



Redesigning a Brand Tracker
Helping LATAM Airlines Soar to New Heights
ESOMAR LATAM Conference 2018
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A close-up photograph of a person in a dark blue suit, white shirt, and dark tie. The person is holding a magnifying glass in their right hand, focusing it on a white document held in their left hand. The background is a blurred, dark blue-grey color.

Our focus today

How taking a human centred, lean approach to research generated insight that made a real difference.



A bit about MESH – the Experience Agency

**“People build brands
like birds build
nests, from scraps
and straws they
chance upon.”**

Jeremy Bullmore

A bit about LATAM



Key takeouts today

1. To take a *human centred approach* to research;
 2. Collect and deliver *in a simple, flexible way* so that it can be used throughout the organisation;
 3. Ensure that *the right insight is there at the right time*;
 4. Ensure you *have the right partners* to take you there.
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A challenge of epic proportions



Our flight plan

1. Taking the consumer on-board
 2. Clearing the runway
 3. Changing your flight path
 4. Ensuring a smooth landing
-

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**Taking the consumer
on-board**

How do people really act,
and can we measure those
perceptions?



We implemented this true-to-life approach in a number of ways

Thank you for your time

Welcome to Jet Setter airlines!


Boarding Pass

Airline:

Price of this flight: \$

Purpose of trip: ☐ Business ☐ Personal

Class:



18A

Return Date:

Key insights

- **Enter the consumers' world – don't expect them to get into yours**
 - **Asking the same metrics in the same way won't get you new insight**
 - **Comparability should not take away from understanding your customer in the here and now**
-

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Clearing the runway. *Making it clear and simple makes all the difference*





1) Start at the end! Have objectives to hand when outlining the scope

**2) Don't lose focus when
designing the study**



When you are designing your questions/KPIs, ask yourself..

Do I really need it?

- When was the last time this metric was used?
- Which decisions were actually taken from this metric?
- Think: if it wasn't there, what would the real impact be?
- Do I have another metric I can use to inform my decision?

Ideally, maximum of **10 key metrics**.

Categorise questions into the key building blocks



Divide your questionnaire into uses of questions e.g.

1. Screening
2. Segmentation
3. KPIs

That way you can ensure you have all the elements you need

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**Be confident
when
changing your
flight path**



People don't like change..

*But it isn't the change itself that is disliked, it's the **fear of not** being **prepared** for change or the challenges that it brings*

But how?

Involve
people in
the process

Transparent and
clear
communication

Show that
core info.
remains
accessible

Illustrate how
decisions will
be made from
now on

Be brave...



But pick your battles..

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Ensuring a smooth landing



Engaging internal clients and meeting their individual needs

**Automation to add value and
empower users**



**Flexibility in analysis
and delivery**



**Let it go! Everything you
present should have a
purpose**



Here is one useful checklist

- ✓ Before I start, am I clear what decisions are being made from this?
 - ✓ Am I using the right language for the audience - is this how they think/talk?
 - ✓ Am I being too wedded to the data? Is there a purpose for everything here?
 - ✓ Is it telling a story in a logical way? Is insight in key points and does it flow?
 - ✓ Ultimately, has EVERY slide got just one message and one conclusion?
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Having the right partner



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Thanks for your attention





MESH Experience is a data and analytics company working with Fortune 500 organizations, like Delta Air Lines and LG Electronics. We believe that brands today should take an Experience Driven Marketing approach, looking through the eyes of the customer to understand all paid, owned and earned brand encounters. Our proprietary methodologies, datasets and models help us give clients faster and better advice on how to optimize their marketing investment. Real-time Experience Tracking (RET) was described by Harvard Business Review as “a new tool (that) radically improves marketing research

M ESH
Experience

