

Chaos to Cognition

# How data fluency fuels growth



The background is a marbled pattern of deep blue and gold, resembling liquid paint or stone. The blue is the dominant color, with intricate, swirling veins of gold and lighter blue. The overall effect is dynamic and textured.

# Fluency



Helping you **transform**  
data into **growth**



## Foreword

Change brings opportunity. Our study shows that brands which master data fluency in this era of change are experiencing significant topline growth. Brands unable or unwilling to embrace and harness the change are embattled and face an unstable – perhaps unsustainable – future.

The world is in a period of accelerating, often chaotic, change. Fortunately, change also brings opportunity and at Fluency M&C Saatchi, our focus is on helping brands to cut through the chaos and transform their growth prospects with data fluency.

Here, we are excited to share the breakthrough findings from our extensive studies of the relationship between data fluency and sustainable growth. Data fluent brands are winning: they possess decision makers that consistently derive value from technology and data, and they are connecting to audiences by decoding our complex world and encoding their

brands precisely where they will deliver sustainable growth. Other brands are losing out.

Our roadmap for clients places data fluency at the core of how brands will deliver results for the bottom line, and providing renewed appetite to greet the future with confidence and optimism.

We hope you enjoy the read.

**Tim Spencer** Chief Strategy Officer  
**Frisco Chau** Chief Executive Officer



CHAOS



FLUENCY



**SUSTAINABLE GROWTH**



# Executive Summary

1. Our Study
2. The Insight
3. Taking Action



## Executive Summary

We have studied 4,000 US and UK brands' growth performance – the findings are startling.

### > **The world is spinning into ever-faster chaos - but is rich in opportunity.**

- i. The world is in flux. Change is advancing across government, business, and society, leaving few untouched and presenting significant challenges for brands, communities, and cultures.
- ii. Data is intimately linked to the speed and scale of change: According to IDC the digital universe is doubling every two years. For brands, a rich new world of opportunity has opened where data is simultaneously the problem and the solution.

### > **Data fluent brands sustainably outgrow the market.**

- iii. Data fluent brands – those fuelling growth by connecting to audiences with effortless data-enhanced decision-making – are seeing significant gains over their competitors.
- iv. Our study of over 4,000 US and UK household name brands shows that a brand's data fluency is strongly linked to its market performance. First, brands with data fluency are sustainably outgrowing their markets. Second, these brands are building more valuable audience connections.

### > **A lack of data fluency is hampering growth prospects.**


- v. Our study has identified that data disconnection is costing billions of dollars a year in lost growth: top UK and US brands have missed out on £14.9bn every year since 2016. UK High Street Retailers are missing out on £470m every year alone.
- vi. Major brands are among those struggling to adapt in the new climate, a source of concern for employees and shareholders.
- vii. UK and US Marketing departments need 40,000 data skilled staff to help realise their growth potential and build stronger connections between brands and audiences.

# Our Study

## Opportunity.

**“Top UK and US brands  
have missed out on  
£14.9bn a year in growth  
since 2016”**





Top US and UK Brands are  
**losing £14.9bn each year**  
through a lack of data fluency



## Executive Summary

Data fluency builds on old ideas with new technology. It will create living, cognitive brands fit for the future.

› **Data fluency builds on established ideas, powered by new data and artificial intelligence.**

- i. The thinking that supports connected insight to produce better decision-making and outcomes has been decades in the making. But the arrival of data diversity and artificial intelligence mean it is critical for decision-makers to embrace data fluency to protect sustainable brand growth.

› **Data fluency helps brands decode audiences and encode into culture, generating 4x greater purchase intent**

- ii. To grow, brands must exist in the minds of diverse audiences at the right moments and remain continuously relevant & resonant. Data fluent brands are building these continuous connections and generating 4x greater purchase intent than less connected brands; a crucial building block for growth.
- iii. Key to building audience connections is the ability to rapidly decode a fast-moving world and continuously encode into fast-moving cultures with relevance & resonance. Data fluent brands find harmony across insight, strategy, and action.

› **Data fluency is central to creating strong, cognitive brands that are as alive as their environment - and responsive to it**

- iv. Cognitive sciences are colliding with the world of brands. This is creating *cognitive brands* that thrive on change and are alive to their environment. They possess heightened self-awareness, dynamic responsiveness to their ecosystems and effortless data-driven decision-making.
- v. Data fluency is the foundation of cognitive brands. Entrepreneurial brand leaders pursuing data fluency to drive sustainable revenue growth are simultaneously pioneering the next generation of future-proof brands.

## Connections.

**“Brands building audience connections generate 4x greater purchase intent than less connected brands”**

# The Insight

Fluency ›

part of **M&C SAATCHI GROUP**





Data fluent brands  
**create 4X more purchase intent**  
than disconnected brands.



# Taking Action

Fluency

## Executive Summary

Your brand's journey to data fluency has already begun.

### > **Recognise where your brand is on its data fluency journey**

Our study indexes the key characteristics of the top 4,000 UK and US brands to measure a brand's data fluency.

- i. Find out where your brand maps on our data fluency quadrant: does your brand have good data credentials but is struggling with untapped potential? Is your brand *data disconnected* and in need of a plan for growth? Is the growth you are experiencing sustainable? Is your data fluent brand progressing towards being a cognitive brand?

### > **Be the entrepreneurial leader your brand needs to overcome roadblocks and achieve sustainable growth.**

The path to sustainable growth requires a new entrepreneurial spirit ready to harness and create change to earn new growth.

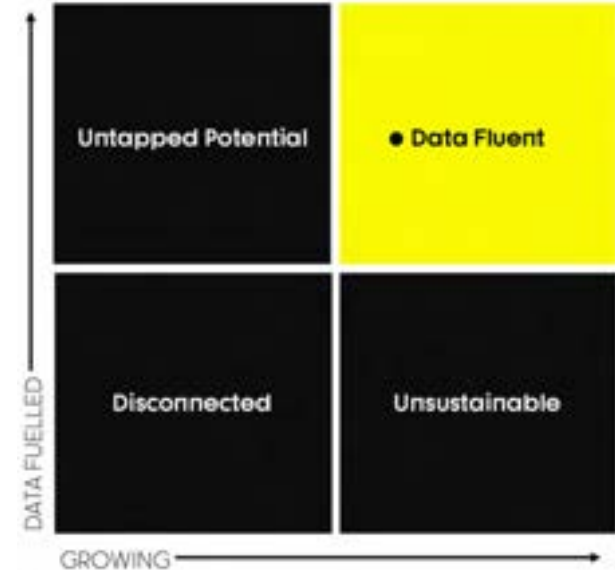
- ii. Find out if improving your brand's data fluency is a training or recruitment issue, and learn return on employee investment.
- iii. Find out how much revenue growth your brand is missing out on through a lack of data fluency, and find out whether your brand is creating crucial purchase intent by building strong audience connections.

### > **Discover how data fluency can benefit your bottom line**

Brands on this journey will generate rewards for audiences, employees, and shareholders alike: **increasing data fluency by 10 percent fuels growth worth \$1bn each year**

- iv. CFOs: find out the real contribution of your brand to the bottom line and if the brand is set for market share growth.

Fluency M&C Saatchi Brand Data Fluency Map







High Street Retailers are  
**losing £470m in lost revenue growth**  
every year through a lack of data fluency



## Learn more

We are here to help you make change.

> **For more on our study and how we can partner you on your journey, wherever you are in the world, contact us.**

Is data fluently available across all levels of your decision making? Are you rapidly and dynamically responding to change fast enough to capitalise on it? We are looking for our next twenty clients to prove their ability to drive sustainable growth.

Fluency M&C Saatchi is a partner on a mission to help clients build data fluency and unleash the true power of data. We combine data fluency with the art of asking powerful questions, helping clients access a rich flow of insight and unlock sustainable growth.

✉ Frisco Chau Chief Executive Officer

✉ Tim Spencer Chief Strategy Officer

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Increasing data fluency by ten percent  
**fuels growth worth \$1bn**  
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