DATAiNTELLIGENCE

DATA-DRIVEN CREATIVITY

Brings **VALUE** from earned media.

COMMUNICATION

DATA INTELLIGENCE

DATA DRIVEN CREATIVITY

WHAT IS IT?

Data-Driven Creativity is used to generate special projects derived from DATA Intelligence insights. It uses DATA and algorithms to generate creative output.

WHY WOULD YOU NEED IT?

This Data Solution is custom-made to help brands create something unique and innovative while delivering business KPIs (Key performance indicators)

OUTCOMES

Any set of granular real-time collected DATA, such as street traffic, locations, weather, price surges, online conversations sentiment, etc.
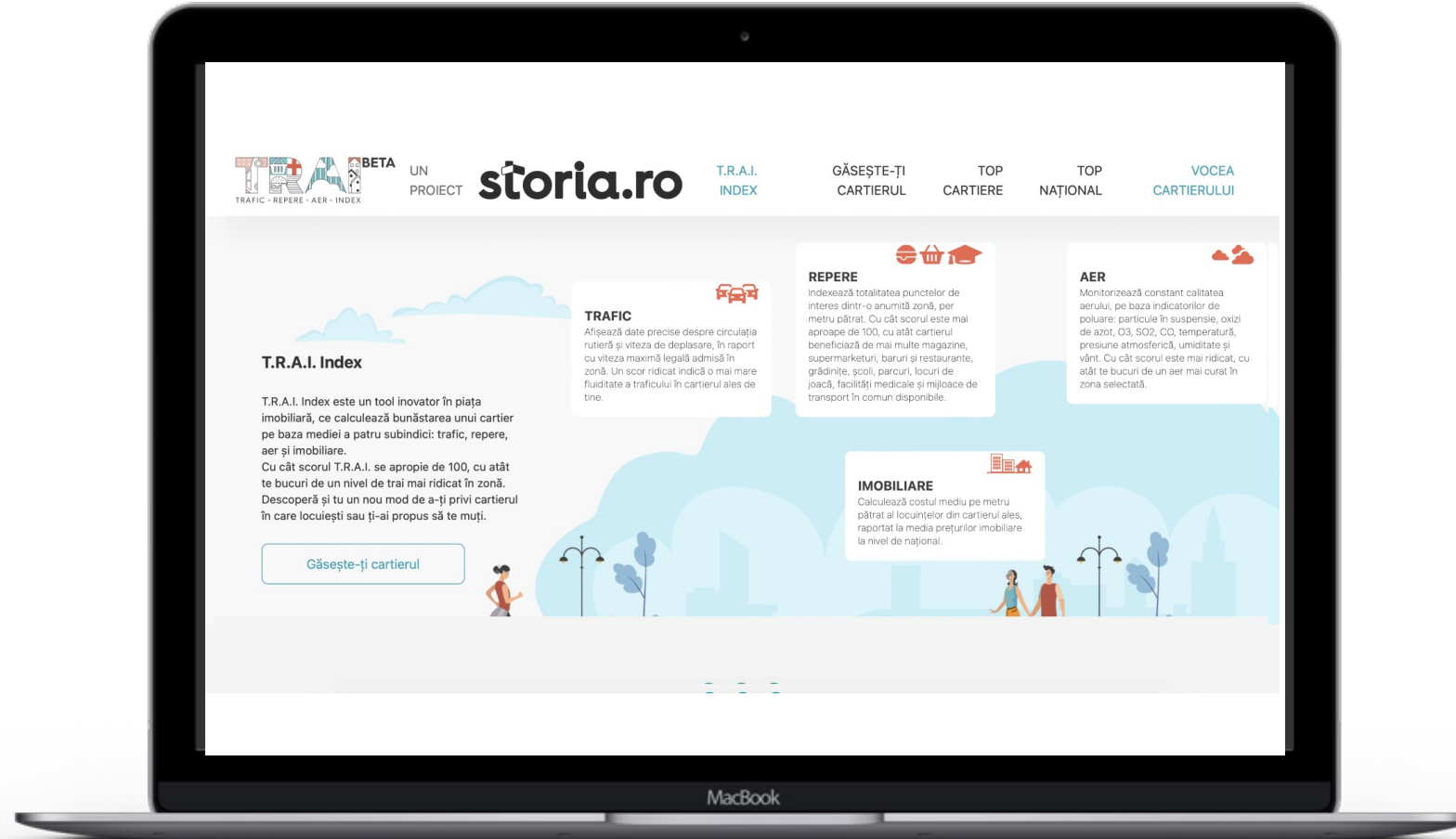
T.R.A.I. by Storia.ro

WHAT IS:

Data-driven project that presents top neighborhoods by the quality of living, monitoring:
- Traffic
- POIs
- Air Quality
- Cost/ sqm

It's an online tool with a promotion campaign.

VALUE:

- Improved brand KPIs
- Increased traffic to storia.ro.

YOXO CO2 calculator

WHAT IS

"Fii Mai Eco in Digital" by YOXO is a sustainability calculator which used the following DATA:
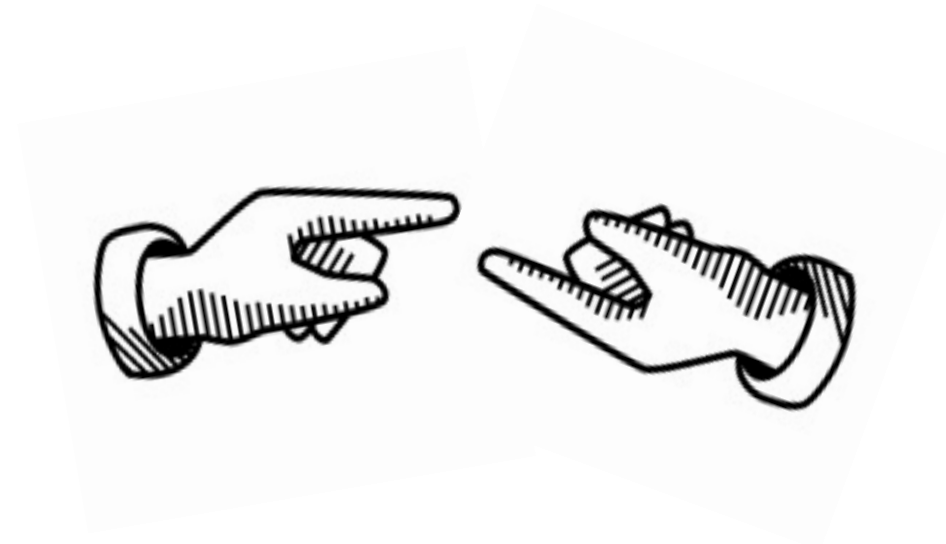-   Digital actions translated into CO2 grams
-   Offline actions to be offset translated into CO2 grams (so that you can say that 5 minutes less spent on social each day equals a plastic bag)
-   A "screen time" algorithm based on a web browser scraper

VALUE:

•   Improved brand image
•   1500 trees planted in real life
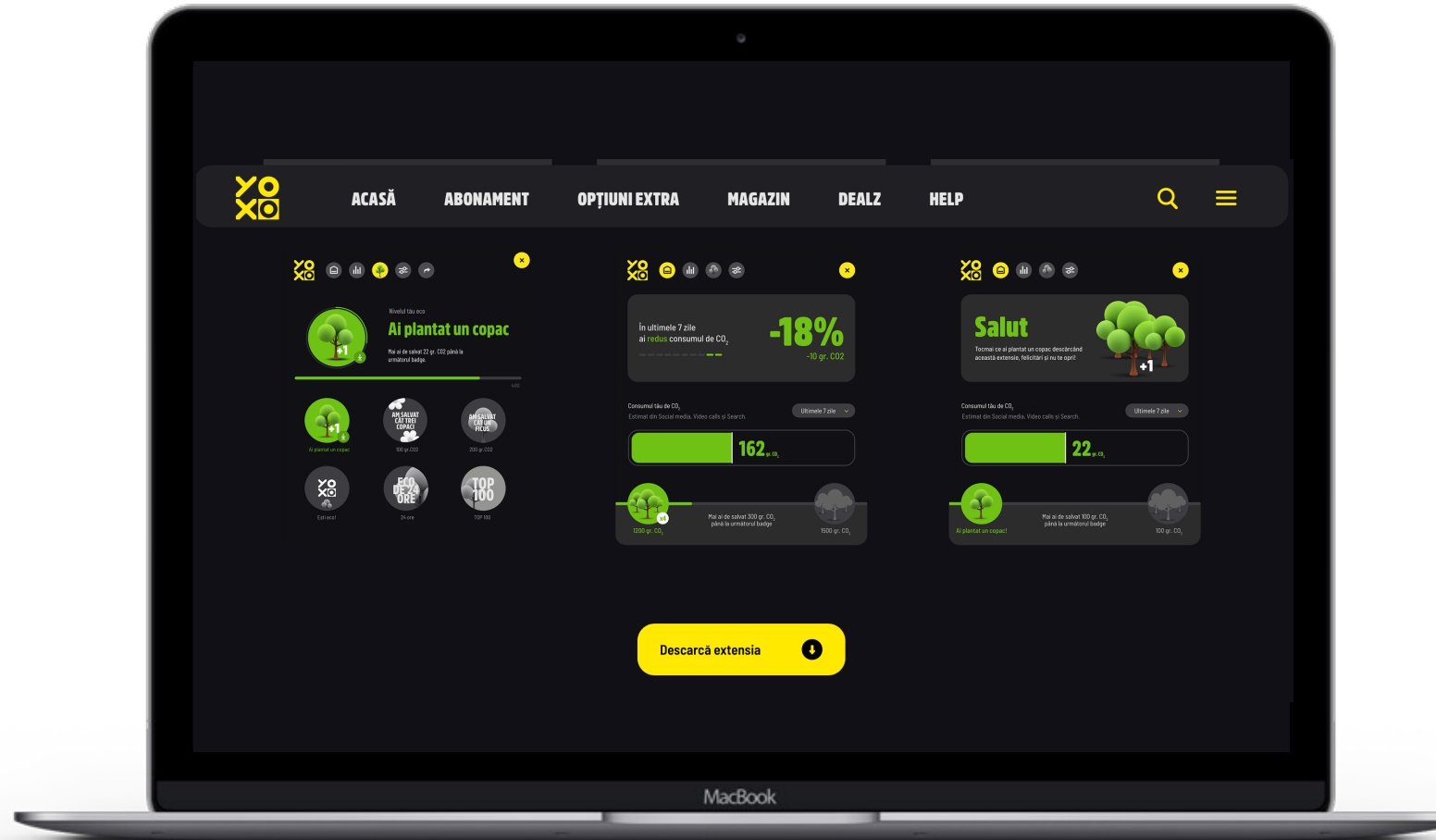
LET' S STAY IN

www.dataintelligence.ro

www.facebook.com/DataIntelligencebyPublicisGroupeRomania

https://www.linkedin.com/showcase/90952161/

DATAiNTELLIGENCE