

A Prankster and Marketer's Perspective on Advertising Insights

ANA Webcast
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Kevin Nalty



Leading the Marketing Community

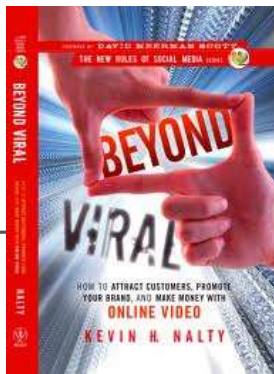
Four goals of webcast

1. Uncover what pranks and marketing insights have in common
2. Rigidly define an insight – and how to find them
3. Explore 3 quick examples of insights in action
4. Have fun and interact at least three times

Who is this guy?

YOUTUBE PRANKSTER

- More than 1,000 videos watched 270 million times. 225K subscribers.
- Author of “Beyond Viral” (Wiley Publishing)



MARKETER

Directed large consumer brands and emerging media at Johnson & Johnson and Merck.

Consulted with top in such areas as emerging media and online video



[Hyperlink to Nalts prank playlist](#)

prank example: farting in public



[Hyperlink to Nalts prank playlist](#)

**So what do pranks and
marketing have in common?**

provoke

Examples of Prank Psychology

Assumption	Discovery
Audience wants to go right to action	They want to feel “in” on prank
They want to hear victim	Off camera laughter is laugh track
Streets of NYC are perfect	Best reactions in small town or mall
Laugh at	Laugh with
You’re gonna get in trouble	They often surprise you

so, what's an insight?

“ An insight is an actionable “aha.” ”

—Kevin Nalty,
*GSW Strategy VP who quotes
himself in presentations*



insights as one part of a strategist's

represent customer,

seek insights, drive research,

build brand plans, run

workshops, **measure impact**,

spot trends, assess

opportunities, **know marketplace**,

brief creative, **pitch new**

business

“ At the heart of an effective creative philosophy is the belief that nothing is so powerful as an **insight** into human nature, what compulsions drive a man, what instincts dominate his action, even though his language **so often camouflages what really motivates him**. For if you know these things about a man you can touch him at the core of his being.”



— Bill Bernbach,
*Advertising creative director,
Dude behind VW Beetle, Mike Life Cereal
and Avis #2 We Try Harder
DDB founder, 1911-1982*

In your case, whose primary job is it to ID insights?

1. My client
2. My agency
3. Market research
4. Me

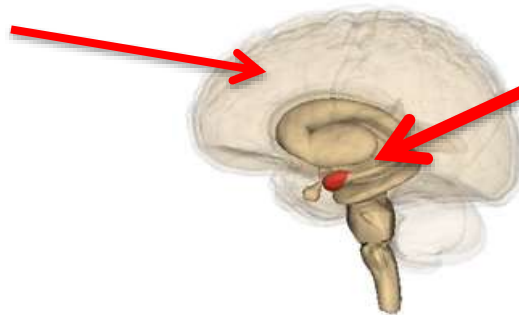


Finding insights is hard



Meet Amy G. Dala

Frontal lobe: modifies those emotions to generally fit socially acceptable norms (override and suppression of socially unacceptable responses)

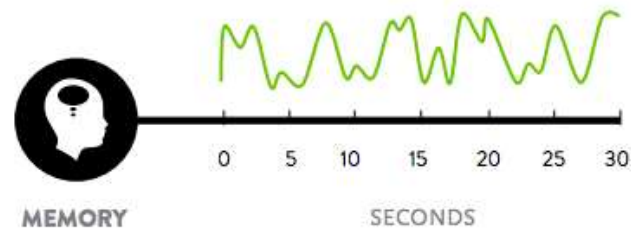
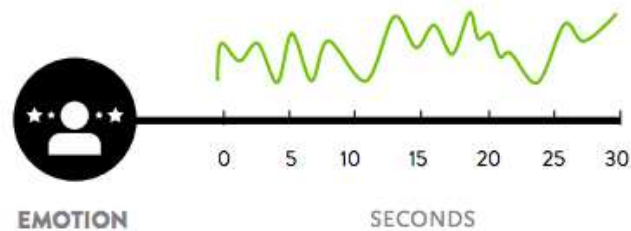
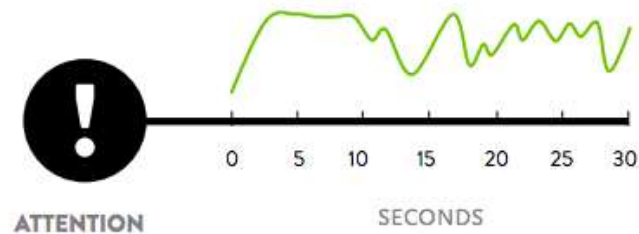


Amygdala: primary role in the processing of memory, decision-making, and emotional reactions, the amygdalae are considered part of the limbic system

discovering insights is **awesome**



in advertising and pranks, you have seconds to reach them



Source: [Neilsen](#) "Making Advertising more of a science than an art"



3 examples of insights in advertising action

example 1: guess the brand

93% of consumers said this Brand X is good for you.
Competitor products unhealthy, but stealing “share of stomach.”
Brand X was viewed as boring, and sales dropping.

A focus group in 1993 identified that customers deprived of an accompanying product to Brand X felt “*anxiety and disappointment that came when this product wasn’t available at crucial moments.*”

Product X “insight in action”



**the deprivation strategy gave birth
to the “got milk?” campaign**

insight:

“Customers were able to convey viscerally the feeling of having a brownie or cookie remnants stuck in their throat, calling out for a gulp of milk to cleanse the palette.”

Case 2: torches of freedom



The human insight that helped liberate
women to smoke just like men

example 3: propecia

“If I lose my hair, I’m inferior.
If I treat hair loss, I’m vain.”



A paralyzing “avoidance/avoidance”
conflict, or “lesser of two evils.”

save the hair

With PROPECIA, 9 of 10 men had visible results^a



Why phased approach is important



Your most important takeaway?

1. Pranksters and marketers/advertisers need to provoke. Quickly.
2. An insight is an “actionable aha”
3. The secret to provoking is to reach the amygdala
4. True insights are hard to find
5. I want some milk



A close-up, slightly blurred image of a brick wall. The bricks are reddish-brown with some lighter, weathered patches. The mortar is a light tan color. The word "questions!" is centered in the middle of the image in a white, sans-serif font.

questions!