

**Kelton**

# INSIGHTS BOOTCAMP:

**31 DAYS TO BETTER BRAND IDEAS**



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# Hi, we're Kelton.



ROOTED IN  
**JOURNALISM**



POWERED BY  
**INSIGHTS**



**ENERGIZING**  
COLLABORATION



FINDINGS THAT  
**DRIVE IMPACT**

The image is a composite of two photographs. The top photograph shows a high-angle view of a modern conference room with a long wooden table, a projector mounted on the ceiling, and large windows on the right side. The bottom photograph shows a group of about 15 people sitting around the same conference table, working on laptops and engaged in discussion. The text is overlaid on the top photograph.

The answer to your **business challenge** cannot be found in your conference room.



**The answers are out there** – among the people and culture where your brand lives.





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“Epiphanies rarely occur in familiar surroundings. In order to do something different, you have to see things differently at very much a literal level.”

**GREGORY BERNIS**

**ICONOCLAST: A NEUROSCIENTIST REVEALS HOW TO THINK DIFFERENTLY**

”

A person is standing on a dark, rocky hilltop, looking out over a sprawling city at sunset. The person is wearing a dark jacket and dark pants. Their feet, wearing dark sneakers with red accents, are visible in the foreground. The city below is densely packed with buildings, and the sky is a mix of orange, pink, and blue. The text is overlaid on a white horizontal band across the middle of the image.

We designed **Insights Bootcamp** to help insights teams solve problems and seize opportunities by taking them out of the office and into the real world.

# When to **use it**:

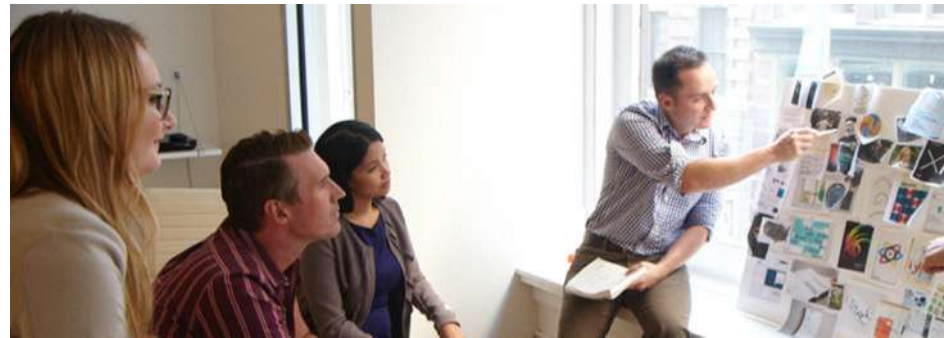
Insights Bootcamp can assist with a wide range of business challenges – especially when time is of the essence.

Here are just a few examples of when to use it:

1. Jumpstart a **new brand initiative** or workstream with a cross-functional team.
2. Get senior executives **out of the boardroom** and into the lives of the customers they are serving.
3. Understand the cultural landscape when **expanding into new markets**.
4. Familiarize your team with a **new customer group**.
5. Conduct a deep dive on your target consumers to **spark innovative ideas**.

## Why it **works**:

1. Empathy is built **in the field**.  
No amount of data is a substitute.
2. New perspectives and deeper understanding breed **fresh ideas**.
3. Strategic momentum is created through **real-time, rapid fire ideation**.



# How it **works**:

Insights Bootcamp is designed to inspire fresh ideas and create forward momentum. The process helps your insights team capture and iterate on ideas in real-time so that they are primed for implementation.



## **IGNITE**

2-hour video conference  
to align on:

- Challenge
- Hypotheses
- Outcomes



## **IMMERSE**

Custom, mix-method  
approach that includes:

- Expansive Thinking
- Immersive Experience
- Rapid Ideation Workshop



## **IMPLEMENT**

Easily-digested reporting  
that drives workstreams:

- InsightVisualizer
- Decision Driver Report

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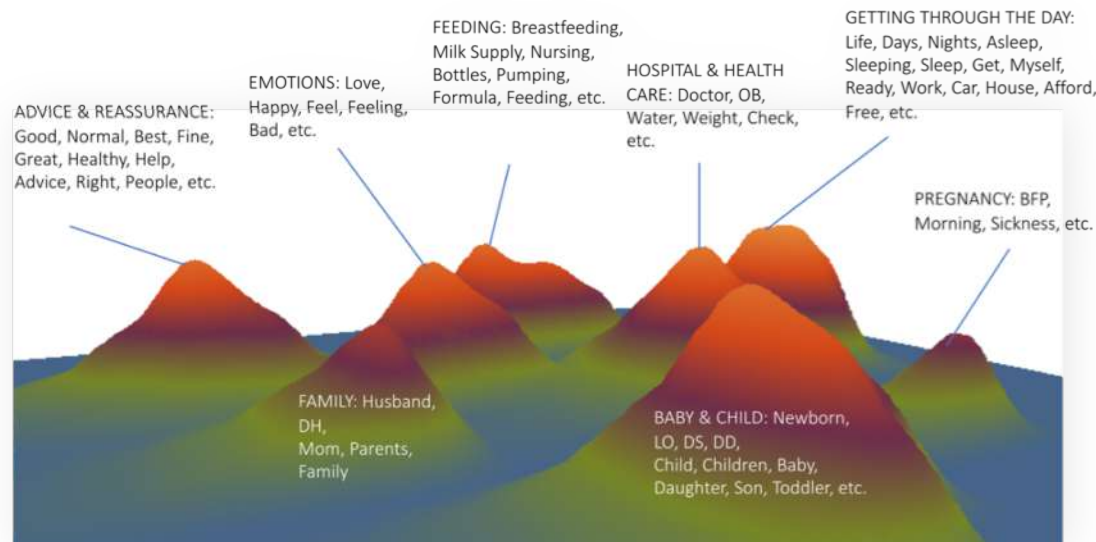
**DAY 1**

**DAY 31**

# Expansive thinking.

**Questions** you didn't think to ask. **Opportunities** you haven't yet spotted. **Solutions** you never imagined.

Through Online Anthropology, we lay a digital blanket over every organic consumer conversation in your category and look for fresh, inspired, authentic opportunities.



## Deliverable: InsightFuel

A presentation that identifies new customer insights, innovation opportunities and communications ideas.

An example of how we identify themes and opportunities hidden in organic conversations online, via our partner LRWMotiveQuest.

# Immersive experience.

**Face-to-face interaction** with your consumers to build **empathy** and get the idea **juices flowing**.

We pull from a deep insights toolkit that includes Cultural Insights, digital and in-person qualitative, expert panels and influencer dinners.



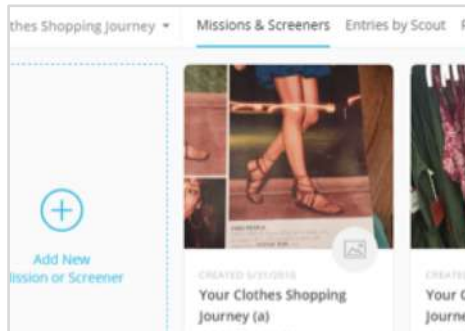
## **—ALONGS**

Traditional shop-alongs camp-alongs, dine-alongs and more.

We integrate your team into your customers' environment.



## **CULTURAL SAFARI**



## **ONLINE SMARTCOMMUNITY**



## **INFLUENCER DINNER**

### **Deliverable: InsightVisualizer**

A topline summary and infographic of the key insights uncovered and opportunities identified, delivered at the conclusion of bootcamp.

# Rapid ideation workshop.

A collaborative and **high energy workshop** that turns **insights** into **action**.

Team insights and ideas are prompted and captured in real-time on our private team Aha-Stream, building to an in-field, high energy workshop that generates new opportunities.



## **Deliverable: Aha-Stream**

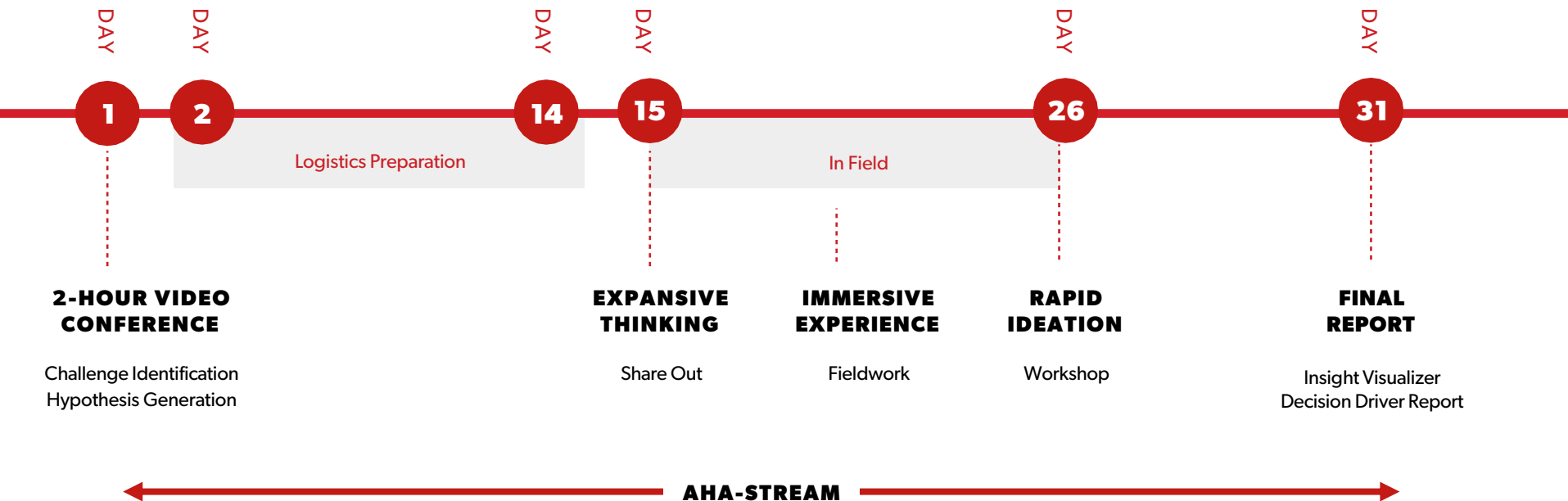
An ongoing prompt and capture of Kelton findings and team builds. At the end of the project, all ideas will be organized and archived.

## **Deliverable: Decision Driver Report**

A strategic roadmap designed to identify opportunities and rationale, and prioritize new workstreams, action items, and owners.

# An overview of our **31 days**.

Below captures a rough outline of our 31 days together. Should there be interest to **conduct this work globally**, we can capture insights from around the world over an extended period of time.



# READY TO GET OUT THERE?



*Want to learn more about how Insights  
Bootcamp can help grow your business?  
Talk to Nicole.*

**Nicole Brandell**

Partner, Brand & Marketing Strategy  
[nicole.brandell@keltonglobal.com](mailto:nicole.brandell@keltonglobal.com)

**Kelton**

**THANK YOU.**