

CANVAS8

Canvas8 is a global online information service for the advertising community. It demonstrates consumer understanding, provokes thought and facilitates pitch and campaign planning.

The service sheds new light on rapidly changing consumer and industry trends and is a springboard to creative inspiration.

Canvas8 helps agencies win new business, save time and money and produce more effective campaigns.

www.canvas8.com

Canvas8 is an innovative and cost effective approach to the planning phase which helps advertisers create engaging, unique and successful campaigns.

When bidding for new business Canvas8 helps agencies get up to speed on an industry, build a quality pitch book within tight time constraints and present with confidence and authority.

When building a campaign Canvas8 gives agencies a bedrock of industry knowledge. It supplements planners' and creatives' consumer understanding and highlights new brand opportunities. These are supported by sophisticated collaboration tools which help gather, organise and share their ideas and expert consumer insight. In this way, agencies are able to better serve their existing client base without wasting valuable time or resources.

INSIGHT



“An insight for me is a new way of thinking about the brand, the category, the wider world or indeed the consumer. A way that is both surprising in its originality but also in hindsight true. Insights are by definition new bits of thinking and nothing upsets me more in the world than tired insight”

Richard Huntingdon, Director of Strategy for Saatchi & Saatchi

Effectively engage with consumers and build a successful proposal through:

News: Global advertising and design news

Summaries: Digestible and image rich consumer-focused research summaries (including Mintel, Datamonitor, Forrester, Euromonitor, Pew Internet and American Life)

Leaders: Preeminent social commentators, thinkers and industry specialists report on consumer attitudes, trends and the most effective methods of engagement. The Leaders are authorities on consumer trends and behaviour and include Gerd Leonhard, Paul Silvia, Dr Alex Gordon, Matt Mason, Chris Brogan and Avivah Wittenberg-Cox. They are available for bespoke consultancy and research

Commentary: Analyses and trend observations from global media

Quickfacts: Pre-prepared, fully sourced data to supplement existing pitch and campaign research

Research hub: Vertical content search of content from multiple research houses

Key industry areas include: Communications, Consumer Technology, Media, Retail, Financial Services, Consumer Packaged Goods, Fashion, Travel and Leisure and Automotive

Key territories: US, UK, Japan, China, Germany, France, Italy, Australia, Brazil, Russia and India

INSPIRATION

Inspiration is a creative springboard for planners and creatives devising a new campaign.

What's on: Events and launches from around the world

Focus: Expert views and new perspectives on emerging trends within Music, Architecture, Retail Interiors, Design, Fashion and Colour

Bloghunter: Daily search of more than 200 of the most creative and inspirational websites

Media hub: Vertical media search tool that enables a user to browse multiple media types from one place (including Google Images, Flickr, Getty, YouTube and Dailymotion)

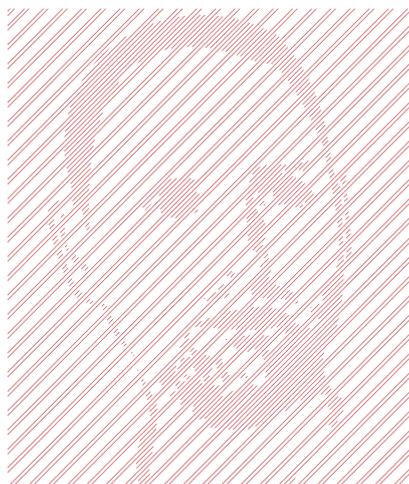
Showcase: Weekly profile of creative talent in adjacent markets to advertising

Both Insight and Inspiration are supported by tools designed to enhance the user's experience and include Scrapbook and Share. Scrapbook lets the user clip and organise articles and images in private folders while Share enables intelligent sharing with colleagues and clients.

CREATE

- Secure multimedia collaboration platform which facilitates work between multiple departments and organisations.
- Enables sharing and feedback of ideas across groups
- Allows users to import images from Scrapbook, photoshop or image libraries
- Build discussion boards, documents, URL snapshots, videos and images
- Real time editing, wireframes and versioning and integrated communication

The Leaders are preeminent social commentators, thinkers and specialists in their area, industry or demographic. They are authorities on consumer trends and behaviour. Our leaders include:



Dr Alex Gordon - Cultural Detective / Semiotics

Dr. Alex Gordon is the founder of Sign Salad, and was previously Head of Semiotics at Flamingo International. He has applied semiotics and cultural branding techniques to marketing brand and communication challenges for a range of clients across all industry sectors.

He previously worked as a journalist and lectured at the University of East Anglia. He has a PhD in Semiotics and Identity Politics.

Alex regularly writes and lectures regularly on semiotics and cultural branding for a range of publications and at marketing industry conferences. Alex lives in London, England.

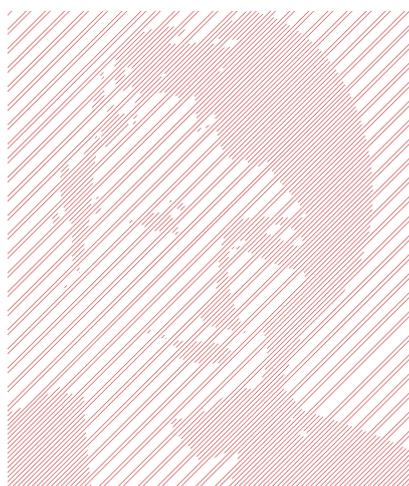


Gerd Leonhard - Media Futurist

The Wall Street Journal calls Gerd one of the leading Media Futurists in the World. He is the Co-Author of the influential books 'The Future of Music', 'Music2.0' and forthcoming 'The End of Control'.

Gerd's background is in Music (he won the Quincy Jones Award in 1986 and is a graduate of Boston's Berklee College of Music) and in Technology, Internet and Media.

Clients include Nokia, Google, SonyBMG, RTL, ITV, the BBC, France Telecom / Orange, Deutsche Telekom, The Financial Times, and the European Commission. Gerd is a fellow of the Royal Society for the Arts (London), and lives in Basel, Switzerland.



Avivah Wittenberg-Cox - Womenomics

ELLE Magazine recently recognized her as one of the "Top 40 Women Leading Change", and is a world leader in womenomics – the understanding of women's growing influence as consumers, employees and leaders. She is CEO of 20-first, co-author of the bestselling Why Women Mean Business and Founder and Honorary President of the European Professional Women's Network.

Avivah spent five years as a Visiting Coach at INSEAD, has spoken across Europe and has had articles published in the Harvard Business Review, the International Herald Tribune and the Financial Times.

Avivah has a B.A. from the University of Toronto, an MBA from INSEAD, and completed the Women's Leadership Program at Harvard. She currently lives in Paris, France.

Responding to the global demands on today's advertising industry, Canvas8 offers consumer insight and inspiration through our network of research agencies, leaders and experts.



“People say to me what’s the big change in the last twenty years? Well, many more of our briefs now are global briefs and that’s the big change. In the mid 80’s, 10% of what I did had an international element to it whereas today almost 90% of what I do has an international element to it.”

*Sir John Hegarty, Creative Director,
Bartle Bogle Hegarty*

**NEW YORK USA MOSCOW RUSSIA
LOS ANGELES USA TOKYO JAPAN
LONDON UK SHANGHAI CHINA
BERLIN GERMANY PARIS FRANCE
SYDNEY AUSTRALIA RIO BRAZIL**



Register as a Canvas8 user and gain instant access to:

- Global consumer insight from leading thinkers and practitioners; real world commentary you can implement now.
- Industry insider and grassroots blogs checked and filtered daily for the most inspiring and stimulating posts.
- Reliable, time-saving collaboration tools giving you the ability to wireframe, scrapbook, present and share your work in real time.
- Thoroughly researched and dependably sourced industry facts and data to support you in the pitch process.
- Focused articles on the latest trends across multiple fields, locations and disciplines; creating an ideas bank of cross-genre opportunities and practices.
- Coverage of events and releases in the counter cultural and established trend capitals of the world.
- Search through various multimedia sources for the strongest and most original visuals.
- Profiles of emerging talent and projects from established creatives in disciplines outside of advertising.



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