

Gentlemen pick your weapons

Winning through insight

Meldrum Duncan

meldrum&co
insights, ideas & strategies that drive growth







Insight as a
source of
competitive
advantage



Insight is
everyone's job,
just as customer
service is in the
service industry

Insight can inform your
product and your ad
campaign...

...but also your sales call,
your brochure copy, your
buying decision, your
product name, your
packaging brief, your trade
ad, your trade presentation,







**HEINZ
BEANZ**

Baked beans in a deliciously
rich tomato sauce



once open
stays best for
5
DAYS

FRIDGE PACK

57
RESTORED

e1kg



If you leave
insights to the
research team
you're missing
the point

Whether manufacturer or retailer, you could have a team that is;

- Entrepreneurial
- Hungry for change
- Full of ideas
- Empowered
- Intuitive
- Faster

How?

Learn to
listen

Learn to
experiment

Why are they
behaving like
that?

What's going on
in their heads?

Get naked

Get personal

Get personal



Look beyond the obvious

Flat wanted near Liverpool Street station for 2 hours during the day. Must be private and confidential. Tel; 07811 355 676

Stop for a minute

Get uncomfortable

Don't overlook
the simple

You don't always need the nuanced beardy insight

- Communication insights
- Opportunity insights
- Functional insights
- Hygiene insights

Insight as a source of competitive advantage.

One your whole team should be using.

1. Learn to listen
2. Learn to experiment
3. Get naked
4. Get personal
5. Look beyond the obvious
6. Stop for a minute
7. Get uncomfortable
8. Don't overlook the simple
9. You don't always need the nuanced beardy insight

Thank you

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