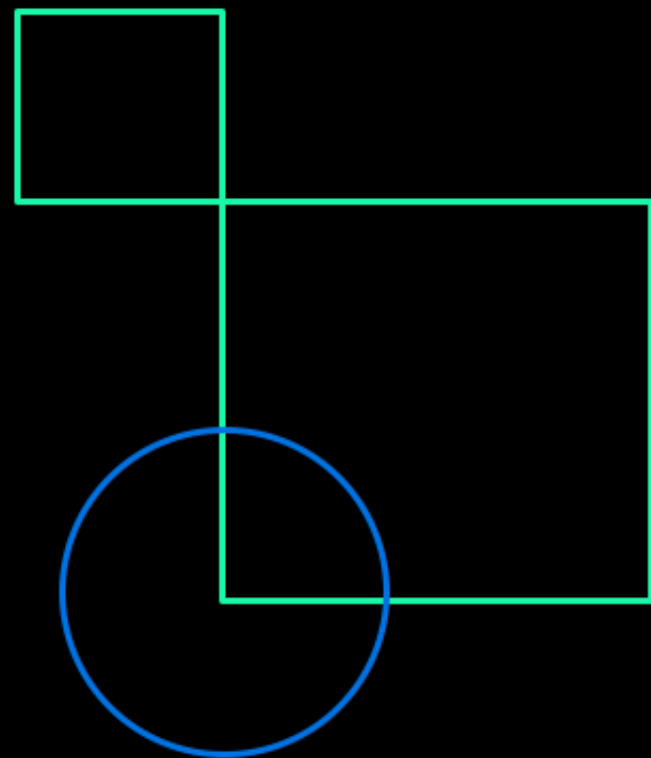


Bringing Human + Tech Together



Landor •:remesh

CASE STUDY

acoustic

Bringing Human + Tech Together



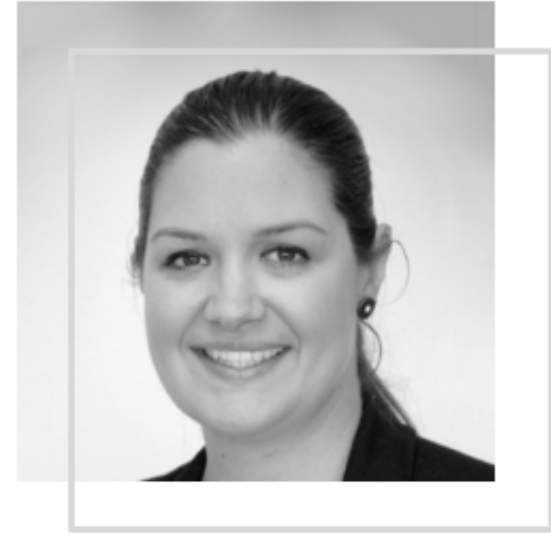
Alyssa Vitrano

Head of Global Brand
Marketing
IBM in support of Acoustic



Maarten Lagae

Director Insights & Analytics for
North America
Landor



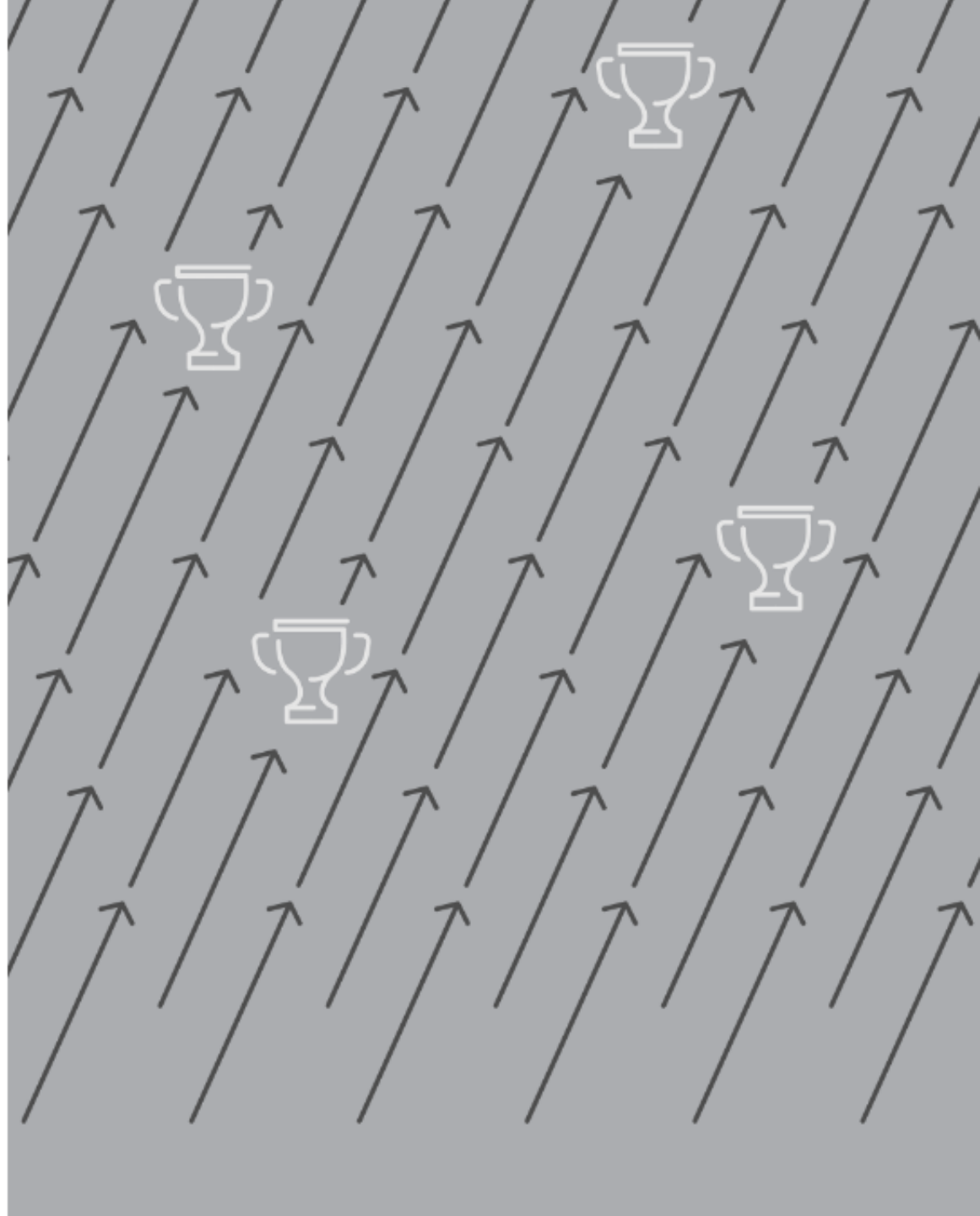
Noele Emmons

Key Account Manager,
Remesh

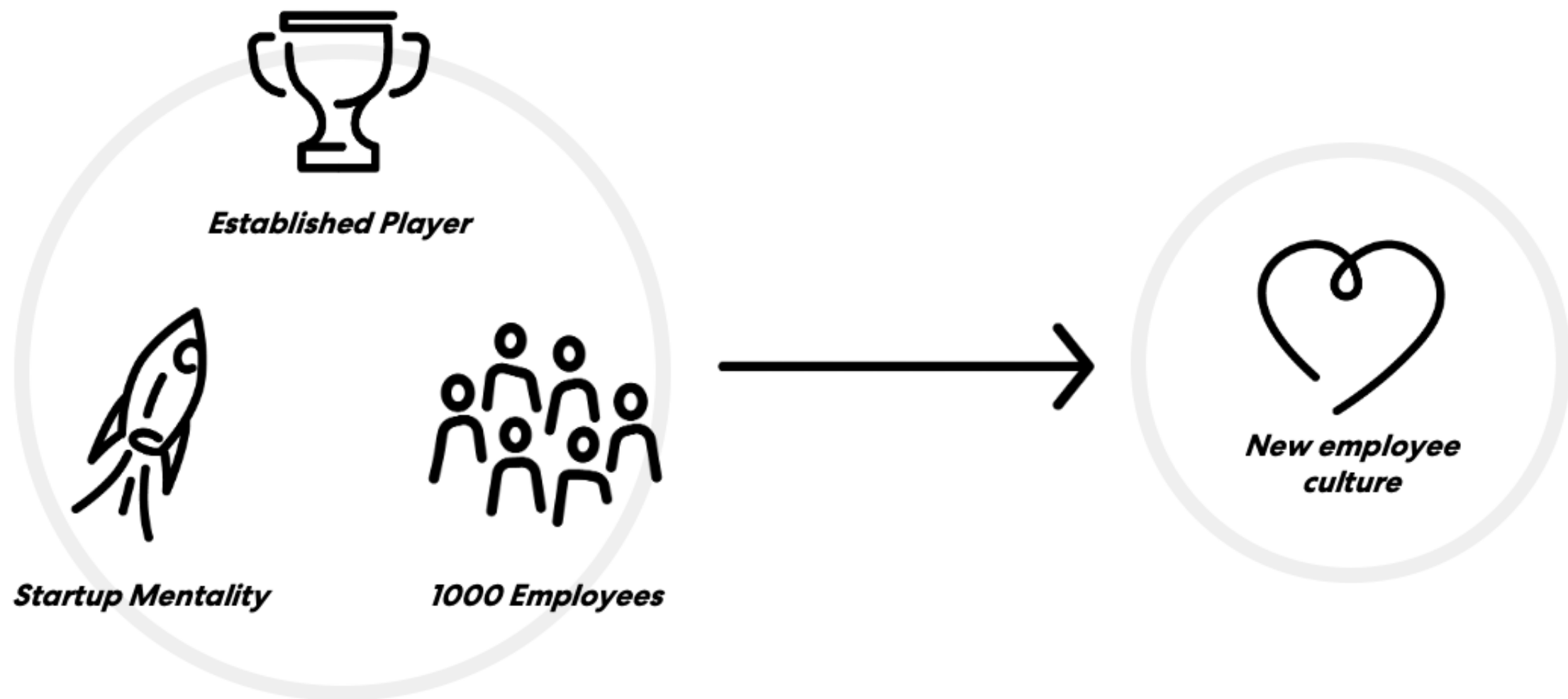
Introduction

Rise of AI to improve workflows and deliver better business results

Opportunity to build a new brand. Tell a new story. And challenge established players.



The Opportunity



The Importance Of Purpose For Employees

9 in 10

Employees willing to trade a percentage of their lifetime earnings for greater meaning at work.

69%

Less likely to plan on quitting their job in the next 6 months if consider work highly meaningful

Source; survey with 2,285 American professionals, across 26 industries and a range of pay levels, company sizes, and demographics (HBR November, 2018)

Challenging mediocrity in the industry.

Building a brand from the inside out.

The Solution

Online focus group with AI



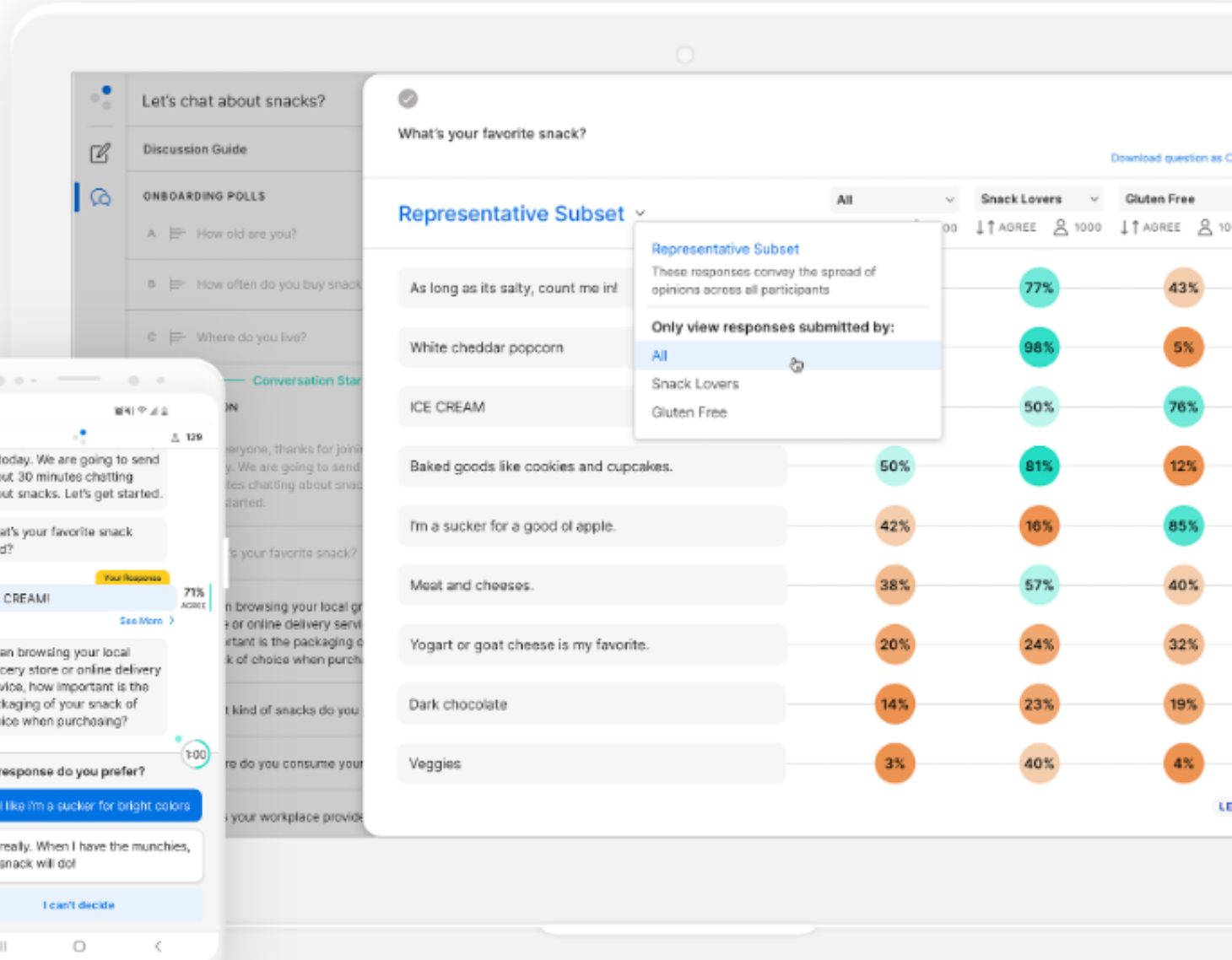
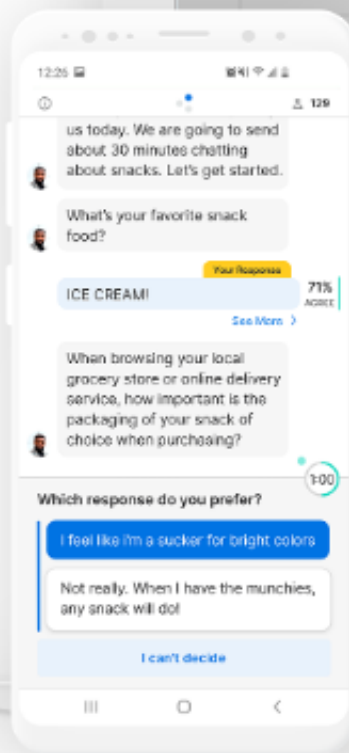
Speed



Empathy



Scale



Real-Time Conversation

5

1-Hour Sessions

629

Employees

6

Continents

What We Learned

Human + Tech = Brand Foundation

Give employees a voice

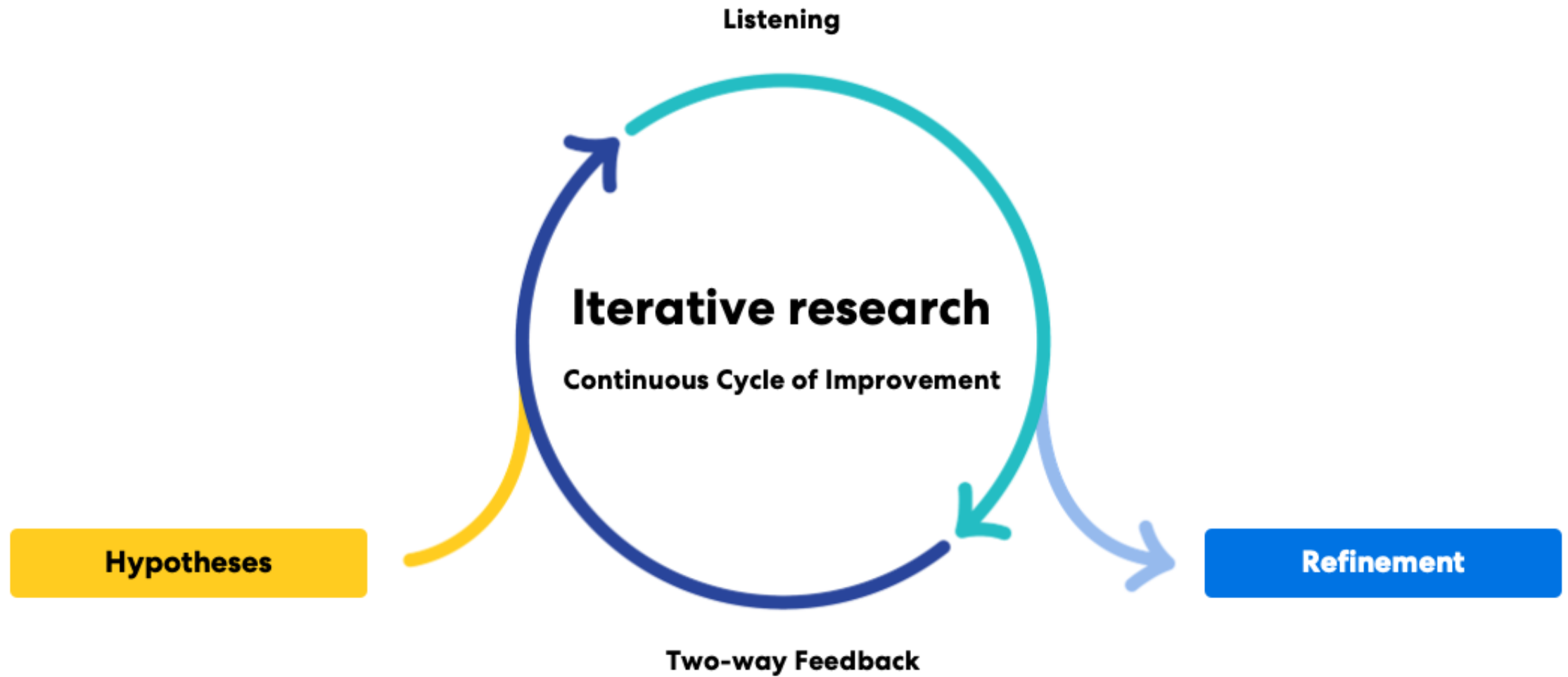
Put people at center of brand building

2-way conversation

Merge human and tech

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The Process



What We Heard

1

An opportunity to be heard as an employee

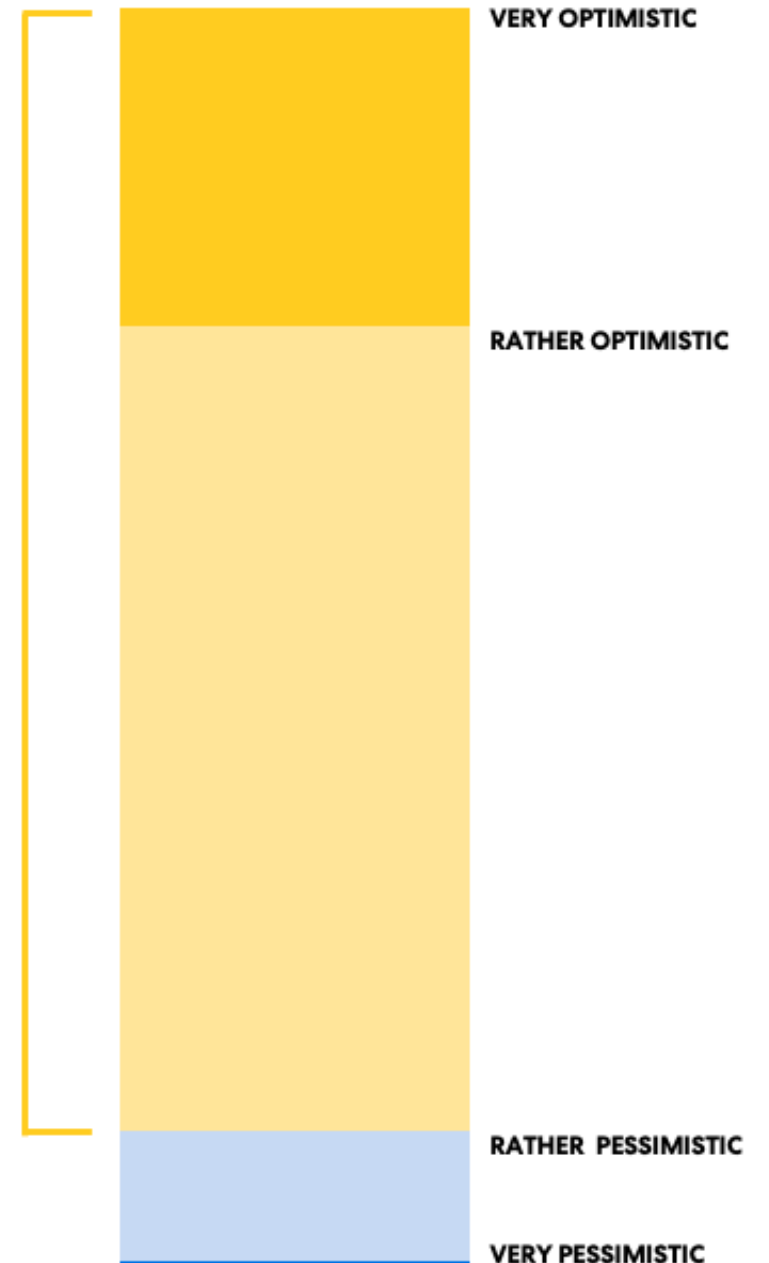
2

An opportunity to be agile + entrepreneurial

3

An opportunity to learn more and advance their career

88%
ARE OPTIMISTIC



What We Heard

Excited about Acoustic's ability to be a valuable partner to customers and provide connected solutions

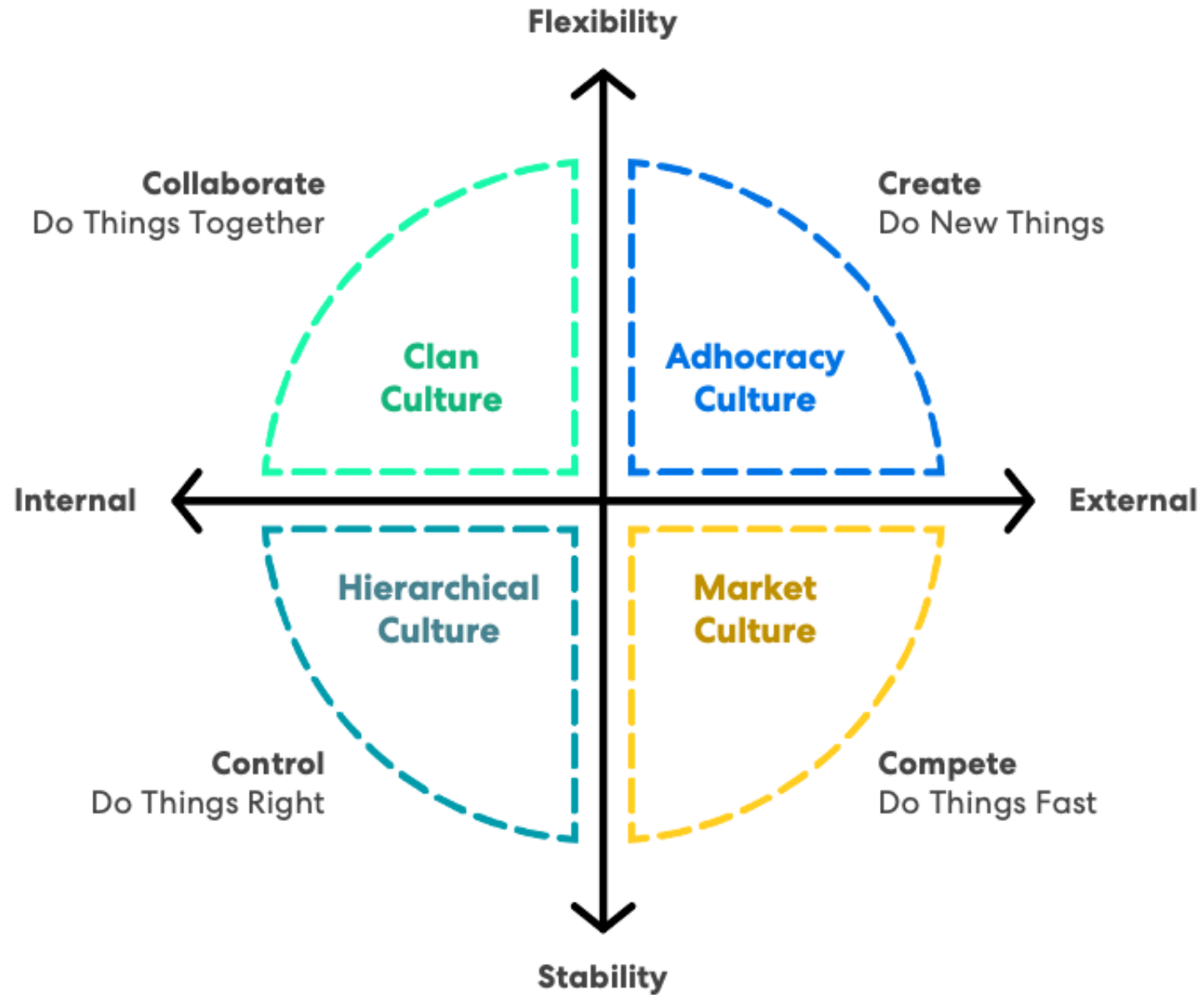
Make a difference for our customers

Empower customers and make them more efficient and impactful

Help marketers serve their customers better

Provide value to our customers and lead innovation

What We Heard



What We Heard

47%

of employees think Acoustic should be an
adhocracy culture

Defining success as innovation

Leaders are visionaries and empower employees to experiment and take risks

42%

of employees think Acoustic should be an
clan culture

A place with shared values, trust and loyalty

A team that feels like extended family with a strong commitment to collaboration

Using employee insights for culture and brand building.

The Outcome

New values should be based around these areas:

GRIT

We value people who bring passion, tenacity and intuition to make an impact and deliver against all odds.

PLAY

We value people who deconstruct and recreate through exploration, discovery, improvement and fun.

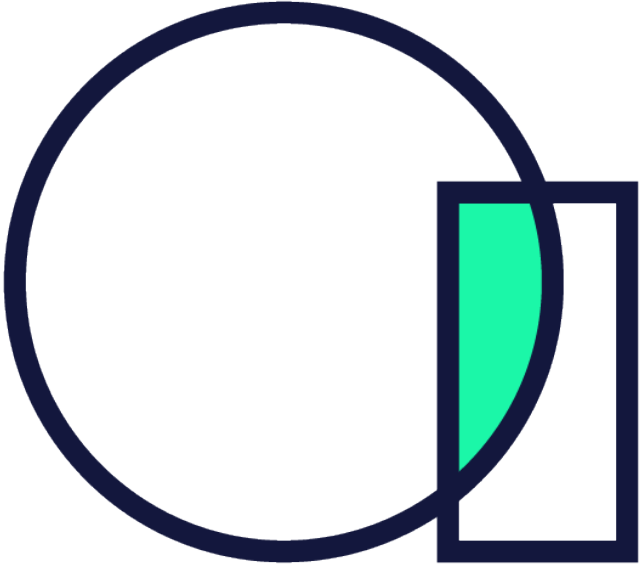
SELFLESSNESS

We value people who listen and care intensely to put the needs and wants of others before their own.

Unleashing brilliance



acoustic



Takeaways

1

Use AI in research to combine scale and speed

2

Set up multiple sessions so you can iterate

More windows for people to participate across time zones

More opportunities to iterate and fine-tune our research instrument

Maximize learnings

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3

Important to humanize and customize where possible

Keep it relatable and infuse empathy

Show participants you're truly listening, probe where possible

4

Important to engage employees more deeply to build a culture that aligns with the brand

Thank You!

Landor

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•: remesh

hello@remesh.ai