



Is Data Killing Creativity?

Are data insights helping to push more innovative, thought-provoking marketing? Or is something getting lost in the process?



Sandy Rubinstein

CEO, DXagency
@DXagency

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Data is extremely important in helping brand marketers identify key business opportunities. Yet sometimes we get lost in the myriad of data we're provided and fall short from developing the most out-of-the-box ideas for our brands. Sure, data helps marketers understand the potential as it relates to the target audience's behavior, brand susceptibility, and effectiveness of reach. But does it impact the creative process? Absolutely.

In the old days, you would be asked to join a creative brainstorm and it was all about "let's put ideas on the wall to see what sticks." The challenge was clear: come up with something that was fun, unique, creative, and engaging that would efficiently showcase the product and get people talking around the water cooler the next morning. Now, creative brainstorming starts with insights, data, and numbers that naturally sway the creative juices to point toward something that the data will accept. It changes the creative approach from "sky's the limit" to "what will work."

But it's not as gloomy a picture as one would imagine. The data, when used correctly, can also be a great opportunity. Marketers need to separate creative conceptualizing and data into two separate meetings.

First, brainstorm and allow all creative ideas to percolate. Let people ideate around the expected, the off the wall, the never been done before. Once you have a good list of ideas, bring in the data as an overlay and see what remains, effectively providing you with a win-win concept that fulfills your creative juices and hits the numbers. So dream big, and back it up with numbers. ■