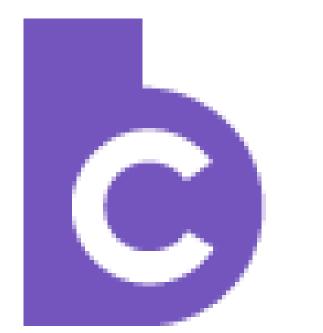ECR Conference 2021

Data is not gold, but plutonium.

Stamatis Kantzas

Founder and Chief Brand Officer

braincandy.

Do you care about consumers?

Braincandy

zamppleBOX

zevioo

wisdrop

braincandy.

"Coca-Cola Energy was developed by listening to people who told us they wanted an energy drink that tastes more like Coca-Cola than a traditional energy drink."
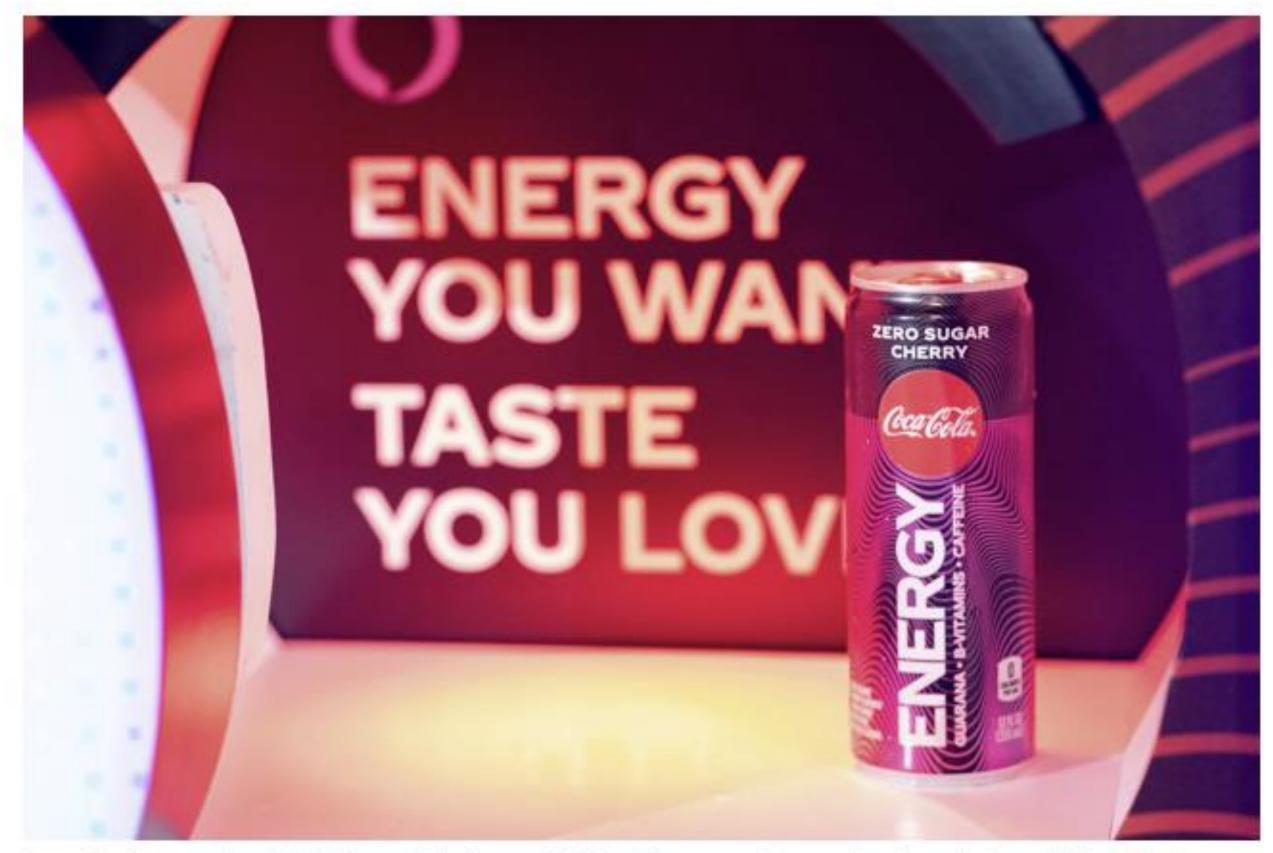
BUSINESS

Coke to Discontinue Coca-Cola Energy in U.S.

Soda giant sought to introduce energy drink to rival Monster, but sales disappointed
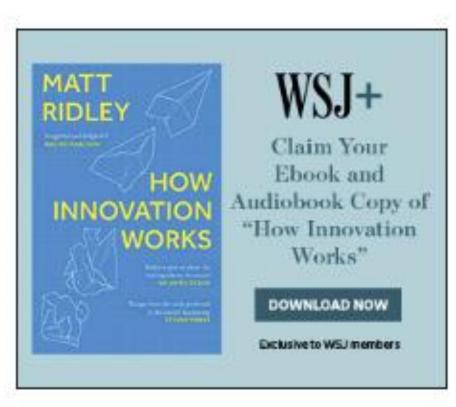
Coca-Cola Energy entered the U.S. market in January 2020, but the coronavirus pandemic soon interrupted its rollout.
PHOTO: ANN-SOPHIE FJELLOE-JENSEN/ASSOCIATED PRESS

By Jennifer Maloney

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8 out of 10 researched products fail.

Does it feel familiar?

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS
1	POS	Name	Age	T	EXP	OVR	POT	S	M	C	PS	PM	PC	Fb	Ch	Cv	Sl	Si	Sp	Ct	Fo	Cc	Sc	Kc	Kn	V	ST	G%	H	CR	FR	%D	W	L	SV	IP	ERA	DEM	Bang4Buck	#P	LEAD	WORK	INT	INJ	Ethics
2	SP	T. Thompson	34	R	14	74	74	5	7	6	5	7	6	-	5	-	6	6	-	-	-	-	-	-	-	96	6	71%	4	43.27	43.27	100%	5	8	0	137.1	4.78	$16,000,000	369.80	3	1	4	4	Fragile	9
3	MR	T. Poole	32	R	15	73	73	7	5	6	7	5	6	7	6	-	5	-	-	-	-	5	-	-	-	99	5	56%	7	42.80	42.80	100%	11	9	1	133.2	4.78	$7,000,000	163.55	3	3	3	5	Normal	11
4	MR	D. Perez	32	R	10	74	74	6	6	5	6	6	5	6	6	6	-	-	-	-	-	-	-	-	-	96	3	71%	3	42.17	42.17	100%	5	5	2	93.0	3.87	$880,000	20.87	3	1	3	5	Normal	9
5	SP	E. Harrow	28	R	10	74	74	6	5	7	6	5	7	-	7	-	4	-	-	6	6	-	-	-	-	97	5	55%		41.98	41.98	100%	15	11	0	228.0	3.39	$19,000,000	452.62	3	4	3	4	Durable	11
6	MR	Z. Phillips	32	R	11	70	70	5	7	6	5	7	6	5	-	-	5	-	-	5	-	-	-	-	-	92	3	68%	3	41.92	41.92	100%	6	7	1	135.2	4.98	$7,000,000	166.98	3	3	3	3	Normal	9
7	SP	B. Lawson	36	R	16	74	74	5	6	7	5	6	7	-	6	-	5	6	-	-	-	-	-	-	-	88	5	65%	4	41.88	41.88	100%	9	1	0	112.1	2.32	$20,000,000	477.58	3	1	3	4	Wrecked	8
8	SP	B. Koplow	35	R	14	72	72	5	6	6	5	6	6	6	5	-	4	-	6	-	-	-	-	-	-	96	4	68%	4	41.87	41.87	100%	8	13	0	174.1	4.39	$8,000,000	191.08	3	5	2	3	Normal	10
9	SP	Z. Fricano	36	R	16	73	73	5	6	6	5	6	6	5	5	5	3	-	-	-	-	-	-	-	-	93	5	74%	2	41.83	41.83	100%	9	9	0	185.2	4.41	$13,000,000	310.76	3	5	4	3	Fragile	12
10	MR	C. Behan	28	L	11	61	63	7	6	4	7	6	5	6	-	-	7	-	-	-	7	-	-	-	-	94	3	56%	8	40.14	41.34	97%	1	9	6	66.1	4.75	$3,000,000	72.56	3	1	4	5	Normal	10
11	SP	D. Hogue	37	R	17	68	68	5	6	5	5	6	5	-	6	-	5	-	-	6	-	-	-	-	-	96	6	66%	8	41.07	41.07	100%	9	11	0	155.1	5.10	$10,500,000	255.68	3	3	4	3	Normal	10
12	SP	B. Langston	34	R	17	68	68	7	4	6	7	4	6	-	6	-	6	-	-	7	-	-	-	-	-	99	5	54%	6	41.00	41.00	100%	18	7	0	192.0	4.41	$10,500,000	243.90	3	2	3	1	Normal	6
13	MR	P. Thibado	37	L	20	51	51	4	6	6	5	6	7	4	-	5	-	5	-	-	-	5	-	-	-	86	6	71%	7	38.56	40.56	95%	7	1	1	44.0	2.45	$3,200,000	78.90	3	5	3	3	Normal	11
14	MR	R. Vara	32	R	11	63	63	4	7	6	4	7	6	-	2	-	5	5	5	-	-	-	-	-	-	89	7	70%	5	40.49	40.49	100%	3	0	1	58.0	4.34	$2,000,000	49.40	3	5	3	3	Fragile	11
15	SP	J. Kerstetter	29	R	12	60	61	5	7	4	5	7	4	5	6	-	7	-	-	-	-	-	-	-	-	94	4	75%	3	39.84	39.94	100%	7	9	0	166.0	4.66	$9,500,000	237.83	3	4	5	4	Iron Man	13
16	SP	J. Kessler	28	R	11	59	60	6	6	5	6	6	5	6	7	-	4	-	-	6	-	-	-	-	-	97	5	57%	4	39.58	39.68	100%	10	9	0	163.0	4.80	$10,500,000	264.63	3	5	4	4	Durable	13
17	SP	G. Catron	30	R	13	53	53	6	6	5	6	6	5	6	5	-	-	-	5	6	-	-	-	-	-	98	6	54%	8	39.59	39.59	100%	12	5	1	170.1	3.38	$6,500,000	164.19	4	5	3	4	Fragile	12
18	SP	J. Baird	31	R	11	57	57	6	5	6	6	5	6	5	6	-	5	-	-	5	6	-	-	-	-	94	5	54%	8	39.24	39.24	100%	7	11	0	156.0	5.19	$17,000,000	433.18	5	1	4	4	Fragile	9
19	SP	P. Mikesell	32	L	14	58	58	6	5	5	6	5	5	7	3	-	6	-	-	-	-	-	5	-	-	99	4	53%	8	39.20	39.20	100%	8	3	0	95.2	2.92	$11,500,000	293.37	3	3	1	2	Wrecked	6
20	SP	J. Sessions	34	R	17	59	59	5	6	5	5	6	5	6	6	-	-	-	-	6	-	-	-	-	-	95	6	61%	5	38.96	38.96	100%	10	10	0	185.0	4.38	$8,000,000	205.36	3	5	3	2	Normal	10
21	SP	D. Hubert	33	R	16	56	56	5	6	6	5	6	6	-	3	5	-	-	6	6	-	-	-	-	-	95	6	57%	3	38.86	38.86	100%	9	12	0	191.0	4.43	$2,000,000	51.47	3	3	2	1	Wrecked	6
22	SP	J. Chernoff	29	R	12	56	57	6	5	5	6	5	5	6	-	-	5	-	7	-	-	-	-	-	-	96	8	54%	7	38.57	38.67	100%	10	17	0	237.0	3.65	$1,500,000	38.79	3	4	2	4	Iron Man	10
23	SP	N. Bouchet	36	R	16	50	50	5	5	6	5	5	6	5	7	3	-	5	-	-	-	-	-	-	-	92	4	53%	8	37.62	38.62	97%	5	13	0	156.2	4.14	$4,800,000	124.28	3	2	4	5	Fragile	11
24	MR	D. Bush	38	R	16	59	59	5	6	5	5	6	5	4	6	5	-	-	5	-	-	-	-	-	-	88	5	65%	5	38.58	38.58	100%	13	6	1	146.2	3.56	$7,000,000	181.45	3	5	3	4	Iron Man	12
25	SP	R. Fialkowski	32	R	12	47	47	5	6	5	5	6	5	6	-	4	-	5	-	-	5	-	-	5	-	96	3	65%	6	38.47	38.47	100%	4	12	0	128.0	5.91	$1,100,000	28.60	3	5	4	3	Wrecked	12
26	MR	P. Pekarsky	36	L	14	55	55	7	5	5	7	5	5	6	7	-	6	-	-	-	-	-	-	-	-	94	6	45%	6	38.14	38.14	100%	9	11	2	182.0	3.61	$6,500,000	170.40	3	5	3	3	Normal	11
27	MR	T. Matthews	33	L	13	54	54	5	5	6	5	5	6	5	5	-	4	-	5	-	-	-	-	-	-	90	6	55%	8	38.00	38.00	100%	3	5	3	88.0	3.48	$7,000,000	184.21	4	2	4	4	Wrecked	10
28	SP	R. Garnica	35	L	17	50	50	4	6	5	4	6	5	5	5	3	-	-	5	-	-	-	-	-	-	93	6	67%	3	37.63	37.63	100%	10	4	0	117.2	3.67	$5,000,000	132.86	3	3	4	4	Iron Man	11
29	SP	T. Simms	31	R	14	47	47	6	6	5	6	6	6	6	6	-	-	-	-	6	-	-	-	-	-	97	5	49%	4	37.58	37.58	100%	11	10	1	185.1	4.61	$4,800,000	127.74	4	3	4	5	Fragile	12
30	SP	D. Richards	29	R	9	37	40	5	6	4	5	6	5	-	5	4	5	-	-	5	5	-	-	-	-	93	7	66%	6	36.23	37.53	97%	13	14	0	220.0	3.80	$950,000	25.31	4	5	4	3	Durable	12
31	MR	P. Chandler	36	R	19	47	47	6	5	6	6	5	6	5	-	-	5	-	-	-	7	-	-	-	-	89	5	48%	8	37.49	37.49	100%	1	3	0	25.2	2.45	$4,200,000	112.03	3	3	1	2	Normal	6
32	MR	J. Adams	31	R	13	47	47	6	5	5	6	5	5	-	4	5	-	-	5	6	-	-	-	-	-	96	4	54%	6	37.47	37.47	100%	4	2	0	58.2	3.99	$7,000,000	186.83	3	5	4	4	Wrecked	13
33	SP	J. Brower	35	R	15	46	46	6	4	7	6	4	7	5	6	-	6	5	-	-	5	-	-	-	-	94	6	44%	5	37.04	37.04	100%	8	17	0	212.1	4.87	$1,000,000	26.99	5	3	2	3	Iron Man	8

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1

DETACHMENT

Data must inspire action.

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2

OVER-FOCUS

Don't lose the forest for the tree.

Consumer's reality

Shopper's reality

Brand's reality

Brand Ambassadors

Customer Xperience
2020 - Season 3

BEAUTY
Habits & Attitudes

FOOD HABITS

Hearts Minds Wallets

Social Responsibility

SUPER MARKETS
EQUITY TRACKING
December 2020 - Season 7

e-Pharmacies
EQUITY TRACKING

Connecting the Service dots
IN GREECE

Health & Wellness

e-Super Markets
EQUITY TRACKING
Season 4
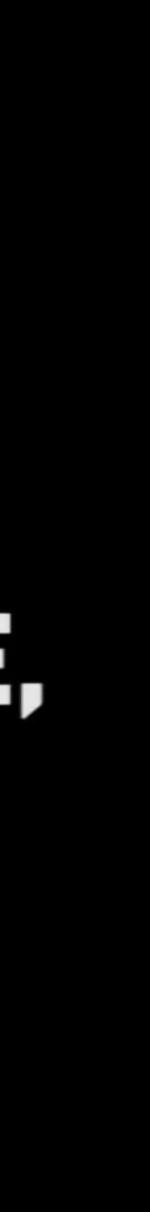2020

Sustainability

Love Brands

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3

COMMODITY

Listen to your brand, before consumers.

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AT THE ALAMO DRAFTHOUSE,
WE HAVE A SIMPLE RULE:

IF YOU TALK OR TEXT DURING A MOVIE,
WE KICK YOU OUT.

3 tips to better handle data

1 Start from your **brand**

2 Keep **holistic** consumer perspective

3 Data + **Engagement** = Action

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Would love to hear your view

Stamatis@braincandy.gr