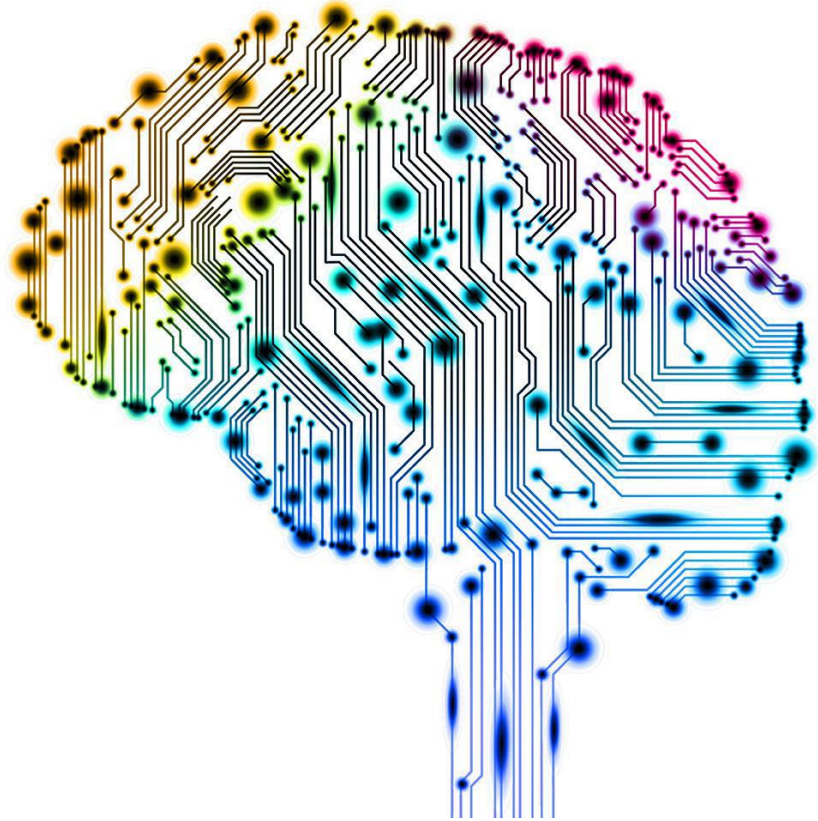




1

What does average mean?

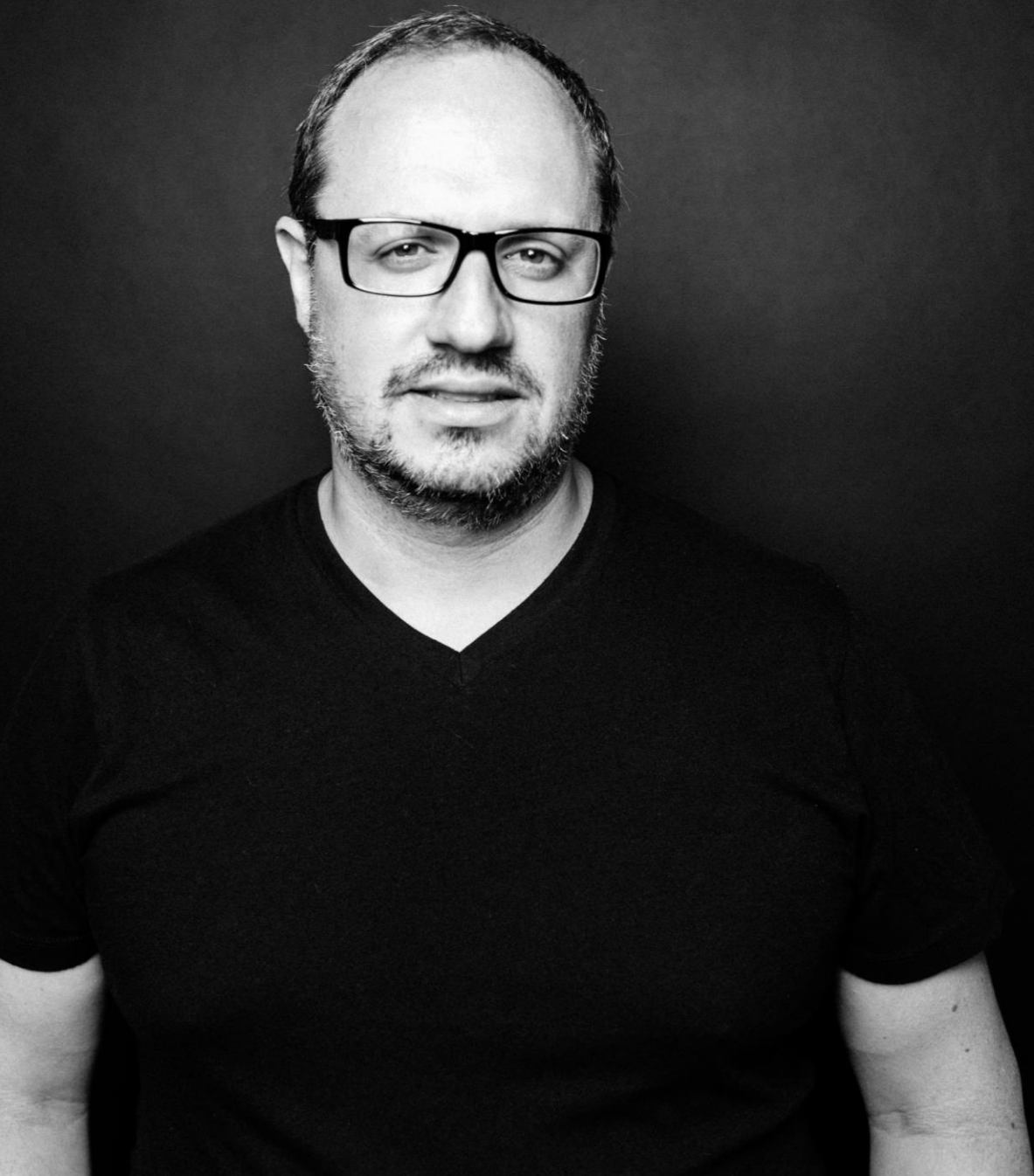


2

**What is
intelligence?**



Why should you have people on your team who understand retro trends?



Geoff Colon

Head of Brand Studio
Microsoft Advertising



[in/geoffreycolon](https://www.linkedin.com/company/geoffreycolon)



[@djgeoffe](https://twitter.com/djgeoffe)

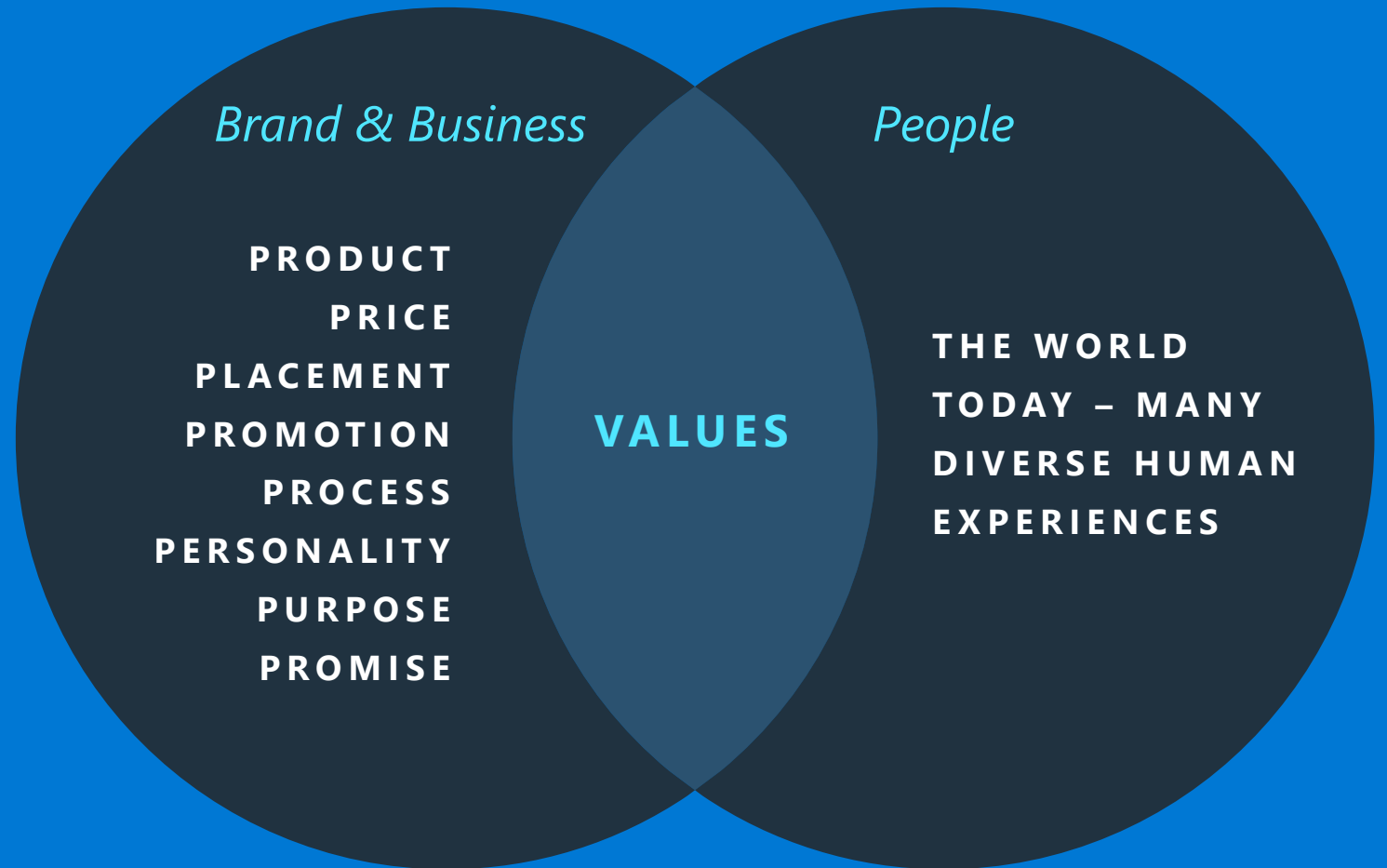


Driving Innovation with Talent

Data is Oil and People Are the New Solar



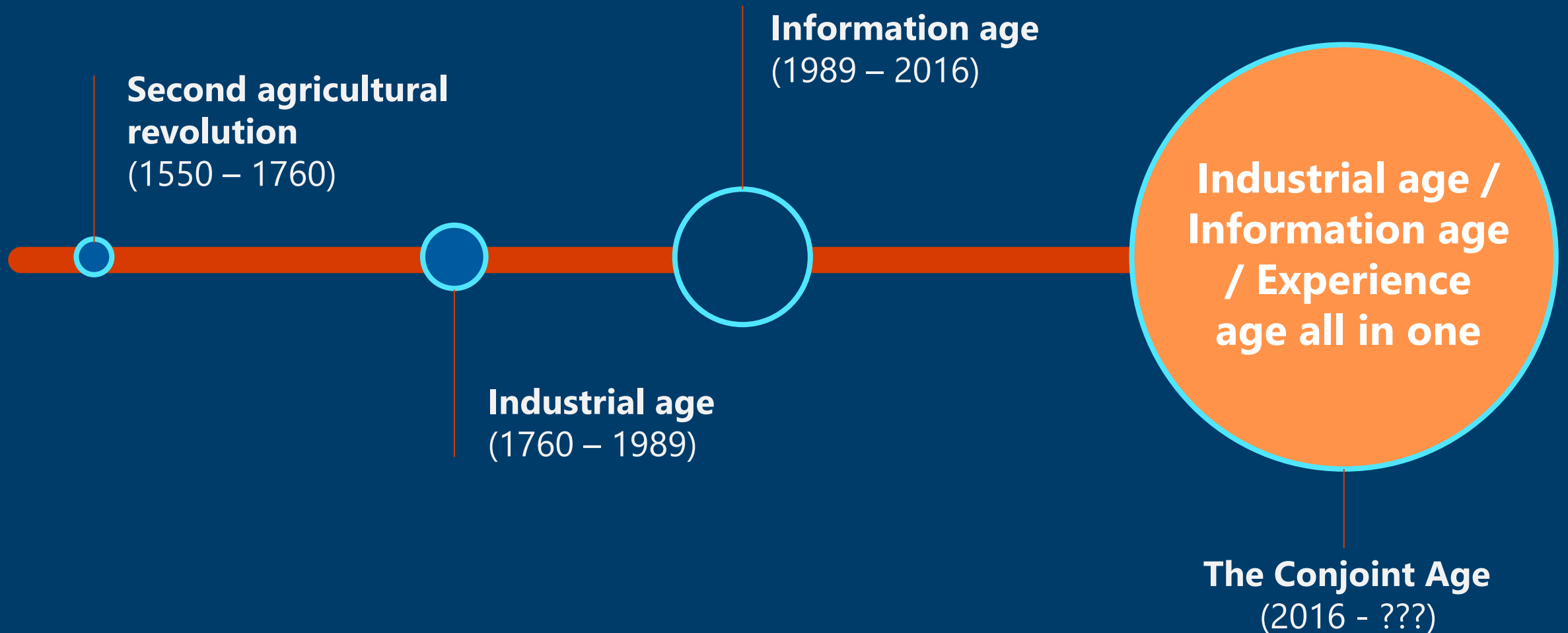
Meaning is
first revealed
by identifying
shared values.



The Conjoint Effect

People, brands, celebrities and content creators are all converging at the same time, acting like each other and stealing each other's ideas, tricks, business models and content.

How did we get here?



The Main Metric of the next decade: Customer Experience Quotient (CXQ) =
[understanding the buyer journey] + [marketing performance based on that understanding]



100% have/plan to have Customer Journey Officer



91%

High Performers **have someone in their company** designated as a lead in the efforts to understand and market to the customer decision journey. **(Vs. 48% of lower performers)**

9%

Plan to hire in next 12 months

“We predict that CEOs will exit at least 30% of their CMOs for not mustering the blended skill set needed to drive digital business transformation, design exceptional personalized experiences, and propel growth.”

- FORRESTER RESEARCH

Modern marketer skillset



IT professional

CMOs will allocate nearly a quarter (22%) of their budget to technology.¹



Creative

66% of buyers won't make a purchase if digital content isn't personalized or optimized²



Data strategist

The number of enterprises with more than 100 terabytes of unstructured data has doubled since 2016.³



Behavioral Analyst

Only 32% of those companies have succeeded in analyzing that data in any actionable way.³

1 – Gartner CMO Spend Survey 2017-2018; 2 – Microsoft PSFK Retail Research 2018; 3- Forrester Research Inc., Predictions 2018: "The Honeymoon for AI is over." November 2017



Customer-centric

“Start with the customer
and work backwards...
obsess over customers”.



Three questions
to ponder when
thinking about
talent...



Three ways to future-proof talent development



Ban Recruiting Averages



Strengthen Different Types of Intelligence

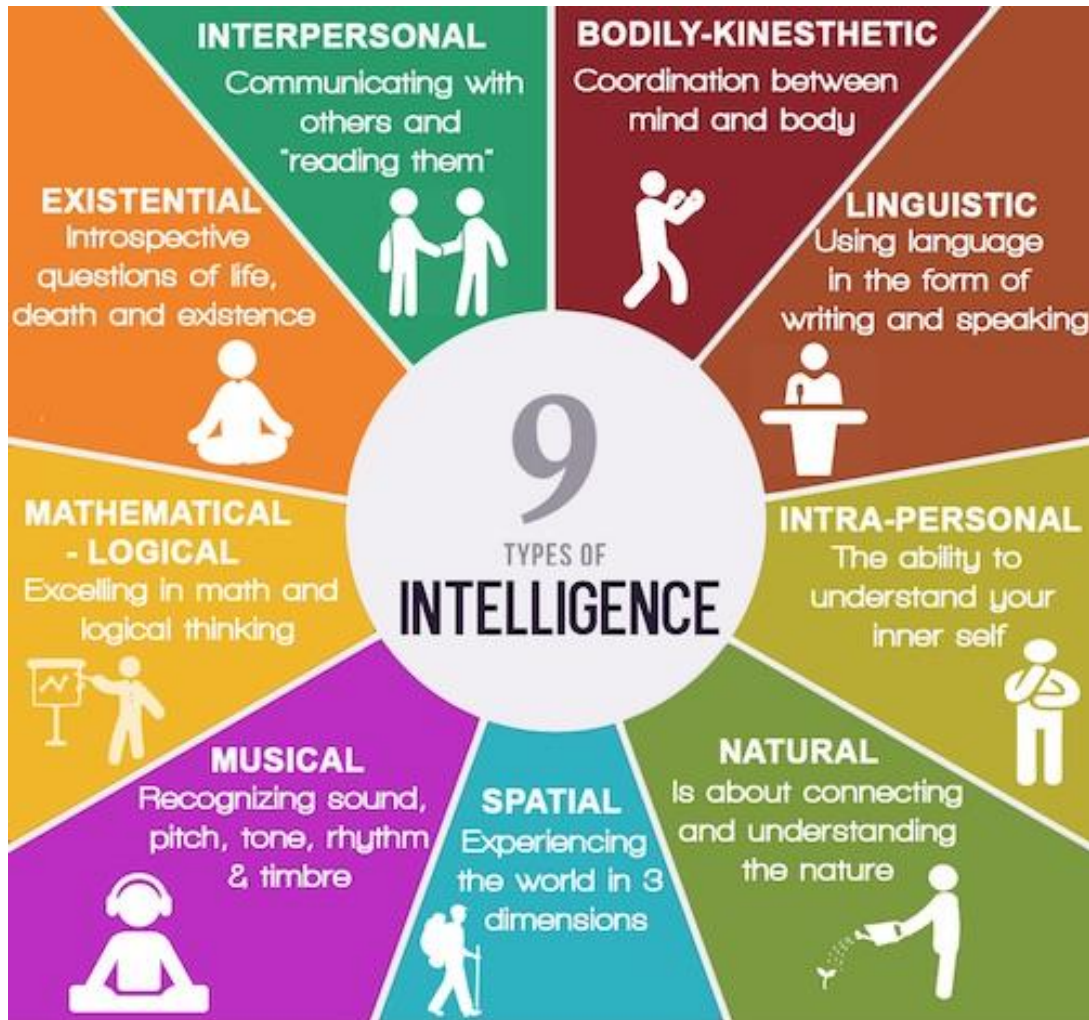


Study Culture and Trends

1. Hire without innate bias of what it means to be average constraining you

Averages are unhelpful and counterproductive measures for human factors. Hire for inclusivity, a person's human experience and flexibility.

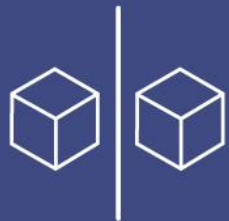




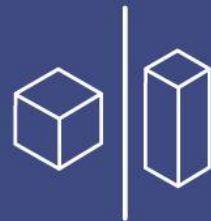
2. Hire different types of intelligence

Intelligence comes in more forms than what we measure in educational systems, e.g., mathematical/logical and linguistics.

The Basic Elements of
CREATIVITY



COPY



TRANSFORM



COMBINE

3. Hire people on your teams who understand retro trends

Trends are new connections made up of old parts. They are remixes and mashups of the past.

How will the
Conjoint Age
ban averages?





Everyone is living his/her/their personal creative experience

Where do we begin
to ban the average?



Ban Averages

Understanding people



**Nike is banning
the average by aiming
for the edge**



Let's diagnose in ban the average mode



Nyjah Huston



Zeina Nassar



Lacey Baker

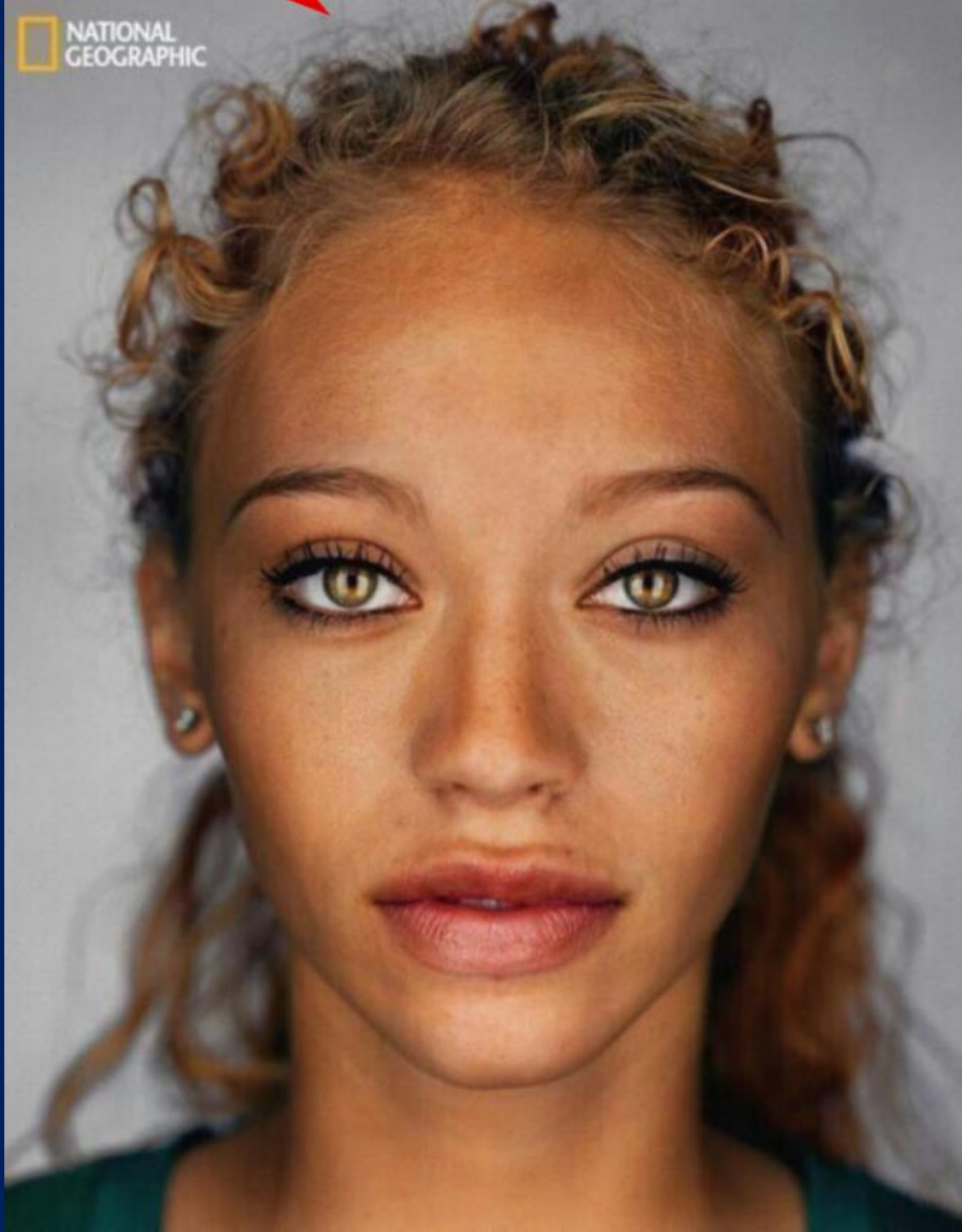


The United States Women's National Team

**Dominant
teams are
populated with
a surfeit of
subcultures**



**Direct to Consumer brands
don't target the average**



What types of talent intelligence become important in an automated world?



15 of 75 human behavioral trends from past year



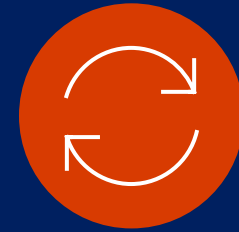
Culture & Consumer Behavior

Strategic Spectacle
Muddled Masculinity
Side Quirks



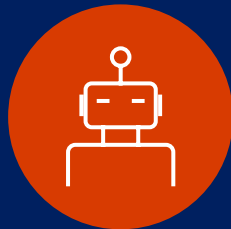
Marketing & Social Media

Artificial Influence
Retrotrust
War on Brand



Media & Education

Fad Fatigue
Extreme Uncluttering
Deliberate Downgrading



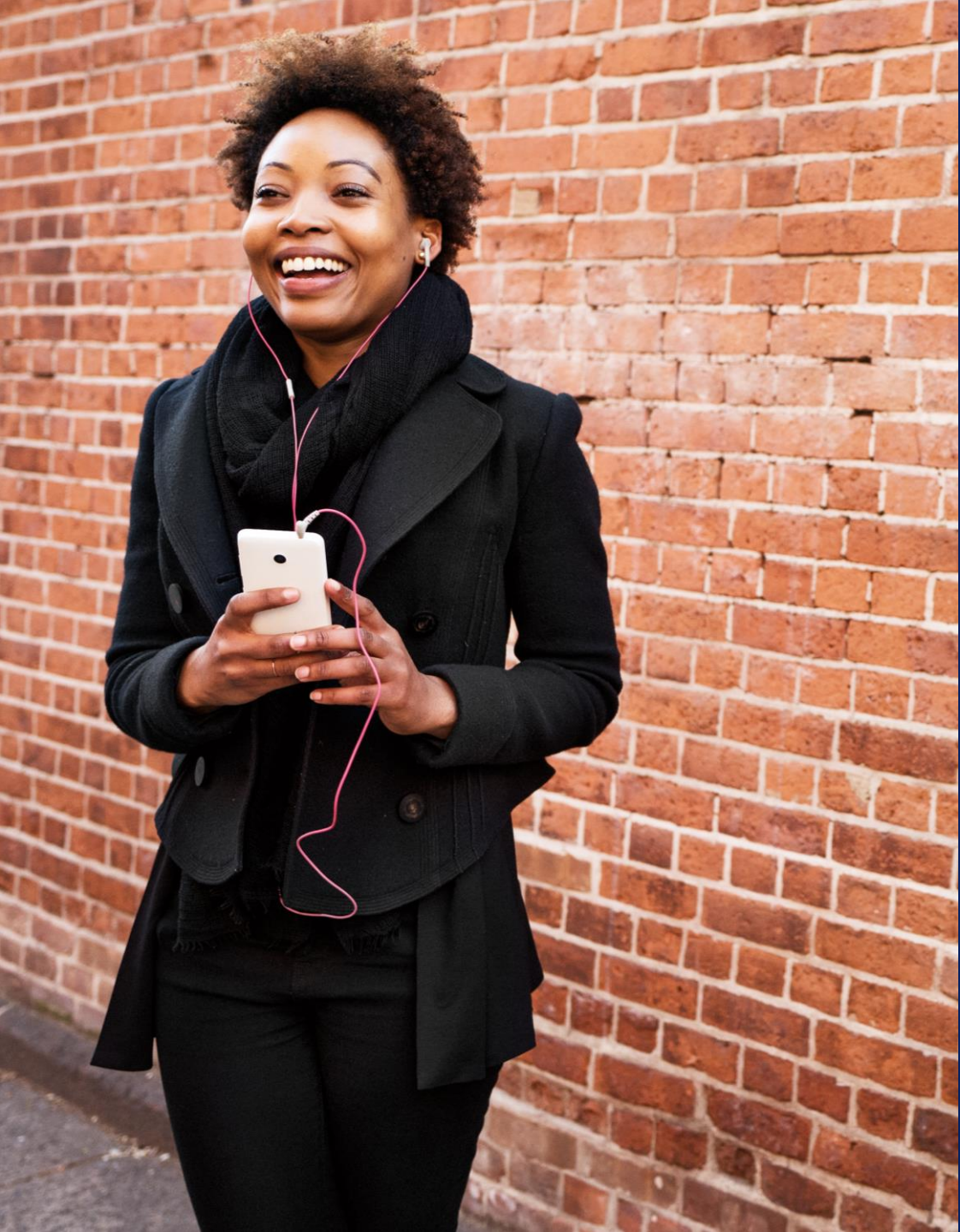
Technology & Design

Enterprise Empathy
Innovation Envy
Robot Renaissance



Economics & Entrepreneurship

Good Speed
Overwealthy
Passive Loyalty



Deep Dive

Economics and Entrepreneurship

Passive Loyalty

What's the trend?

What if all loyal customers aren't as loyal as they seem?

As switching from brands becomes easier, companies reevaluate who is loyal, who isn't and how to inspire true loyalty.

**Does your in-house
talent have
intelligence
to understand
business blurs?**





The Netflix logo is displayed in its signature red, bold, sans-serif font in the top left corner of the promotional banner.

NETFLIX

A rectangular button with a thin white border and the text "Sign In" in a white, sans-serif font, located in the top right corner of the banner.

Sign In

The title "NETFLIX ORIGINAL STRANGER THINGS" is centered on the banner. "NETFLIX ORIGINAL" is in a smaller, white, sans-serif font, while "STRANGER THINGS" is in a large, white, serif font. The background of the banner is a dark, atmospheric scene of a girl on a bicycle at night, with a street lamp illuminating her and the path ahead.

NETFLIX ORIGINAL
STRANGER THINGS

Watch Season 1 Now

When a young boy vanishes, a small town uncovers a mystery involving secret experiments, terrifying supernatural forces and one strange little girl.

**How does your
talent
communicate
business blurs to
customers?**

Restaurant group
Vetri Family sold to
Urban Outfitters Inc.



Creative talent should understand the past as much as the present.



Study Culture and Trends



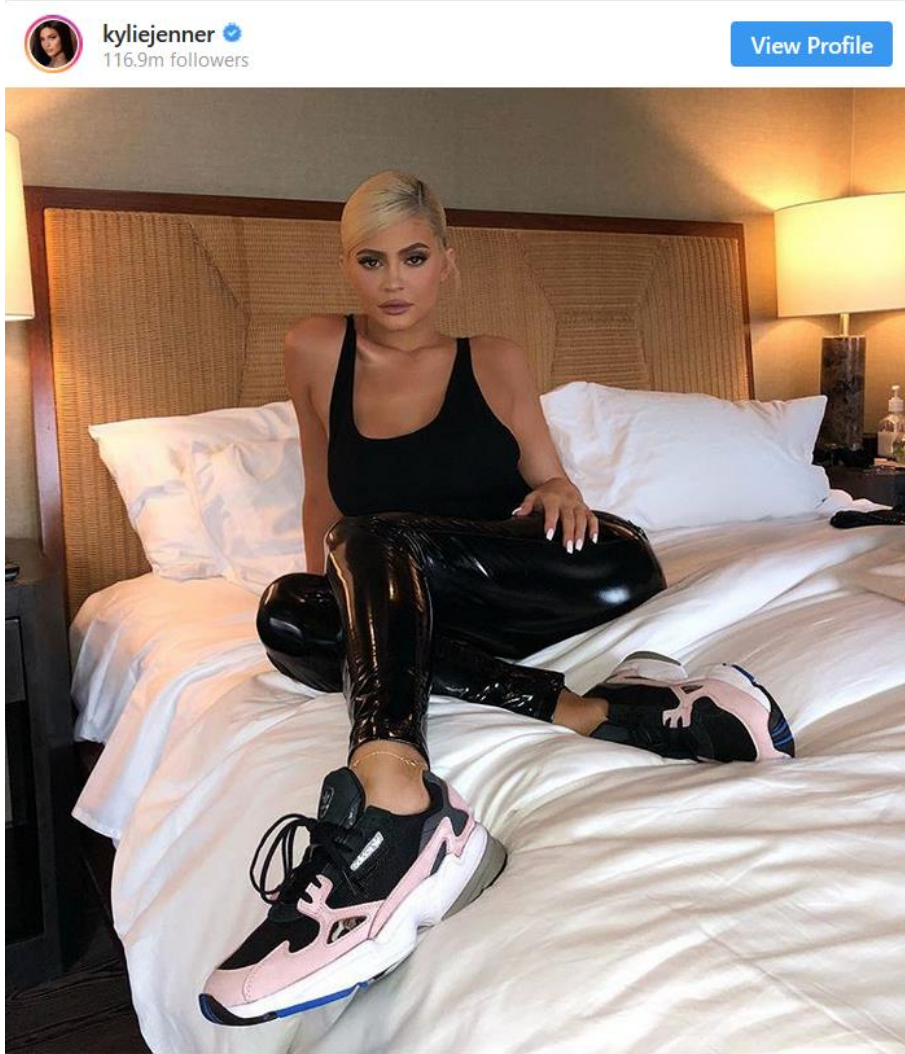
balenciaga
7.6m followers

[View Profile](#)

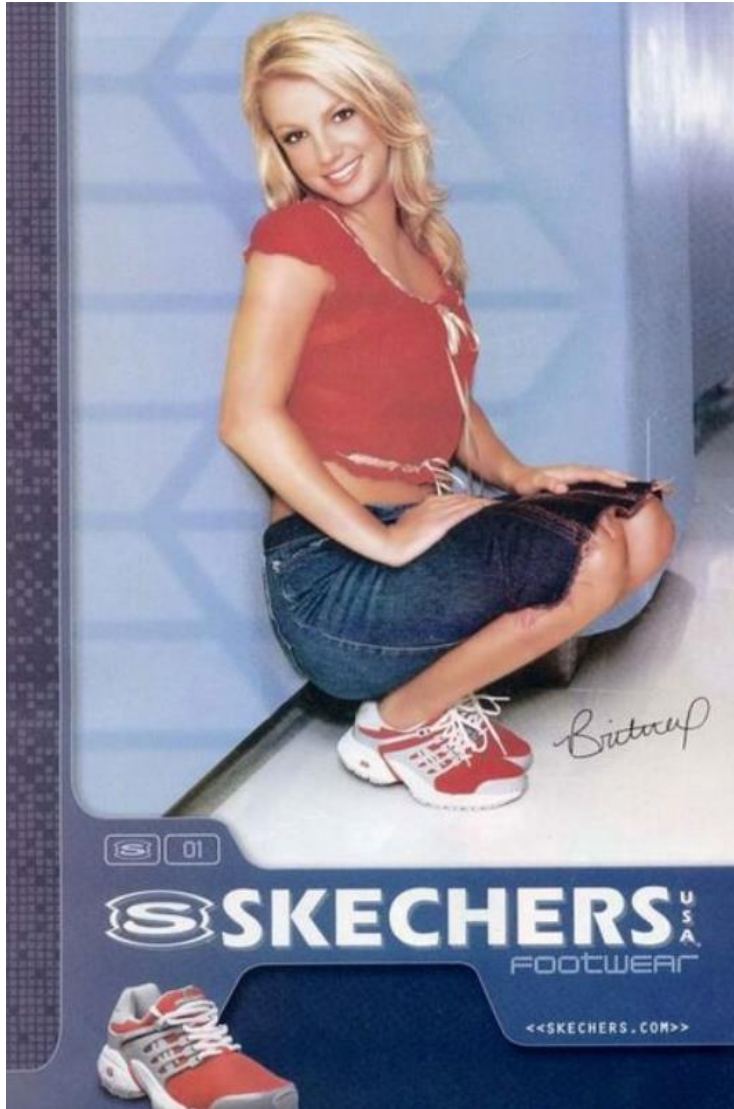


triple s

2018 daddy sneakers
are a remix



**We think Kylie Jenner
2018 was stylishly
innovative**



**But Britney Spears did
it before her in 2001**

**Who probably
was inspired by
Jerry Seinfeld...**



VSCO Girls are all the rage because of Tik Tok and social media...

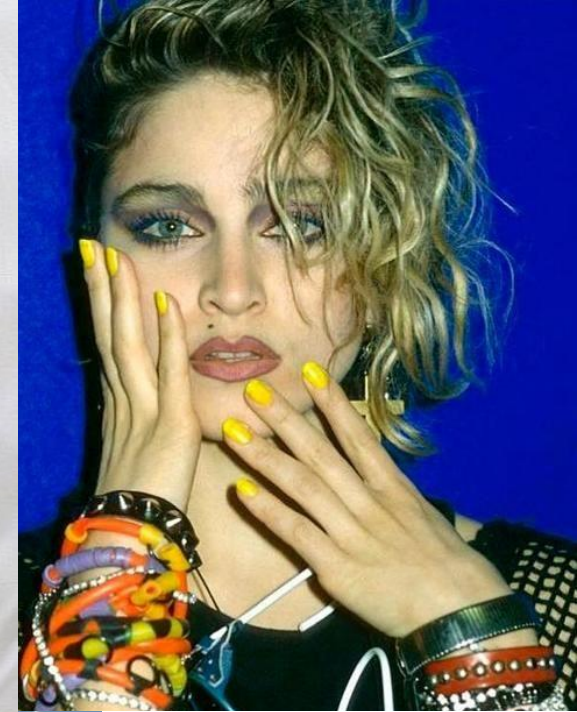
right?



The Look and Its Origins:


A remix/evolution of...

- Tumblr Girls (Mid 2000s)
- Valley Girls language (Mid 1980s)
- Scrunchies (Summer 1989)
- Oversized T-Shirts (Rave, Grunge and Version 2.0 1991-1995)
- Vans (Skate Culture 1978, remixed 1988)
- Friendship Bracelets (1980s)
- Birkenstocks (Hippie Part 2 Culture 1990-1995)
- Polaroid Camera (Fascination with Analog, Early 2000s)
- Metal Straws (Mate Straw - South America)



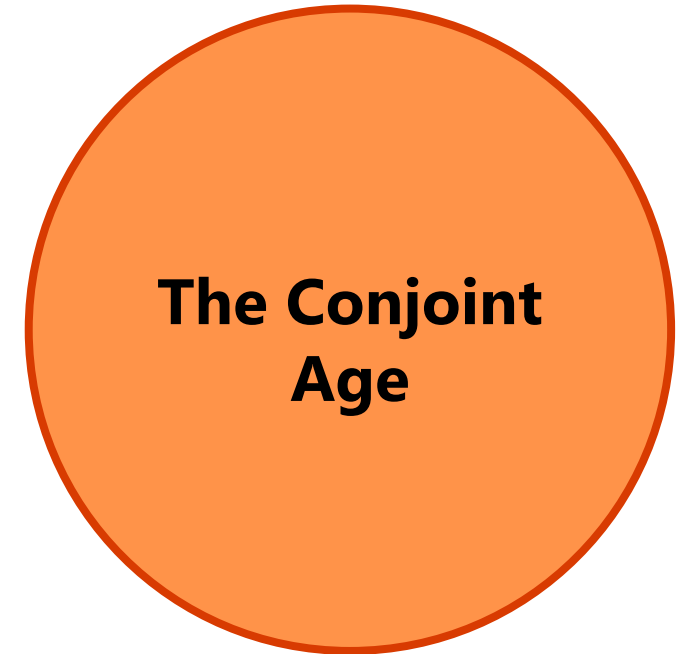


The Basic Elements of
CREATIVITY

COPY TRANSFORM COMBINE

Vsco room inspo



NEW REPORT CITES SKYROCKETING GROWTH OF INTERNAL AGENCIES

By [Adrienne Pasquarelli](#). Published on October 15, 2018.



JC Penney's internal agency handled its recent Shaq campaign. Credit: JC Penney

In news that's surprising to no one, in-house agencies are on the rise.

Everybody's an "agency"

Everybody's a "media company"

Amazon's threat of buying sports rights should freak out traditional media companies

- Amazon has placed a first-round bid for Disney's 22 regional sports networks.
- Amazon's presence could scare traditional media players like Fox into making a more aggressive bid.
- Disney's best strategy may be to keep Amazon around as a bidder while not ultimately selling the channels to the company.

Alex Sherman | @sherman4949

Published 12:51 PM ET Tue, 20 Nov 2018 | Updated 1:09 PM ET Tue, 20 Nov 2018



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MEMBER EXCLUSIVE

How media companies are courting direct-to-consumer brands

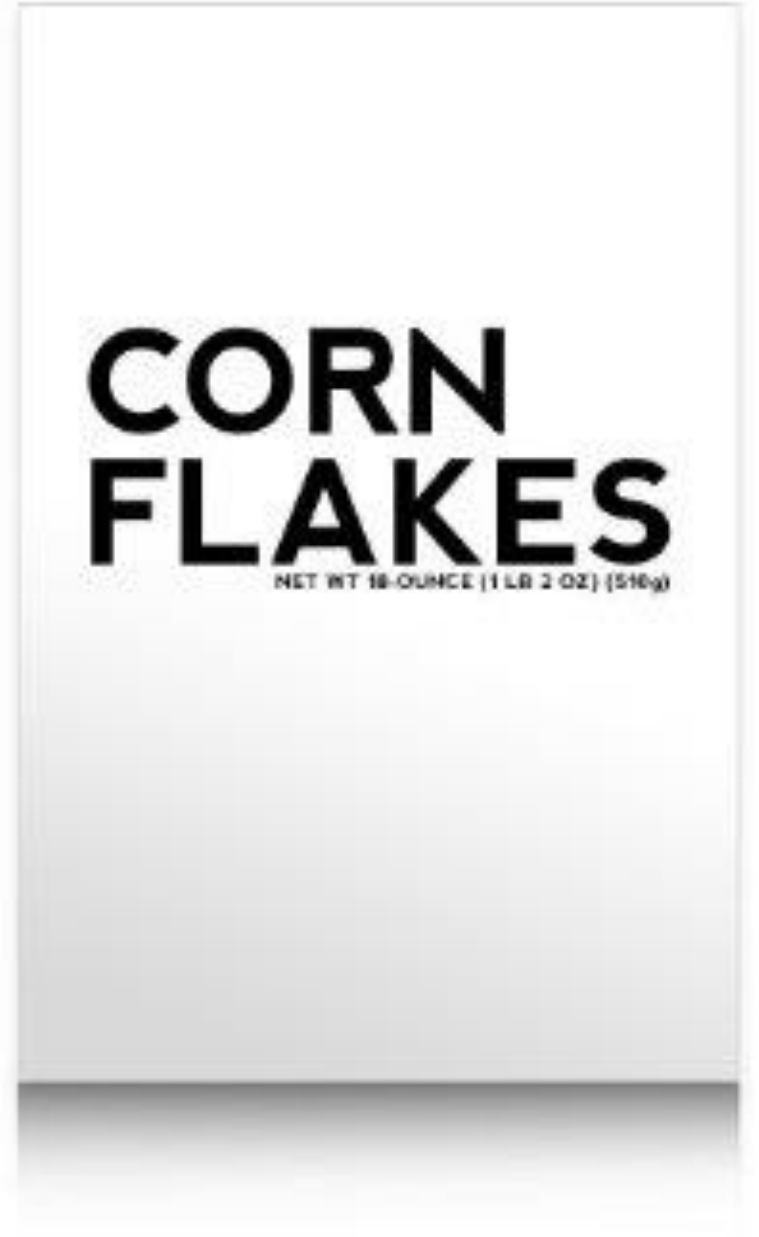
NOVEMBER 27, 2018 by Ilyse Liffreing

The New York Times

Journalists Are Leaving the Noisy Internet for Your Email Inbox

Casey Newton, who has covered tech for The Verge, joins a growing number of reporters who have started subscription newsletters at Substack, a three-year-old platform.

Hire people who understand this isn't new because of pattern recognition...



**They're Good'n Plain
...They'll
save you
money!**



Because we've been here before. (Anyone over 45 could tell you this)



Ban the Average

We Are Hiring For the Person Not Just Past Performance and Hard Skills



9 Types of Intelligence

You Don't Want All Data-Driven Types on Your Team



Remix and Mashup the Past

Understanding Retro Trends Leads to Better Creative



**“Prejudice is a burden that confuses
the past, threatens the future and
renders the present inaccessible.”**

– Maya Angelou,
Poet, Author, Civil Rights Activist

Microsoft Advertising. Intelligent connections

To learn more visit: aka.ms/marketingwithpurpose