



100 VOICES

# PRODUCT SHEET

What started as a way to sensitively handle a humanitarian crisis has become the primary way we are **'Disruptive by Design'**.

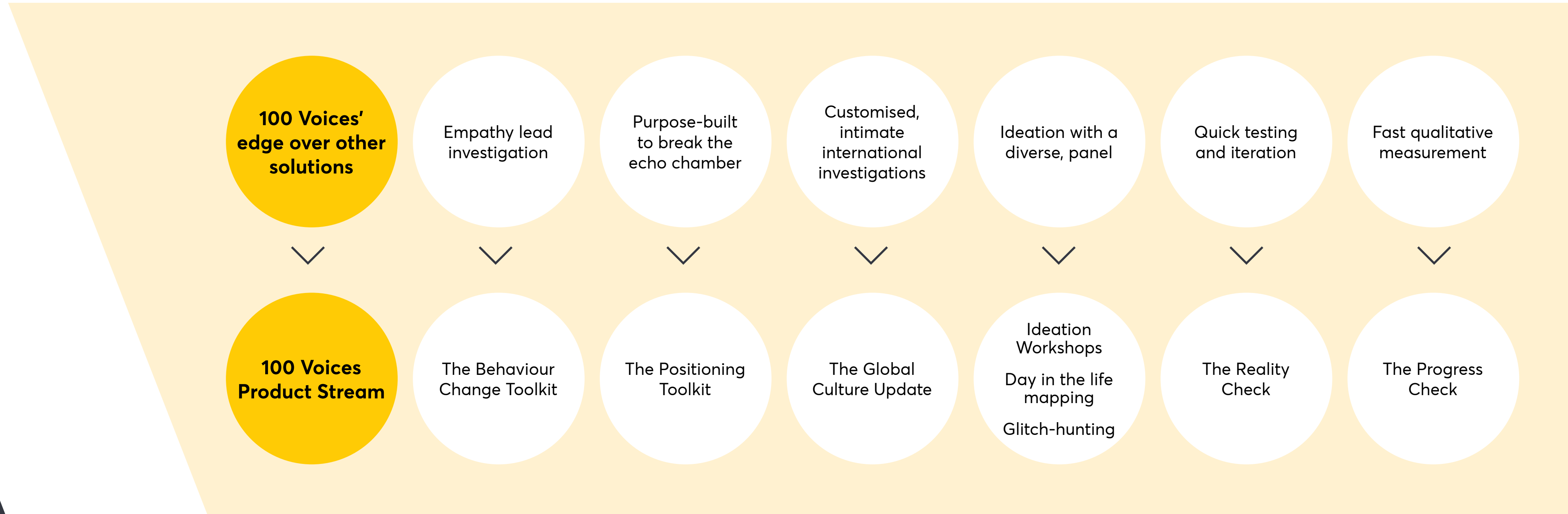


A collection of participants in a sentiment check designed to help us make human-centred responses to a humanitarian crisis.



A diverse panel of people in Ireland & abroad who help us achieve textured insight at scale.

It's the basis of a toolkit that illuminates blindspots and targets opportunity.



**Every product stream is built for denial breaking.**

**1****KEY  
ACTIVITIES:**

Empathy led investigations into behavioural blocks and drivers.

Journey shadowing to uncover behavioural glitches.

Comms planning.

Co-creation with the target.

Global testing and iteration with the target.

Category and cultural orientation including an exploration of 'edges'.

**2****CASE  
STUDIES:**

Our clients' brands topped 'most empathetic brands' indexes while ushering in a spate of necessary changes through a pandemic.

**3****AGENCY  
IMPACT:**

Our library of findings on behaviour change first principles give us a head-start on every job.

**1****KEY  
ACTIVITIES:**

Empathy led investigations into unmet needs & attitudes.

Testing competitor work to identify gaps.

Global ideation, testing and iteration of positioning territories with consumers.

Category and cultural orientation including an exploration of 'edges'.

**2****CASE  
STUDIES:**

A global client: we helped a global client adapt their positioning platform to local nuances.

A global client: we've developed a portfolio-wide 'family' based positioning model.

**3****CLIENT  
IMPACT:**

Less soap-boxing and more equity in stances that attract people.

Access to a discerning, global sample.

1

**KEY  
ACTIVITIES:**

Culture scan: Design and deliver a curation of empathy-derived insights to inform how a brand orientates itself in a messy world.

2

**CASE  
STUDIES:**

A TBWA Global client has incorporated this into their retainer to help nurture their market teams' cultural astuteness.

3

**CLIENT  
IMPACT:**

Greater ease navigating their brand's landscape.

1

**KEY  
ACTIVITIES:**

Co-Creation with the  
target audience.

Reimagining what  
'channel' is.

2

**AGENCY  
IMPACT:**

A head start on every  
tactical or experiential brief.

3

**CLIENT  
IMPACT:**

Disruption extends to  
being disruptive in  
channel, & reimagining  
what 'channel' is.



# 1 KEY ACTIVITIES:

'Shadowing' through daily diaries kept by our target.

Reimagining what 'channel' is.

# 2 CASE STUDIES:

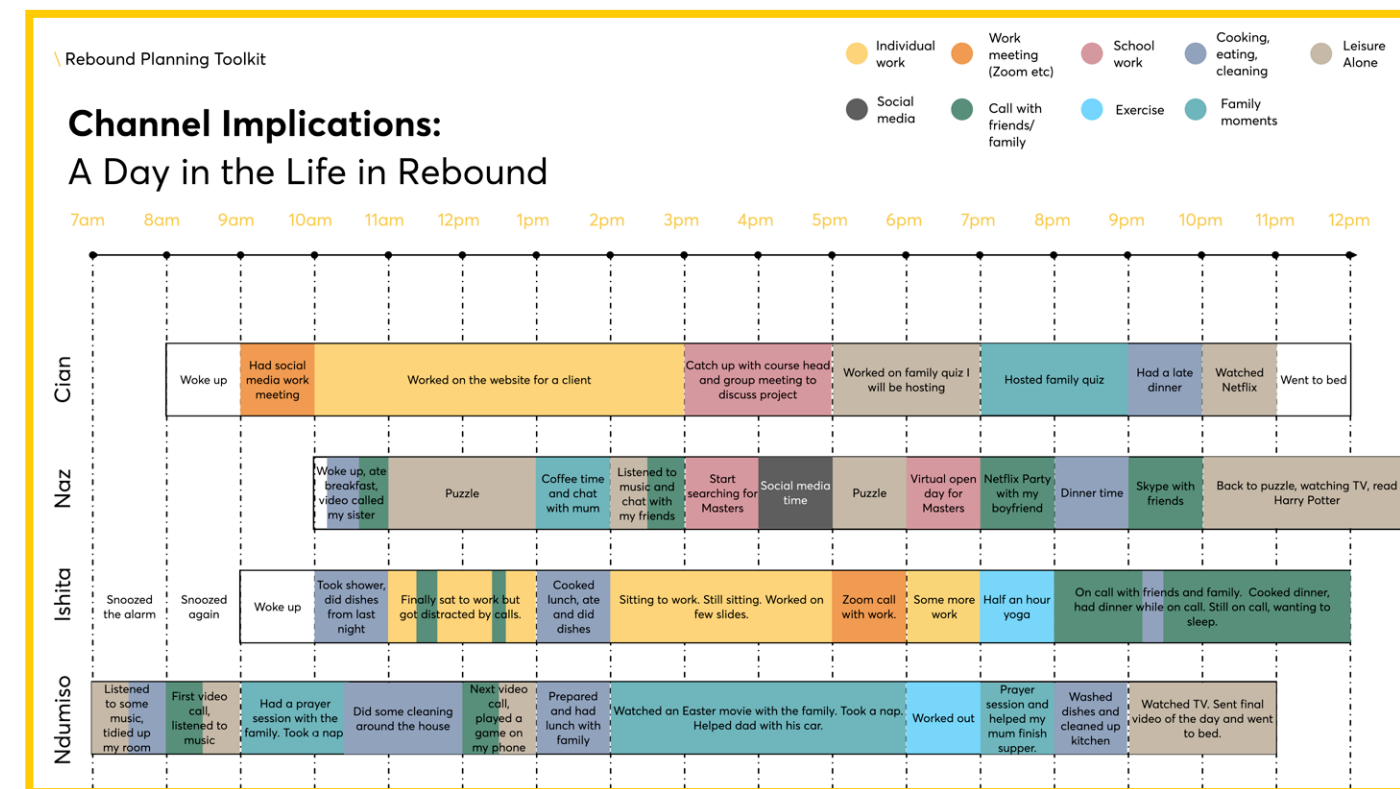
'Lockdown Rebound toolkits' for multiple clients.

# 3 AGENCY IMPACT:

A step outside our own echo-chamber.

# 4 CLIENT IMPACT:

A human-centred view of the entire brand experience.



# 1 KEY ACTIVITIES:

'Hunting' - respondents record 'glitches' in all kinds of experiences .

Ideation Workshops.

# 2 CASE STUDIES:

'Reopening Rebound toolkits' for multiple clients.

# 3 CLIENT IMPACT:

Fewer glitches taking a shine off a brand's image.

Disruption extends to the entire experience.

## Harsh, India, 26



**Glitch:** although hand sanitizer provided and temperatures checked, this supermarket makes no in-store effort and customers behave accordingly



**Glitch:** social distancing demarcations provided but they seem to follow tile size as opposed to 2m guidelines

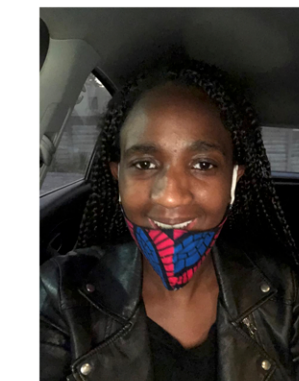


**Workaround:** X marks the no step spot  
**Glitch:** 2 steps may not be enough distance



**Workaround:** in lift markers encourage social distancing and limit capacity to 4 at a time  
**Glitch:** distance not adequate and people don't follow the rules

## Rea, South Africa, 25



**Glitch:** mask wearing problems, one size does not fit all



**Glitch:** No hand sanitizer in sight upon shop entry



**Glitch:** this shop closes too early, almost impossible to get there in time after work



**Glitch:** sanitizing is your responsibility, other shops ensure sanitization by having someone assist you with it. In-store it feels as if the pandemic doesn't exist.



**Workaround:** covid awareness signage upon store entry

**Glitch (no photo):** contactless payment option available but assistant handled card to do the tapping himself, unnecessary exposure.

**Glitch (no photo):** some shops make no attempt to adhere to covid related measures

**Glitch (no photo):** accessing hospital parking requires multiple points of contact and one has to beg for hand sanitizer which is then given reluctantly. Other parking lots have allowed free access during the pandemic, surely a hospital should too

1

**KEY  
ACTIVITIES:**

Testing & iterating with the target audience.

Gauging tonal permissions for brands in different contexts e.g. lockdown.

2

**CASE  
STUDIES:**

Tonal permission checks lead to a conscientious revamp of multiple clients' comms strategies in response to Covid 19.

3

**AGENCY  
IMPACT:**

Constructive feedback to inform iteration, not just 'yes/no' testing.

4

**CLIENT  
IMPACT:**

Access to a global sample.

1

**KEY  
ACTIVITIES:**

Periodic workshop exercises.

Remote research tasks that gauge brand affinity, perception and experience and other Design Thinking research approaches.

2

**CLIENT  
IMPACT:**

More context on brand affinity, perception and experience when thinking about how to evolve approaches.



**TO LEARN MORE  
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