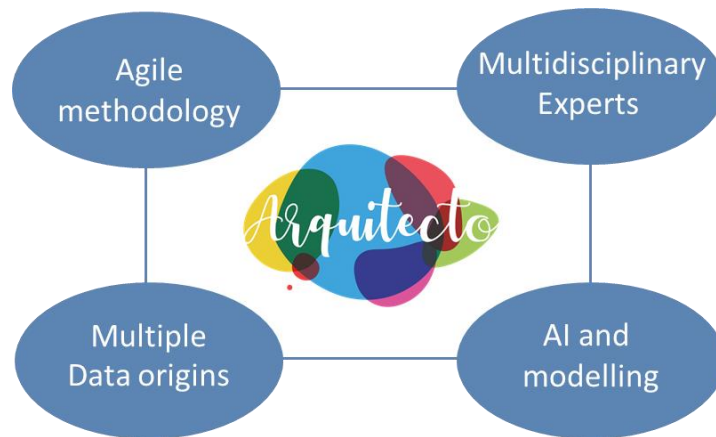


Arquitecto - experimenting a data lab approach with MMA-Covéa project wins the Silver Trophy in the Hybridization category

Many data-holding organizations want their data assets to serve their performance. However, most often, despite clear ambitions and mobilised stakeholders, operational targets are not clearly defined and players are not aligned about procedures.

To enable organisations to capitalise on their data assets effectively, BVA's *Arquitecto* accelerates the transition from idea to prototype.



The Design Thinking-inspired method is articulated around 6 key steps:

- Understanding: identifying data driven usage scenarios and defining an initial application field
- Imagining: Generating initial concepts with future internal or external users/customers in a workshop process
- Decision: Selecting the ideal use case from an experimental perspective
- Prototyping: Testing in the field and refining the business model
- Testing: Feedback - Business plan and distribution strategy -Brand strategy and revelation plan.

This method has been implemented by BVA for MMA - Covéa to improve anticipation of the risks of client churn and trigger effective retention actions. The process gave rise to two functional prototypes that were developed in record time.

As part of the 2019 Research & Innovation Trophies, the *Arquitecto* initiative implemented by BVA for MMA - Covéa was awarded the Silver Trophy in the Hybridization category for its innovative approach.

'IVS: artificial intelligence at the service of performance in points of sale' project wins two Gold Trophies in the Process and Methodological Approach and Consumption - Shopper - Retail categories

Most e-commerce decisions are based on analysis of customer browsing data collected online in real time. Until now, traditional retailers have had only EPOS or observational data as sources of insight. The IVS solution enables BVA to help bricks & mortar businesses analyse shopper behaviour at a level that was previously impossible.

In partnership with startup IVS, BVA has developed an approach to optimising customer experience in physical sales areas, based on analysis of live data.

The iVStore ceiling mounted device uses artificial intelligence to interpret shopper behaviour in real time. This helps identify and improve point of sale performance levers. The data is collected in real time using innovative computer vision technology, making it possible to quantify the performance levers at the point of sale and thus to improve the store's results.



The data is transmitted in real time through a mobile app and a web platform, accessible to retail management via an API. The mobile app and the web platform allow managers to compare or aggregate stores across different time frames, and thus follow the multiple retailer's performance during commercial operations, changes of merchandising and new collections.



This innovative solution to optimise the instore customer experience won two Gold trophies in the Process and Methodological Approach and Consumption - Shopper - Retail categories.

The *Shoots for Change* initiative wins the 2019 Research & Innovations Trophies Grand Prix! It has also been rewarded by two Gold trophies in the 'Data Intelligence, Marketing Science, Use of Social Data', and 'Trends & Prospects' categories.

BVA and Uptowns, a consulting firm specialising in the detection and exploration of online micro-cultures, have won three trophies for their *Shoots for Change* initiative, as part of the 2019 Research & Innovation Trophies.

Shoots for Change is the first consulting offer based on online micro-cultures. In an environment where digital transformation and macro-trends have led to the homogenisation of brand discourse, *Shoots for Change* is a transformation solution for businesses and institutions that want to stand out, assert their culture and develop their identity.

The BVA and Uptowns *Shoots for Change* methodology mixes social listening and digital ethnography with design thinking.

The approach combines two phases. The first phase, Inspiration, offers a complete exploration of 30 micro-trends around a given theme. Each trend is analysed by several criteria to assess its persistence and durability (volume, dynamism, scope, universality, degree of maturity). The second phase, Support-Consulting, can apply co-creation and prototyping variously to NPD, marketing strategies, branding, communications and business culture transformation.

The winning case study, devoted to The Body and mixing several facets such as beauty, health, food and fashion, is based on analysis of 3.5 million social media posts published by 725,000 unique individuals for more than 80 million engagements.



To sum up, *Shoots for Change* is:

- An alternative offer to drive organisational transformation, drawing its inspiration from online micro-cultures, mixing social listening and digital ethnography.
- Micro-cultures are revealed by data analysis that can be directly applied to business and communication opportunities.
- An exploratory survey and inspiring workshops to set businesses and institutions in motion.
- Rich, visual and inspirational lessons, personalised calls for action, developed in co-creation with the client's teams and BVA's sector experts.

An unprecedented approach, distinguished for its innovative character by the 2019 Research & Innovations Trophies Great Prize, as well as two Gold trophies.