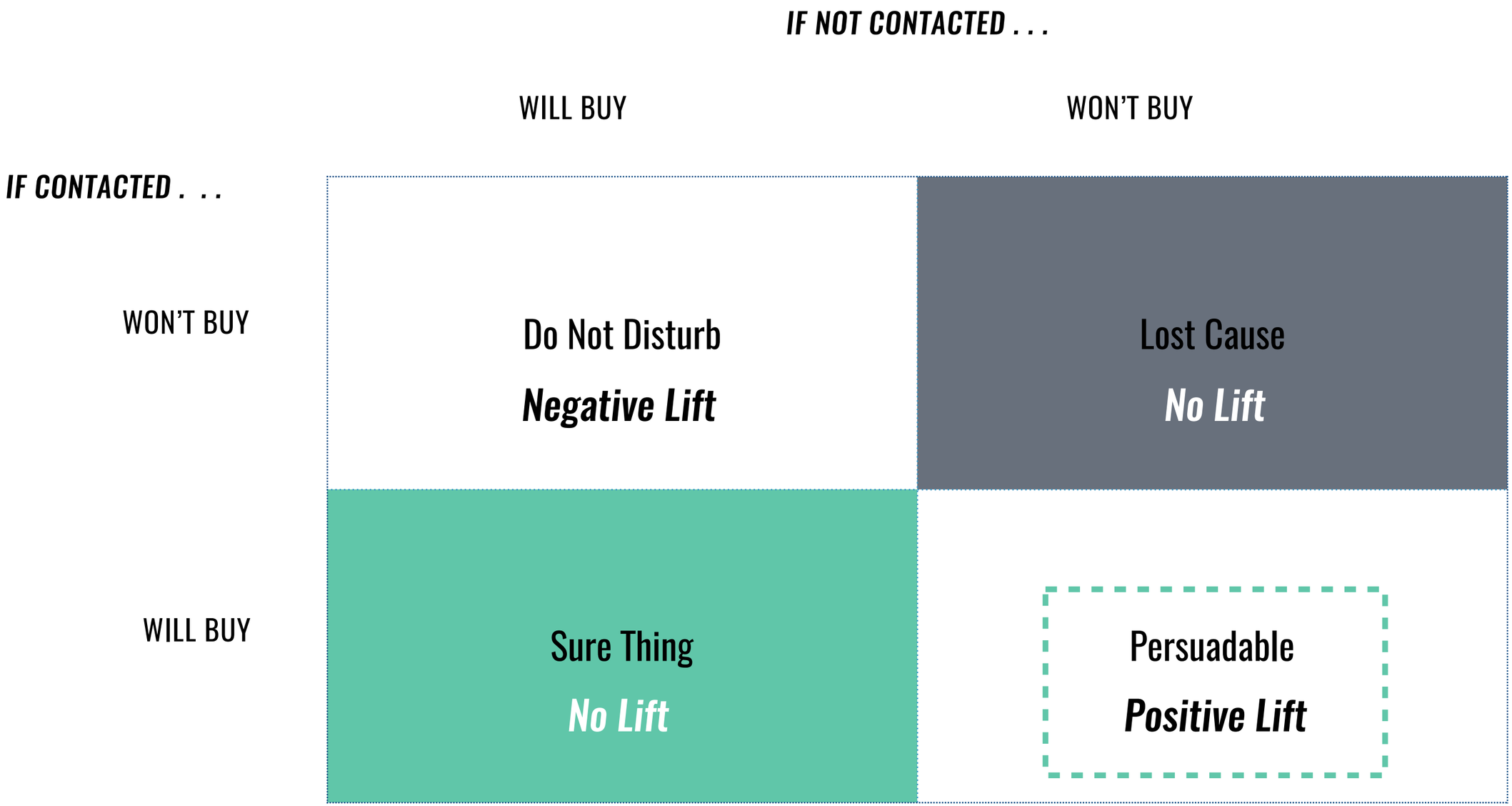
Applications

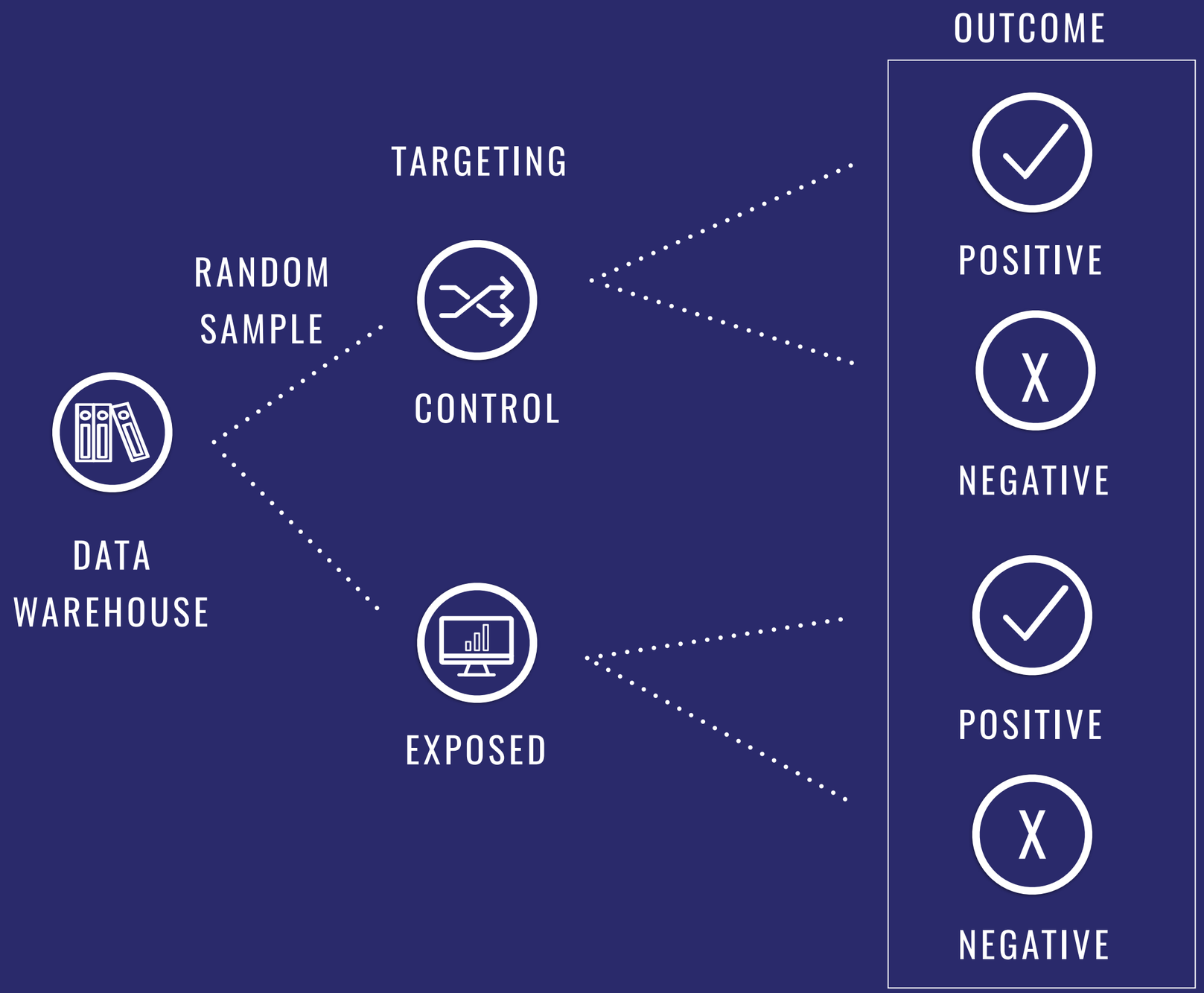
Decision trees for customer segmentation

Message testing as a classification problem

IF CONTACTED . . .	*IF NOT CONTACTED . . .* WILL BUY	WON'T BUY
WON'T BUY	Do Not Disturb	Lost Cause
WILL BUY	Sure Thing	Persuadable


IF NOT CONTACTED . . .
WILL BUY
WON'T BUY
IF CONTACTED . . .
WON'T BUY
WILL BUY
Do Not Disturb
Lost Cause
Sure Thing
Persuadable


IF NOT CONTACTED . . .
WILL BUY
WON'T BUY
IF CONTACTED . . .
WON'T BUY
Do Not Disturb
Negative Lift
Lost Cause
No Lift
WILL BUY
Sure Thing
No Lift
Persuadable
Positive Lift



Look, there's a classification problem.

Confidential & Proprietary

A FINAL DATA POINT:

WITH ONE (RARE) EXCEPTION, THE ENTIRE POPULATION
IS MADE UP OF OTHER PEOPLE.

MACHINE LEARNING SUCCESS IS BUILT BY WORKING EFFECTIVELY WITH PEOPLE, NOT JUST MACHINES.

DISCUSSION

@SHOCKLEY_MRX ON TWITTER

BSHOCKLEY (AT) 1600VER90 (DOT) COM

THANK YOU

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