What is an insight?

- Why?
- Lifestyles? Quality of life?
- Emotions?
Where to look for insights?

- Functionality/Features
  - iPad

- Benefits/Lifestyles
  - iPad 2

- Emotions/Values
  - iPad Air
Where to look for insights?

• History with the brand – the first-time moment.
  – Subaru’s “Love” campaign.
Where to look for insights?

- **Usage Ritual-Signature Moments.**
  - Physical Acts:
  
  - Concepts:
Where to look for insights?

• New Trends in Life.
  – Dentyne Facetime.
Where to look for insights?

• Barrier to Entry.
  – Why not wearing helmets when riding motorcycles: Ogilvy Vietnam ad.