

Secure Small Data today –
for sale in the lobby or online at:
MartinLindstrom.com/SmallData

Explore:



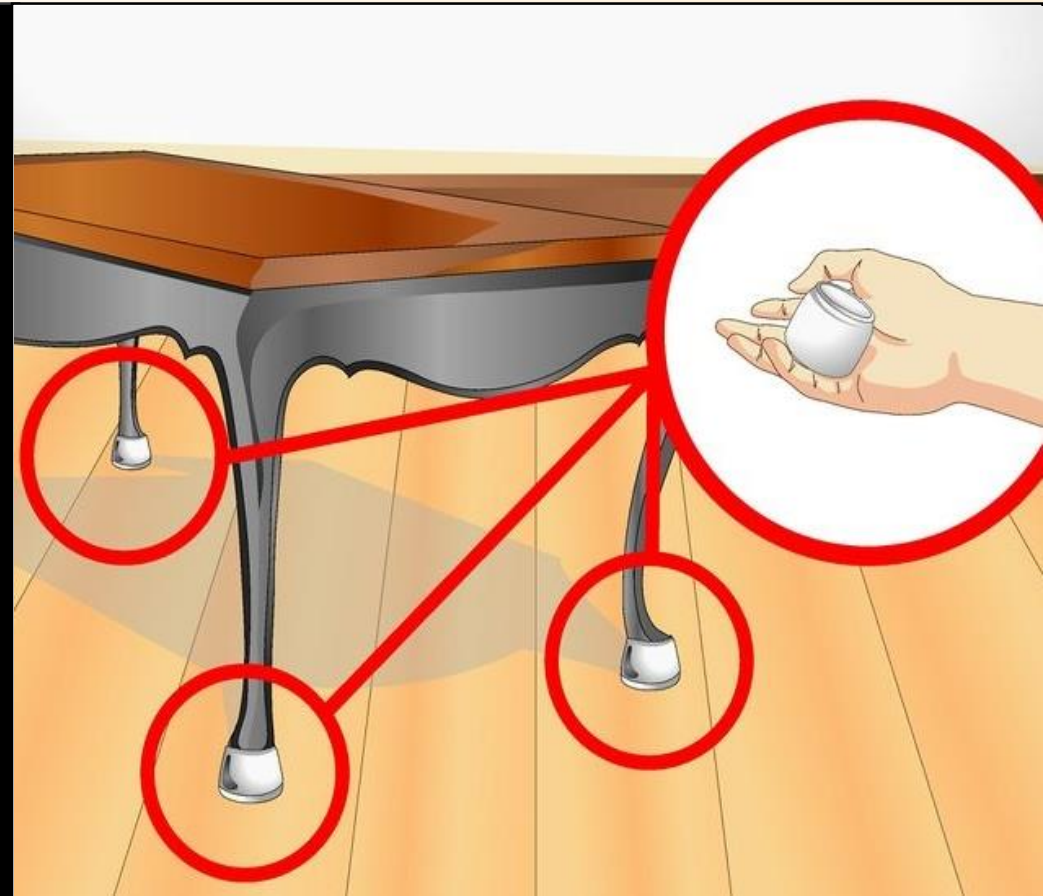


IN A WORLD OBSESSED BY
BIG DATA
THE NEXT BIG THING IS THE
**SMALL
DATA**
REVOLUTION

Why?



**If you buy protection
pads – you're 78%
more likely to pay
your credit card bill
on time**



Your typos, how frequently you use CAPs and your choice of certain words can with 79% accuracy determine your credit rating

Source: Journal Behaviour and Information Technology, October 2014





15%

85%

An 11-year-old German boy



The return of the tiny LEGO bricks





small-data smôl dā'tə

Seemingly insignificant behavioral observations that point toward one or more unmet customer needs. Small Data is the foundation for breakthrough ideas or transformative ways of turning around brands.

**It almost seems
like any answer to
any question is...**



**We have tons of
data but no
information**



December, 2012



Google Centre for Disease Control



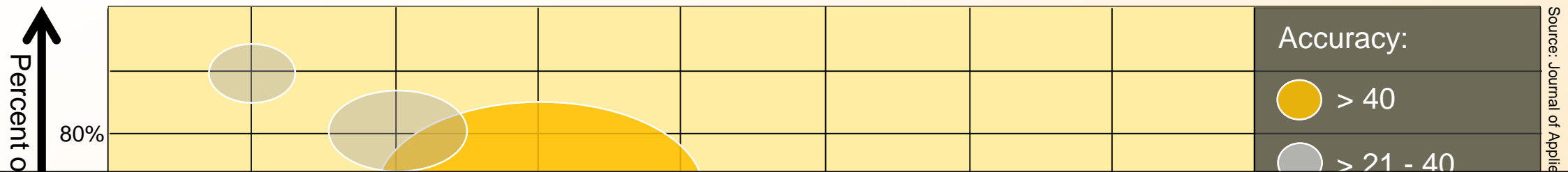
**They cared about
correlation rather than
causation**



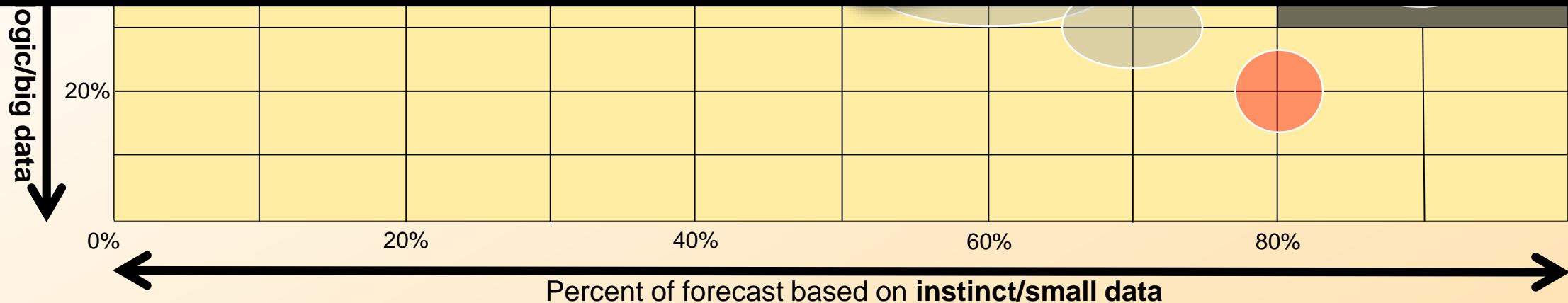
BIG data

small data





The most accurate forecasters depend on both logic (big data) and intuition (small data)



**Life is all about
balance...**



**Nations are out of
balance...**



The lack of smiles



Or...



Or what about...



**54% of emoji users
had sex last year
compared to 31% of
singles who didn't**

Source: Match.com study January 2015 of 5,675 respondents



**It is the gap between
being in balance –
and out of balance
which represents the
opportunity for a
brand**





I feel overweight



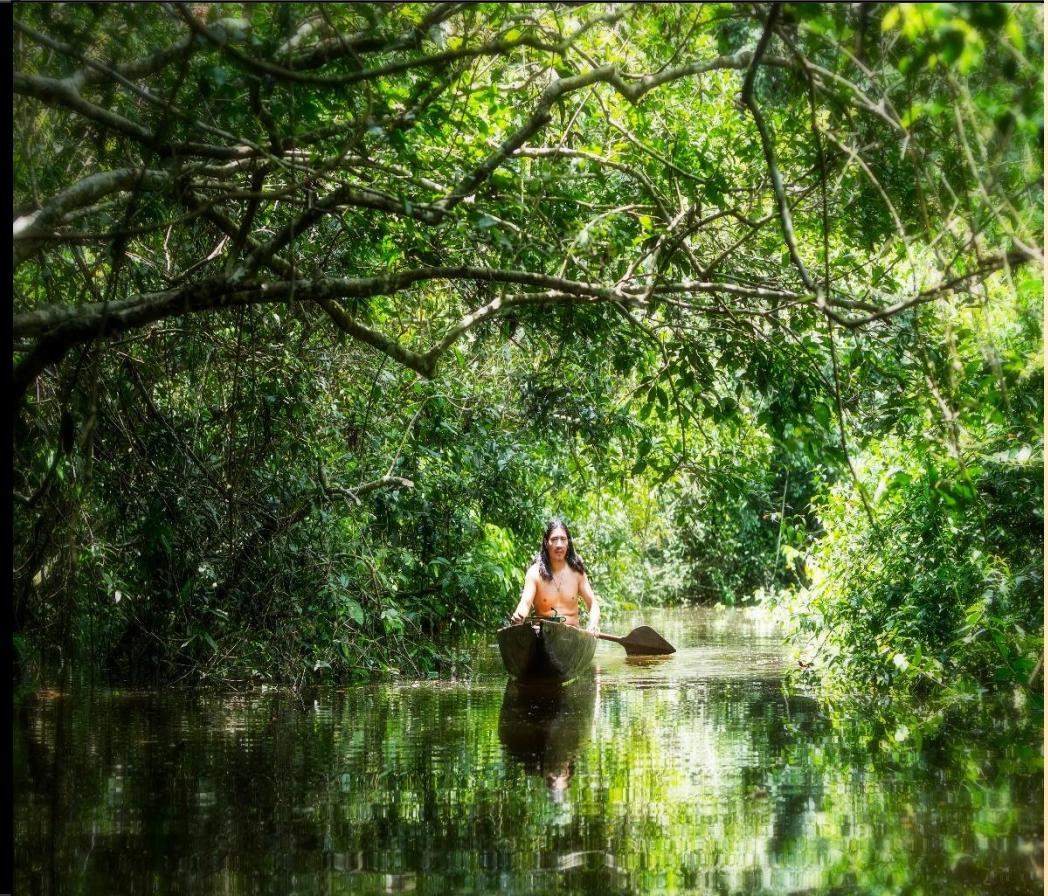
I feel lonely



I've made it



**If you want to study
animals, don't go to
the zoo. Go to the
Amazon**



I'm an observer









ENVIROSELL

**We're rarely truly
*present***



**Thanks to our
phones we are never
altogether present
and never
completely alone**



Transformation



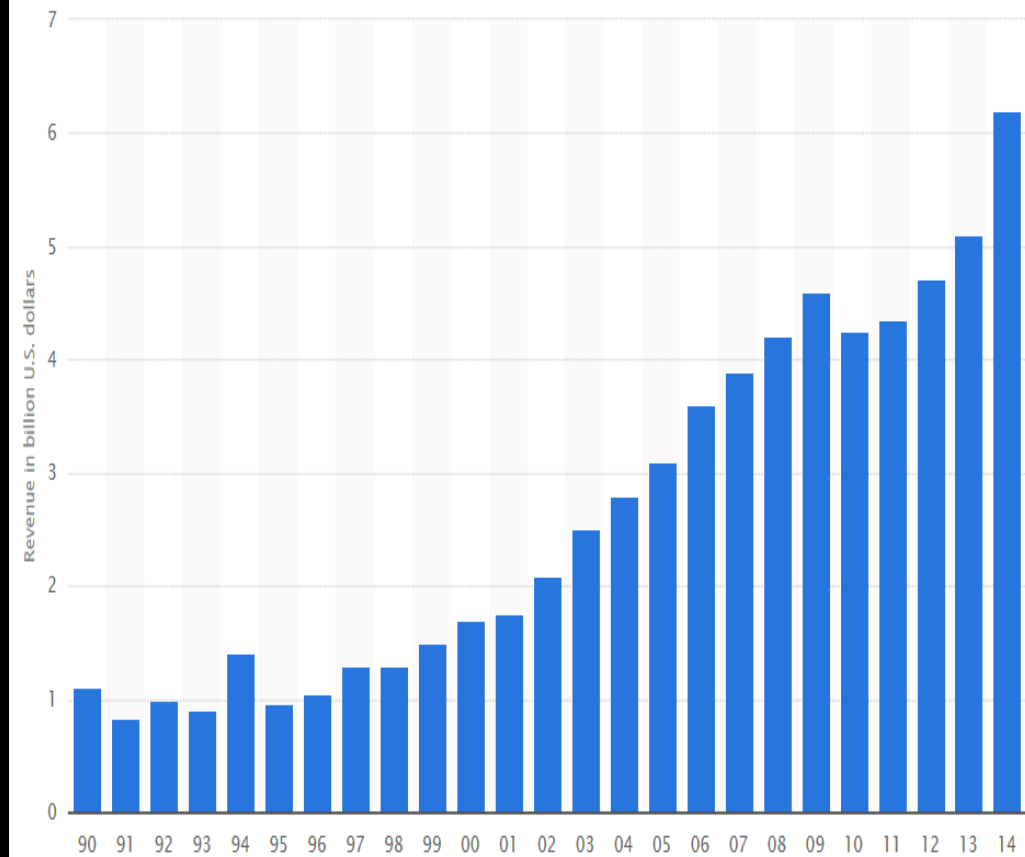


**As transitions are
fading away we're
all in a desperate
search for the
“now”**



Explaining why...

Source: Statista 2015: Concert ticket sales revenue in North America from 1990 to 2014 (in billion U.S. dollars)






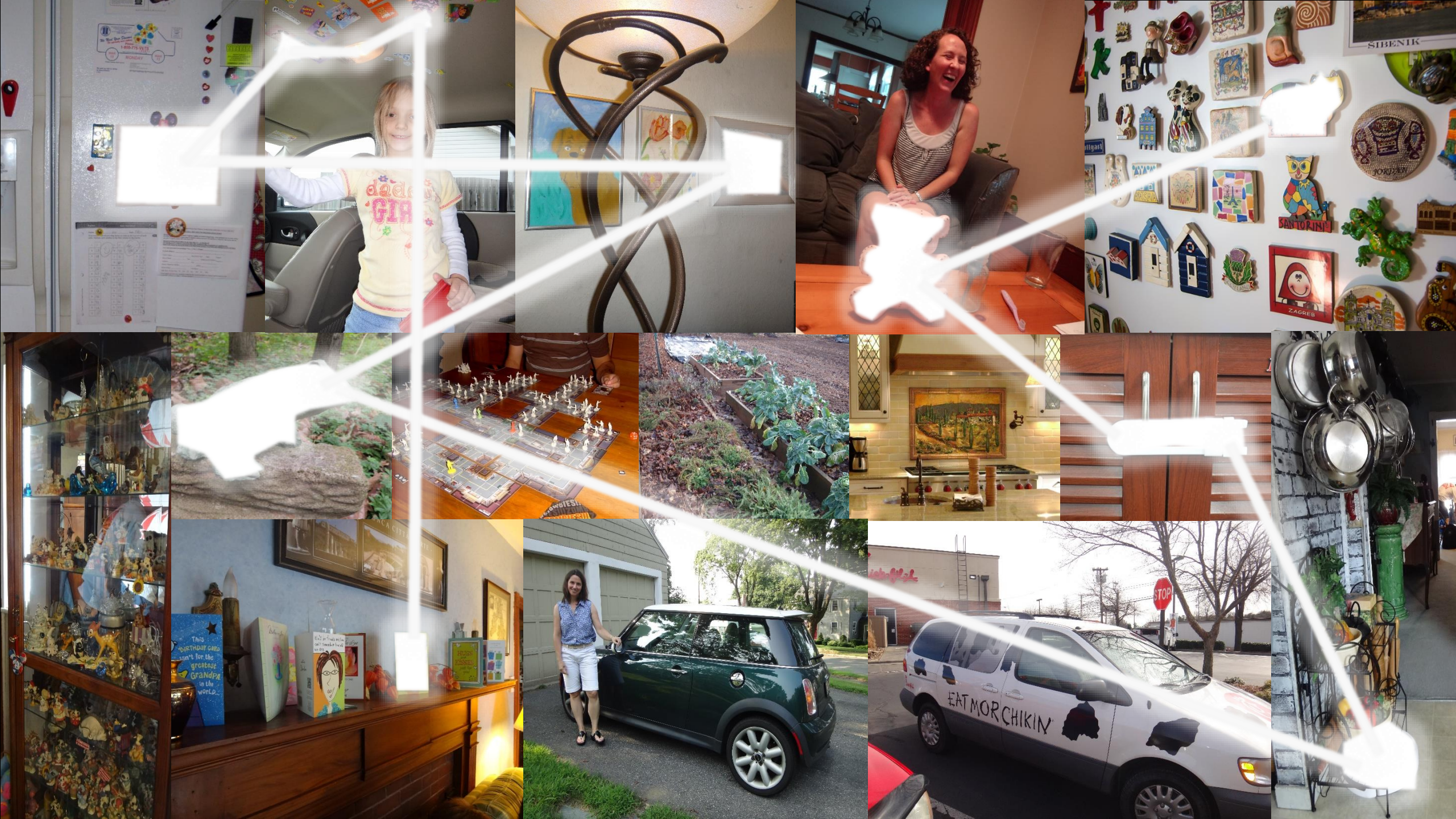
*“ I unfortunately have
no other choice. ”*



*“ I feel at home when I
visit my local Lowes. ”*

A photograph of a long, brightly lit aisle in a grocery store. On both sides of the aisle are tall, glass-fronted refrigerated cases filled with various food items, including what appear to be frozen pizzas and other packaged goods. The floor is highly reflective, showing clear reflections of the overhead lights and the cases. In the distance, a group of four people is walking away from the camera towards the end of the aisle. The ceiling features a complex network of green metal trusses and several blue pendant lights hanging down. A semi-transparent dark grey rectangular box is overlaid across the center of the image, containing the text.

**We bring community
back to the table**







A photograph of a theater stage. The stage is covered with a large red curtain. Above the stage, there is a rig of stage lights. The foreground shows rows of empty wooden theater seats.

BIG data

A blue sticky note with a white pushpin at the top left corner, placed on the theater seats.

**BLUE
SCRIPT**

A photograph of a woman in a dark, long-sleeved dress embracing a man who is lying on his side on a dark floor. The woman is looking down at the man with a concerned expression. The background is dark.

small DATA

A green sticky note with a white pushpin at the top left corner, placed on the dark floor.

**GREEN
SCRIPT**

Password: ScreenforceDays

Address | **MartinLindstrom.com** 



@MartinLindstrom



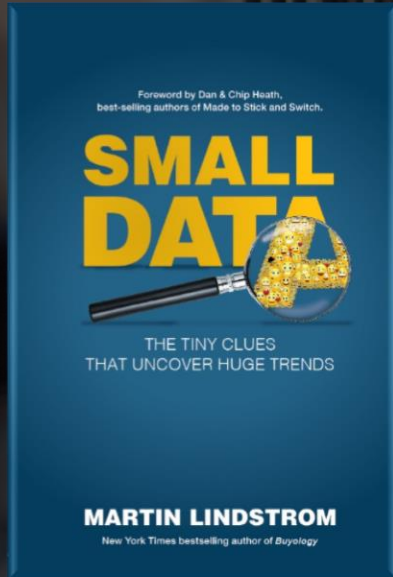
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**Tell me and I'll
forget.
Show me and I
might remember.
Involve me and I'll
understand.**



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