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Desmond Leo

started transcription

DB

Danny Bowles

0 minutes 3 seconds0:03

Danny Bowles 0 minutes 3 seconds

And.

DL

Desmond Leo

0 minutes 4 seconds0:04

Desmond Leo 0 minutes 4 seconds

No, I don't think so.

DB

Danny Bowles

0 minutes 4 seconds0:04

Danny Bowles 0 minutes 4 seconds

Of course, like, it's the it's.

Danny Bowles 0 minutes 10 seconds

What it's saying is very mathematical and formal and not, it doesn't feel, it feels very unhuman. Now we can add the human bit, but even if...

DL

Desmond Leo

0 minutes 21 seconds0:21

Desmond Leo 0 minutes 21 seconds

Sorry, hold on, let's just, let's just, I wanna, I wanna look at some actual.

Desmond Leo 0 minutes 27 seconds

Files because I want to see what you mean by inhuman. I mean, let's list out the concerns because everything, making it sound more human, totally possible. I can, we can totally, I can make that happen. In fact, I already thought it was made to sound human.

Desmond Leo 0 minutes 47 seconds

Given the we have a we have a polishing step within the process that.

DB

Danny Bowles

0 minutes 48 seconds0:48

Danny Bowles 0 minutes 48 seconds

Mm.

DL

Desmond Leo

0 minutes 58 seconds0:58

Desmond Leo 0 minutes 58 seconds

takes something really mechanical and then actually makes it sound human. So I just want to make sure that we are talking about the same thing. I'm going to open up, let's open up Oak Park.

Desmond Leo 1 minute 9 seconds

Upwards.

DB

Danny Bowles

15 minutes 1 second15:01

Danny Bowles 15 minutes 1 second

But that's like additional insight that it would not have. That's kind of flourish that I can add. So if I look at like.

DL

Desmond Leo

15 minutes 7 seconds15:07

Desmond Leo 15 minutes 7 seconds

Okay.

DB

Danny Bowles

15 minutes 13 seconds15:13

Danny Bowles 15 minutes 13 seconds

Current category leader. So yeah, I see category leaders like Lint is the current category leader. I'm just looking at one now with the weighted funnel score of X that doesn't make any sense to me. I don't know what that is. So it's kind of needs to be kind of not a composite number, but where particularly and where does our brand specifically.

DL

Desmond Leo

15 minutes 19 seconds15:19

Desmond Leo 15 minutes 19 seconds

Mhm.

Desmond Leo 15 minutes 24 seconds

Okay.

Desmond Leo 15 minutes 27 seconds

Yeah.

DB

Danny Bowles

15 minutes 33 seconds15:33

Danny Bowles 15 minutes 33 seconds

Sit sit with uh against that the brand versus category buyers, I think it would it requires a.

Danny Bowles 15 minutes 45 seconds

a lot, a good bit of work. Sorry, what's there is fine. It just like, I wouldn't use it as it is. You'd need to kind of just polish it up in terms of the language. The brand equity I found quite weak because there's lots of things that could go into brand equity, but for example, it would just pull out one of like,

DL

Desmond Leo

15 minutes 52 seconds15:52

Desmond Leo 15 minutes 52 seconds

Yep.

Desmond Leo 15 minutes 57 seconds

Yep.

DB

Danny Bowles

16 minutes 5 seconds16:05

Danny Bowles 16 minutes 5 seconds

it ranks, this brand ranks X in this trailing X brand by this, like that isn't.

DL

Desmond Leo

16 minutes 7 seconds16:07

Desmond Leo 16 minutes 7 seconds

Right.

Desmond Leo 16 minutes 13 seconds

Okay, so it needs to be a bit more robust. I mean, I think I think in the rule set that we had for the Brand.

DB

Danny Bowles

16 minutes 16 seconds16:16

Danny Bowles 16 minutes 16 seconds

Yeah, and unless I guess and the point it would be less formulaic and kind of and calling out a couple of things as opposed to...

DL

Desmond Leo

16 minutes 26 seconds16:26

Desmond Leo 16 minutes 26 seconds

Just the one thing I think, I think we had in the rule set, like call out like the top thing, but we can be like, what's the total package combination of things that they can do to help improve their brand equity? So, so, so as we as we go through, and maybe this is actually what's missing in...

DB

Danny Bowles

16 minutes 27 seconds16:27

Danny Bowles 16 minutes 27 seconds

Just the one thing.

Danny Bowles 16 minutes 32 seconds

Mm.

Danny Bowles 16 minutes 37 seconds

Yeah.

DL

Desmond Leo

16 minutes 45 seconds16:45

Desmond Leo 16 minutes 45 seconds

In this is that.

Desmond Leo 16 minutes 47 seconds

When we look at things like brand equity, it has to be done through the lens of how the brand can improve equity, their equity, rather than just reporting on what the report says, what the data says.

DB

Danny Bowles

16 minutes 59 seconds16:59

Danny Bowles 16 minutes 59 seconds

Yes, yes, I think so. And I think so. It's not necessary. We're not getting into the actionable recommendations now, but it is thinking it's not just, this is, I know the word is summary, but it's not just you are.

DL

Desmond Leo

17 minutes 12 seconds17:12

Desmond Leo 17 minutes 12 seconds

It's not, yeah, it's not, it's not, it's not just a factual summary. It is more of like a flavored with...

DB

Danny Bowles

17 minutes 14 seconds17:14

Danny Bowles 17 minutes 14 seconds

Yeah.

DL

Desmond Leo

17 minutes 19 seconds17:19

Desmond Leo 17 minutes 19 seconds

things that the brand can already start thinking about in terms of making improvements to each of these things. The brand versus category buyers, the things that it could potentially do, the brand equity, the things it needs to be aware of from a holistic perspective, and what it could potentially do, the category entry points. Okay, cool. Let me send me melons.

DB

Danny Bowles

17 minutes 24 seconds17:24

Danny Bowles 17 minutes 24 seconds

Yes.

Danny Bowles 17 minutes 28 seconds

Yeah.

Danny Bowles 17 minutes 35 seconds

Yeah.

Danny Bowles 17 minutes 38 seconds

OK, we're due.

DL

Desmond Leo

17 minutes 39 seconds17:39

Desmond Leo 17 minutes 39 seconds

And whatever else you have, you have finalized. I'm going to run this transcript. We will create a new plan. It'll be, it's going to be an easy thing for us to update because we don't actually have to rewrite how we extract the data that's already done. We just have to rewrite, I think, how we polish the insights themselves. And that's, we can go through a couple of iterations. I will send you, I won't.

DB

Danny Bowles

17 minutes 41 seconds17:41

Danny Bowles 17 minutes 41 seconds

Yeah.

Danny Bowles 17 minutes 48 seconds

Then.

Danny Bowles 17 minutes 51 seconds

Yeah.

Danny Bowles 17 minutes 54 seconds

Okay, cool.

DL

Desmond Leo

17 minutes 59 seconds17:59

Desmond Leo 17 minutes 59 seconds

do obviously everything. I'll do like a couple of.

DB

Danny Bowles

18 minutes 1 second18:01

Danny Bowles 18 minutes 1 second

Mhm.

DL

Desmond Leo

18 minutes 4 seconds18:04

Desmond Leo 18 minutes 4 seconds

Brand, send it your way, see if you like it, and we'll tweak from there.

DB

Danny Bowles

18 minutes 5 seconds18:05

Danny Bowles 18 minutes 5 seconds

Yeah.

Danny Bowles 18 minutes 8 seconds

Okay, nice one.

DL

Desmond Leo

18 minutes 8 seconds18:08

Desmond Leo 18 minutes 8 seconds

Yeah, cool.

DB

Danny Bowles

18 minutes 10 seconds18:10

Danny Bowles 18 minutes 10 seconds

Cheers, Daisy.

DL

Desmond Leo

18 minutes 10 seconds18:10

Desmond Leo 18 minutes 10 seconds

Cool, thank you. Bye.

DB

Danny Bowles

18 minutes 11 seconds18:11

Danny Bowles 18 minutes 11 seconds

Talk to you. Bye bye.

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Desmond Leo

stopped transcription