



THE ART & SCIENCE OF INSIGHTS

A FRAMEWORK FOR
WRITING MORE
POWERFUL INSIGHTS



WHAT'S AN INSIGHT?

In agency land, we use the term 'insight' quite a lot in our day-to-day – internally and particularly during client presentations. How often, however, do we actually have a real insight in front of us?

Here are some thought provocations when it comes to the art and science of insights...

#1

INSIGHTS ARE CREATED, NOT FOUND

Rather than 'discovering' insights like lost artefacts, we define and create them, similar to ideas. Powerful insights require research, prior knowledge, data points, empathy, and multiple iterations.

#2

INSIGHTS DON'T HAVE TO BE NEW REVELATIONS

Insights often aren't new discoveries, but existing truths viewed from fresh perspectives. A good insight makes people say, "That's so true! I've never thought about it this way."

#3

A GOOD INSIGHT IS HALF AN IDEA

Great insights inspire creativity and can spark ideas instantly. An exceptional insight may even become the idea itself, like Snickers' "You're not you when you're hungry," leading to powerful, long-lasting marketing campaigns.

#4

TENSIONS CREATE GOOD INSIGHTS

True insights go beyond mere observations or facts; they delve deeper and expose underlying tensions. For example, instead of stating "People are more stressed than ever," ask "What does stress prevent people from doing?" By reframing questions, you can identify areas where a brand or product can step in.

GET SH*T DONE (GSD) INSIGHTS

Here is a framework I use
to write insights.

It's not perfect, but it
reminds me to always go
beyond simple facts and
observations...

What is a reality you see in regards to your audience and their connection to the category or product?



OBSERVATION

WHAT?



Many Klingons enjoy drinking prune juice.

Why is this happening? What's a possible explanation for the observed connection?



EXPLANATION

WHY?



Many Klingons like prune juice, because of its sugar content and the associated rush of pleasure.

If that's true, then **why** is your audience **not** buying/considering/re-purchasing/advocating your product/brand?



GSD INSIGHT

WHY NOT?



Many Klingons feel embarrassed to admit they enjoy drinking beverages that don't seem very "warrior-like".

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DO YOU HAVE ANY OTHER RELATED ADVICE?

Please let me know in
the comments below.