

Introduction

You spend a considerable amount of time and money staying up to date on cultural trends and values. It is abundantly clear that understanding how people feel about the “big picture” issues that matter to them is essential to your brand’s ability to stay relevant and appealing.



But are you doing enough?

- How deeply do you understand the underlying truths of your brand and their implications?
- Are you truly absorbing this information, feeling it deep in your gut as well as grasping it intellectually?
- Are you communicating with the nuance required to be perceived as truly authentic?
- Are you leveraging the insights and content from your research to directly engage consumers?

| Description & Purpose

InsightsVue™ is a new insights and marketing methodology that uniquely provides in-depth, [actionable insights and marketing recommendations](#) with [high quality visual content](#) that can be used in digital marketing and social media.

Our overall purpose is to craft [motivating, human stories](#) with stunning photography and carefully chosen words.

The method employs in-depth, ethnographic research to gain an intuitive understanding of a “big picture” issue or consumer value such as belonging, comfort, security, friendship, love, self-improvement, upward mobility (The American Dream), self-esteem or self-actualization.

We then link the drivers of the relevant need state directly to your brand, thereby providing your customers with a clear, emotionally compelling solution.



| Deliverables

Insights & Recommendations for Internal Purposes

Detailed analysis of findings and insights with specific marketing recommendations:

- Creative brief for selected need state or consumer value, including the emotionally-based positioning and how existing aspects of brand personality should be focused.
- Implications for the entire marketing mix, i.e., how specific media and marketing tools should be leveraged.
- Recommendations for specific social media campaigns.

Photographs from research tell a compelling, emotional story to the brand team, helping to build consensus and provide a solid strategic and creative foundation for subsequent execution.

The “Executive Summary,” created for the C-Suite and other key decision-makers and any others who will be involved in execution is a [short, visually-based story designed for impact and clarity](#).

The hundreds, possibly over 1,000, photos that we deliver will create a stock library, providing you with an [abundance of high quality, professional photo content for social media, internal and external marketing purposes](#).

Content & Storytelling for External Purposes

We will establish the foundation for one or more on-going social media campaigns by creating the first ten posts, photos and copy.

An abundance of photographs from research – hundreds of high-quality images – also provides a virtual stock library for marketing efforts.

| The People

Jeffrey Hirsch, Insights Director

Jeff is the Founder & President of The Right Brain Studio and Adjunct Professor in the graduate communications program at the University of Southern California's Annenberg School.

His insights work, business development strategies and new product ideas are responsible for hundreds of millions of dollars in revenues for some of the world's top brands across a wide range of categories.

Jeffrey Markowitz, Creative Director

Jeffrey is currently President of Creative Compound, an award-winning visual content and creative agency.

He began his career as a professional photojournalist at the age of 22 working at The Washington Post and continuing for years after at the Associated Press, Time Magazine, and Newsweek. By 27, he had photographed 5 U.S. Presidents and hundreds of world leaders including Nelson Mandela, Gorbachev, The Pope, and Mother Teresa.

His photos have appeared on the covers of Time and Newsweek Magazine numerous times, winning Time's prestigious Photo of the Year award twice. He has captured iconic images of celebrities, actors, and musicians including Tom Hanks, Dustin Hoffman, Robert Redford, Tom Cruise, Julia Roberts, The Rolling Stones, Pink Floyd, Aerosmith, U2, Bob Dylan, and Red Hot Chili Peppers among many more.

In his last days as a photojournalist, he covered President Clinton as a pool photographer having access to the oval office and traveling on Air Force One.

Contact Us to Learn More:

The Right Brain Studio

therightbrainstudio.com

info@therightbrainstudio.com

