

# Curated

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## Assurance Methodology

# QUESTION

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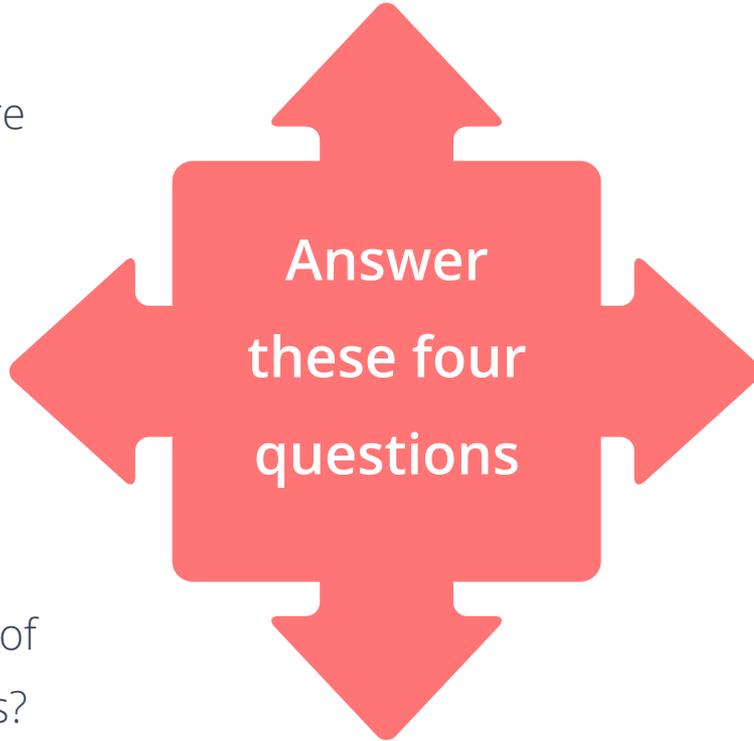
Could assurance work for your business?

# COULD ASSURANCE WORK FOR YOU? | FOUR QUESTIONS

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How quickly is your industry changing & are competitors moving faster than you?

Are you doing all you can to mitigate risk or make the most of business opportunities?



Are you identifying & acting on threats and opportunities as soon as they emerge?

Are you missing out on moments of truth (MOT)?

# WHEN DOES ASSURANCE WORK? | FIVE SITUATIONS

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# ASSURANCE CAN GROW YOUR BUSINESS | WHY & HOW

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## Why?

- There is never an end point to strategy. It is always changing.
- The business and external environment is moving faster than ever.
- Strategy is not a fixed point plan and requires configuration.
- Objectives change based on state and requires the strategy to be revisited
- We cannot control the environment, only shape it

## How?

- Using the **OODA loop** framework to assess the best available commercial opportunities
- Consistently utilise the **OODA loop** methodology within priority areas
- Consistent monitoring of contextual and the competitor environment
- Preferable results are based on getting inside a competitors **OODA loop**

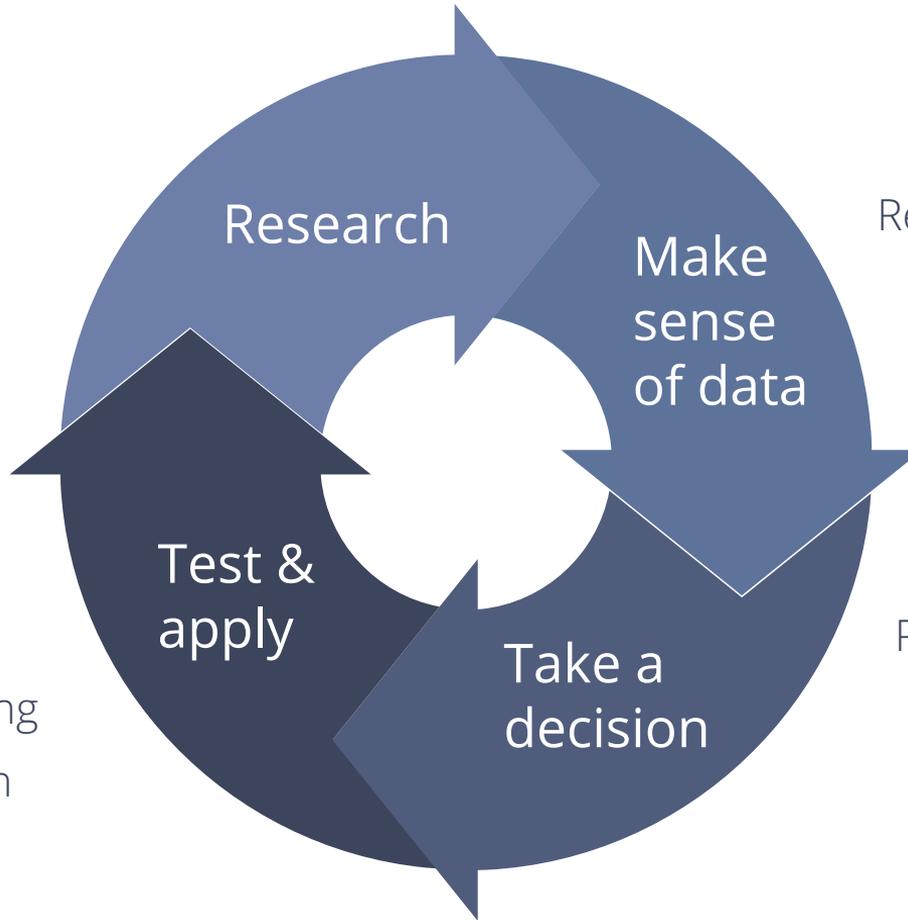
# OODA LOOP | BETTER, QUICKER DECISIONS VS COMPETITORS

## Observe

Analyse the market using the PESTLE framework

## Act

Content format, channel & measuring impact of the action



## Orient

Review capability to act on the insight or arising situation

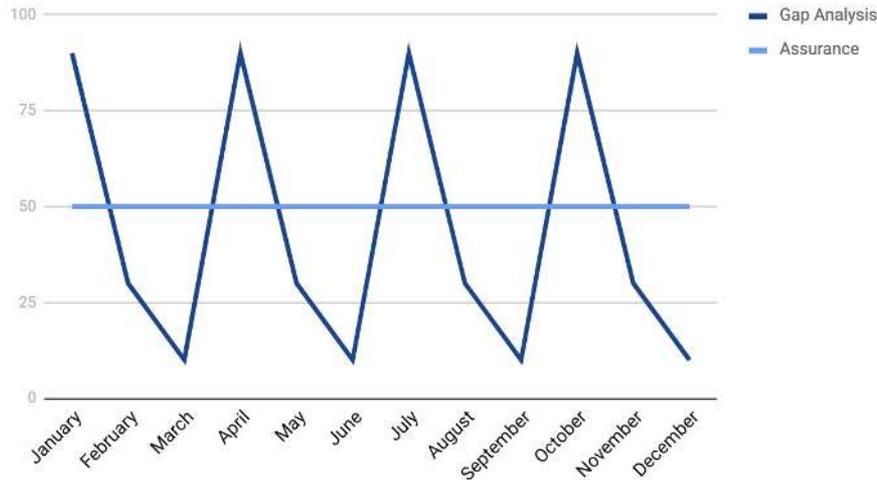
## Decide

Proceed, prioritise the target audience and decide on the goal

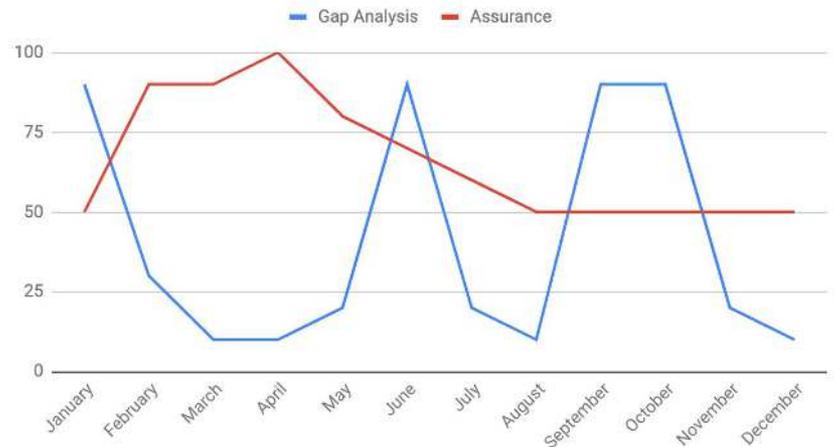
# WIDER STRATEGY | WHERE DOES ASSURANCE SIT?

- The Curated assurance methodology is **focused on a continuous observation** of the environment and context that a brand finds themselves in
- Gap analysis will generally focus on a topic which has been **prioritised by the business**
- Continuous assurance can feed into this process & could become a key work stream (i.e. COVID-19)

Communication intensity



Gap Analysis and Assurance - COVID context



# OBSERVE

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How do we develop campaign ideas?



# WIDER STRATEGY | WHERE DOES ASSURANCE SIT?

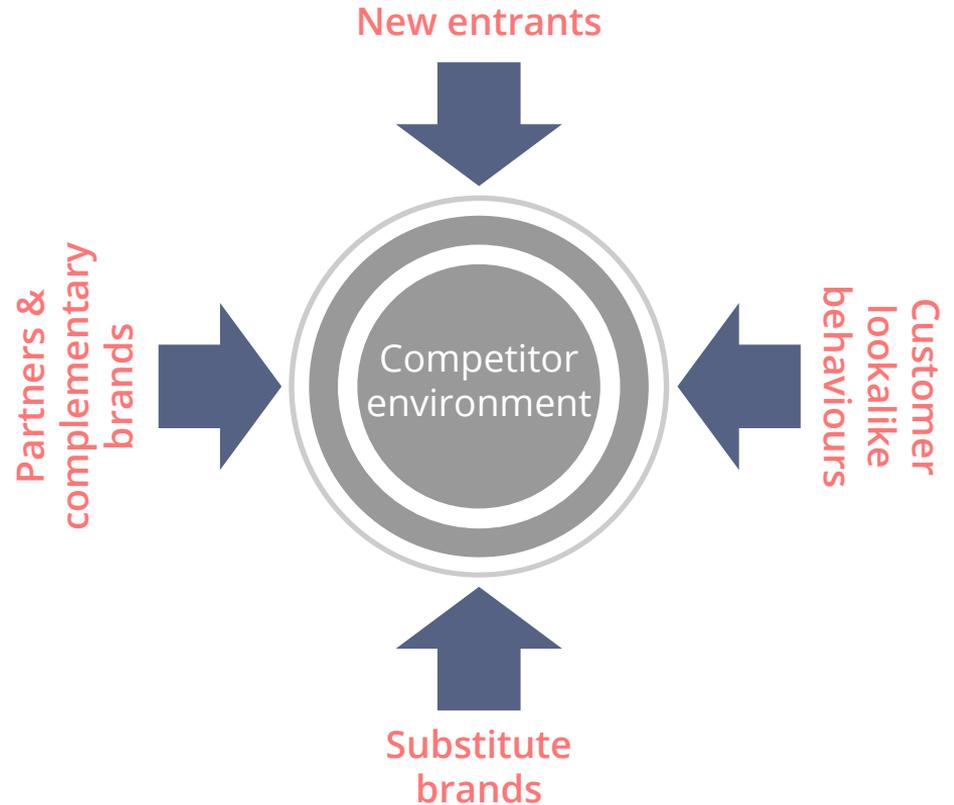
- Observation is the first stage of the OODA loop and relies on constant monitoring of customer behaviour, competitor changes and the external environment (macro & micro)
- This insight can be obtained across a vast number of sources, including (but not limited to) broadcast news, news websites, publications, journals, press-releases, consumer reports



# OBSERVATION | GETTING INSIDE THE COMPETITOR LOOP

The assurance framework is linked to our competitor framework, with observations taking into account competitor actions, as well as partners/complementary brands & changes in customer behaviour influenced by environmental changes.

SHARE OF MARKET  
SHARE OF REVENUE  
SHARE OF CUSTOMER  
SHARE OF VOICE  
SHARE OF VISIBILITY  
SHARE OF KNOWLEDGE  
SHARE OF CHANNEL



# ORIENT

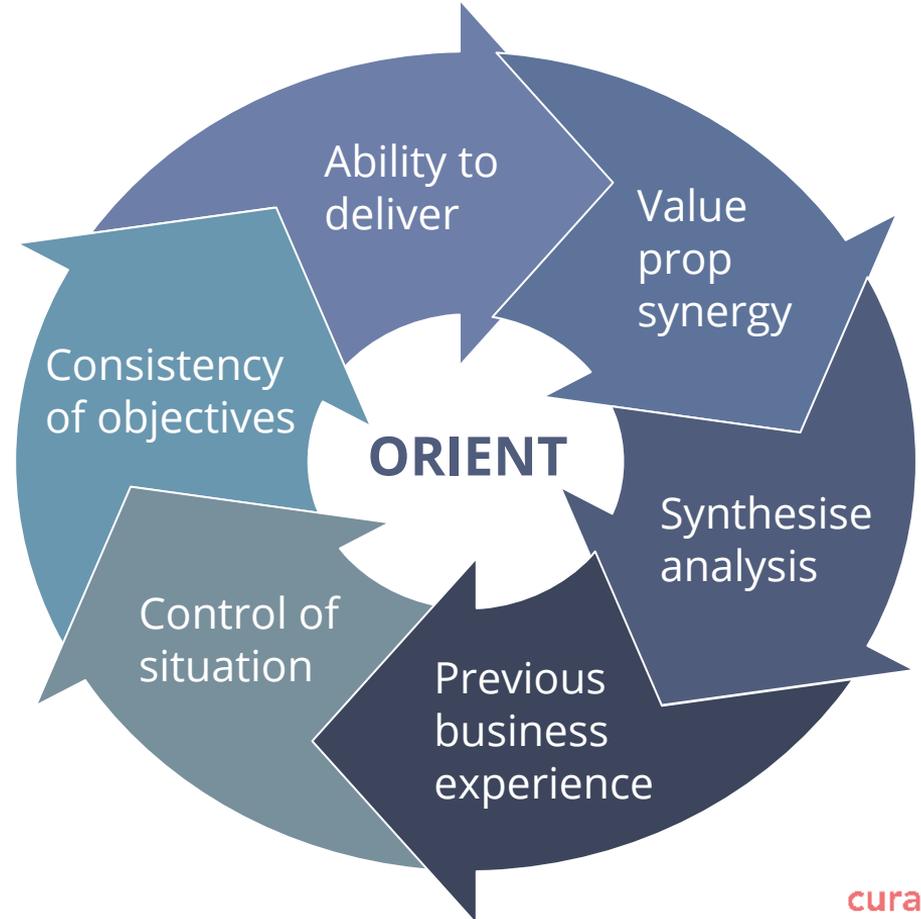
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Assessing the ability to respond



# ORIENTATION | YOUR ABILITY TO RESPOND

- All observations need to be analysed in the context of the business ability to respond
- There is limited value on responding if the observation is not consistent with business objectives, the ability for internal resource to respond quickly and across a variety of channels
- To give the business the best chance of gaining competitive advantage, all levels of orientation need to be considered



# DECIDE

Building a hypothesis



# ORIENTATION | BUILDING A HYPOTHESIS

**Yes/No**

**Prioritisation**

**Point of  
difference**

**Desired  
outcome**

Ignore or move forward. Once orientation criteria is evaluated, the business makes a decision on whether to move forward

Within a fast moving situation, there will be a number of observations to make a decision on. Those of the greatest commercial or competitive advantage should be selected

At the essence of our gap analysis process is the ability to communicate things better and more uniquely than competitors. This is also key for assurance content

At the heart of the observation, will be a commercial focus. Whether increased visibility, conversion or retention, an outcome should be set before action

# ACT

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Execution & measurement

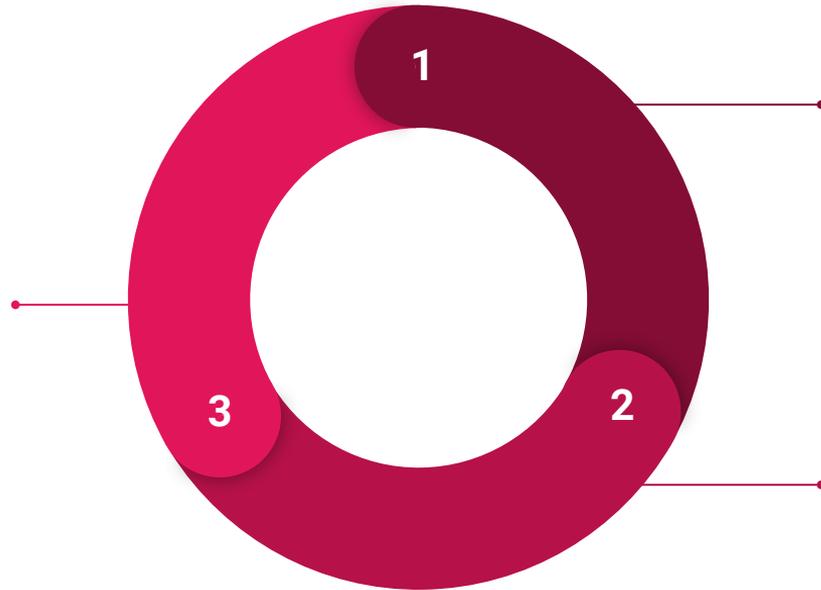


# ACT | A CONTINUOUS FEEDBACK LOOP

Once a decision has been agreed, action can be taken. How will this be communicated? Where will this be communicated? And how did it perform?

## Measurement and feedback

Did the content achieve the desired outcome? Does this need to be delivered in a different format or across different channels? Does this content need upcycling or improving?



## Delivery format

The delivery format will be dictated by the target customer. Whether long-form written content, video Q&A or both, outlining the format from the outset is key

## Channel output

Again, the channels will be dictated by the customer and where they consume information. This could be on the website, across social channels or through email

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Find out more at [www.curated-digital.com](http://www.curated-digital.com)