WE ARE THE DISRUPTION® COMPANY

TBWA\ Dublin X The Marketing Society of Ireland

The Secret to Effective Creativity: Having an eye for bias.

APR 27, 2023

WHY WE'RE HERE

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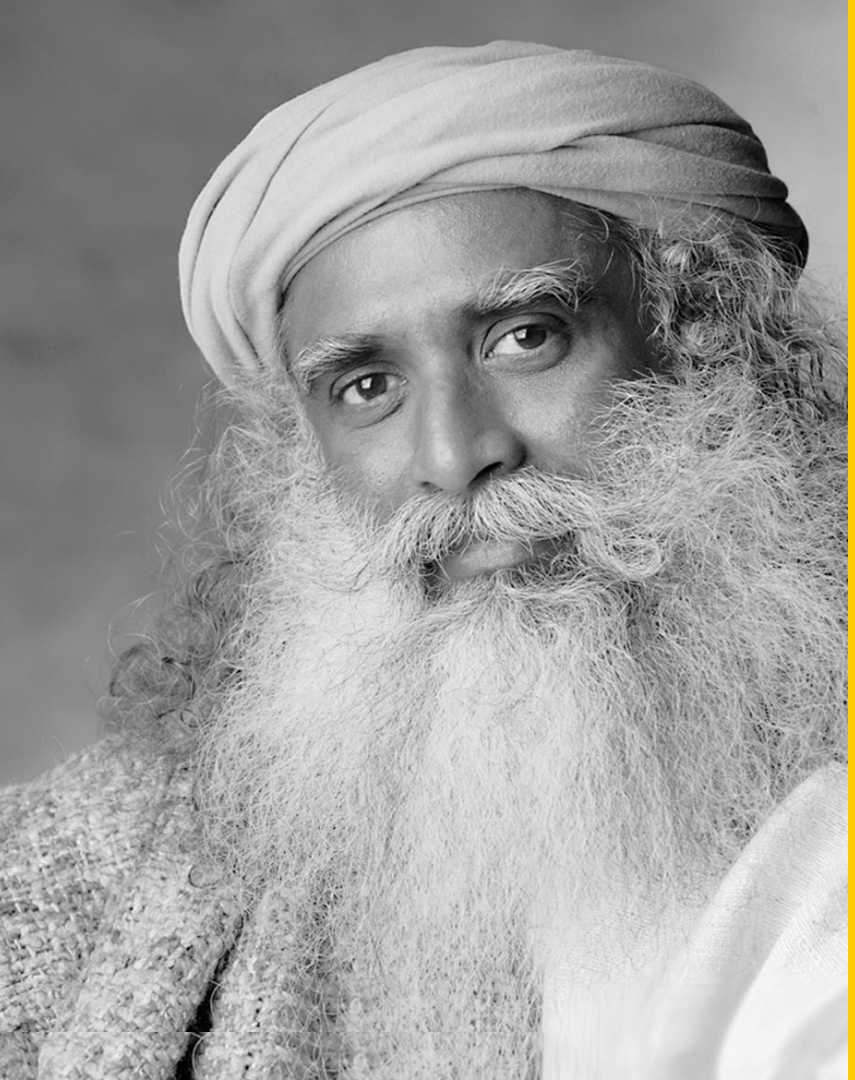

When your mind is full of assumptions, conclusions, and beliefs, it has no penetration, it just repeats past impressions.

\- Yogi Sadhguru

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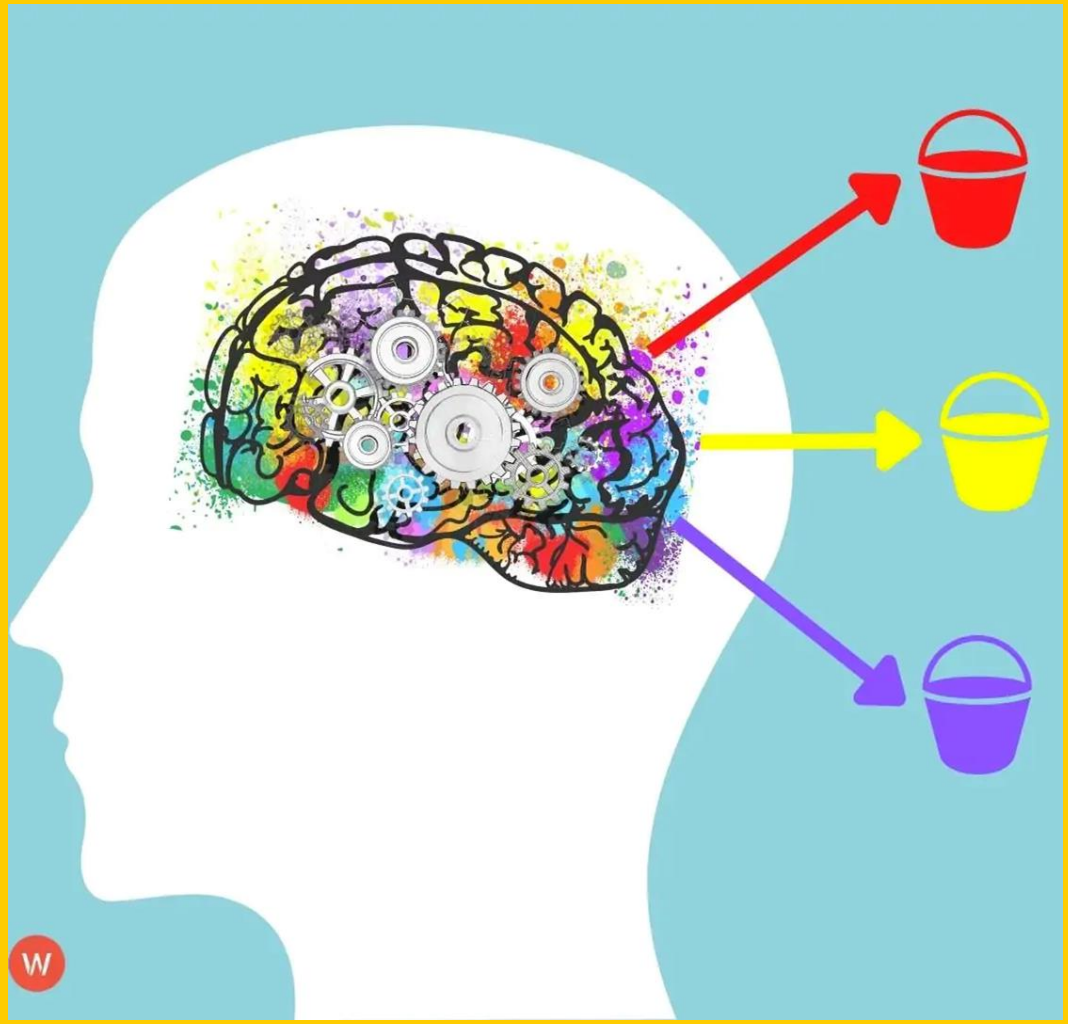
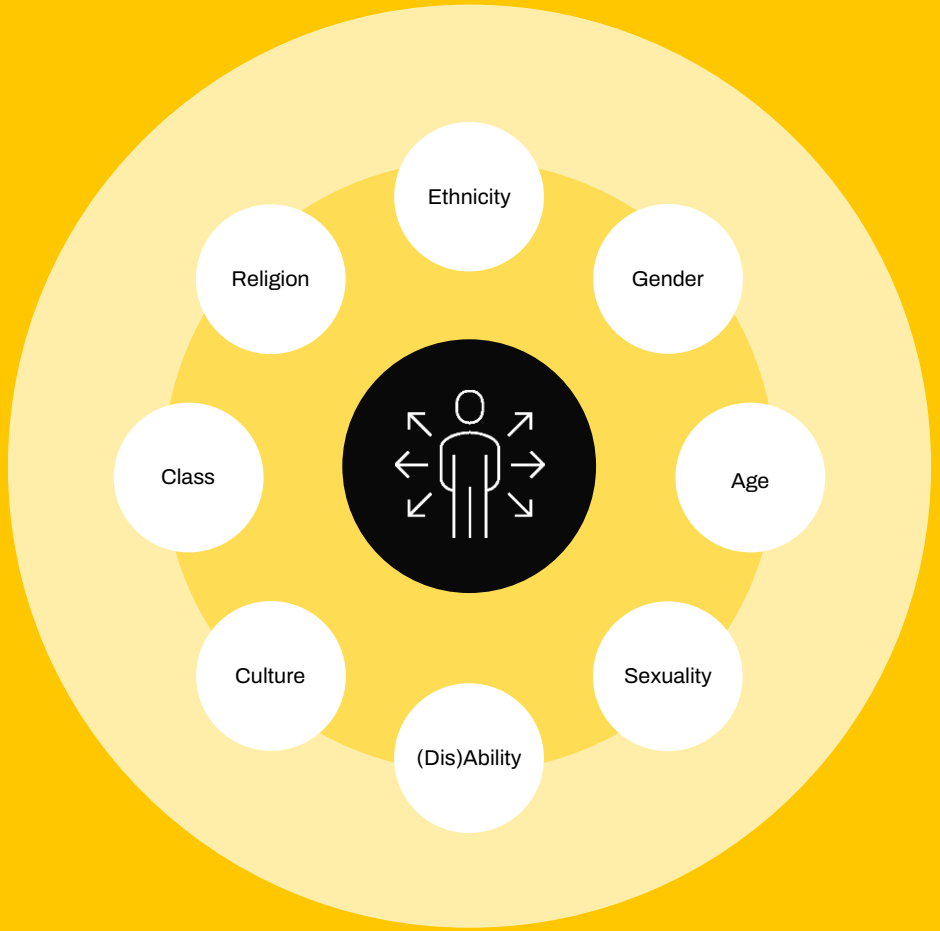
Biases are created because our brains are built to sort a lot of complex input data into simple categories.



BIAS GROUPINGS



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LACK OF

DIVERSITY?

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HOW CAN WE AVOID BIAS ?

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FEEDBACK, TESTING & RESEARCH

HELPS UNCOVER BIAS & BREAKS THE ECHO CHAMBER

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CUSTOM CONSUMER PANELS ALLOW US TO ENABLE

COLLABORATION

THROUGHOUT THE CREATIVE PROCESS
& ELIMINATE OUR BIASES

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TODAY

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1. Unconscious Bias

(Implicit Bias)

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‘Unconscious biases are social stereotypes about certain groups of people that individuals form outside their own conscious awareness. Everyone holds unconscious beliefs about various social and identity groups, and these biases stem from one’s tendency to organise social worlds by categorising.’

SOME TYPES OF

UNCONSCIOUS/ IMPLICIT BIAS

Gender

Ageism

Beauty bias

Halo effect

Horns effect

Affinity bias

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A quick test…

“A father and son were involved in a car accident in which the father was killed and the son was seriously injured. The father was pronounced dead at the scene of the accident and his body was taken to a local morgue. The son was taken by ambulance to a nearby hospital and was immediately wheeled into an emergency operating room. A surgeon was called. Upon arrival and seeing the patient, the attending surgeon exclaimed “Oh my God, it’s my son!’ Can you explain this?”

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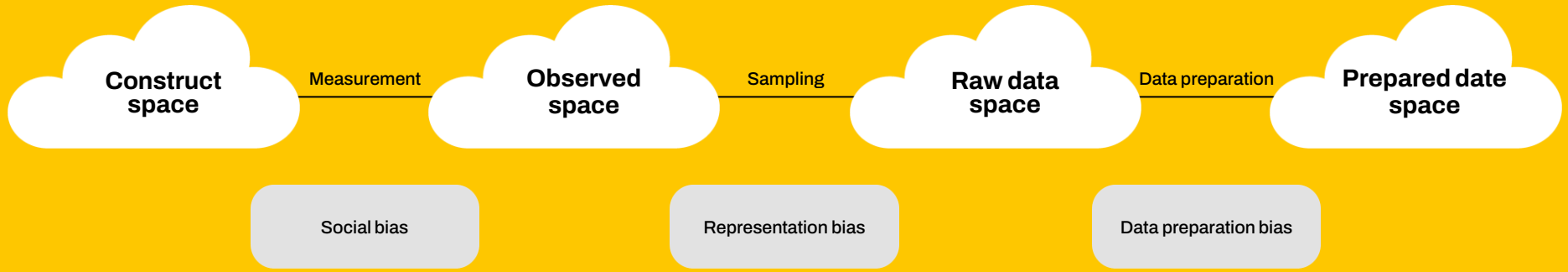
Dove
Dove
Dove

Bias arising from different automation processes



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SO HOW CAN WE OVERCOME UNCONSCIOUS BIAS IN THE CREATIVE PROCESS?

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Source: CMO

HOW TO CHECK FOR UNCONSCIOUS BIAS IN CREATIVE

Market Segmentation	Channel Targeting	Brand Strategy	Creative	User experience	Approval
Is your segmentation reflecting actual population demographics, and is targeting basic demographics even necessary?	Has your programmatic and AI been checked for minority bias?	Is the brand purpose aligned authentically, and are you exploiting diversity or minority groups for inauthentic brand noise?	Has your copy been checked by diverse team members?	Are you tracking data that perpetuates stereotypes? Are you asking for data that isn't necessary?	Are your approval processes taking into account diversity and inclusion? Have you taken out all subjectivity?

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2. Confirmation Bias

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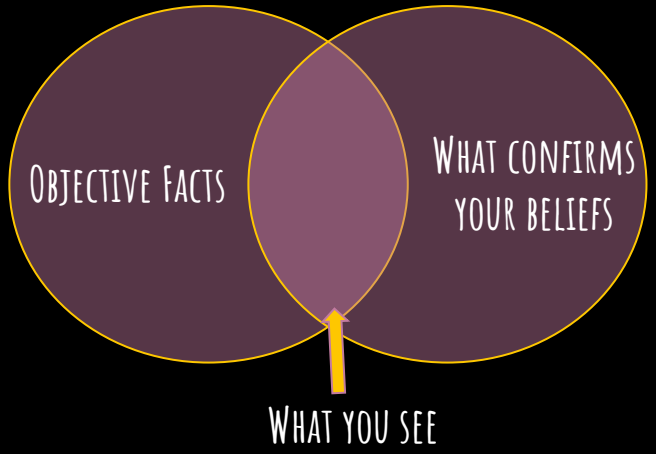
We are highly susceptible to confirmation bias



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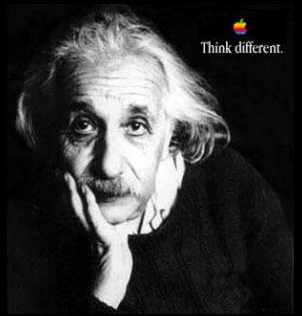

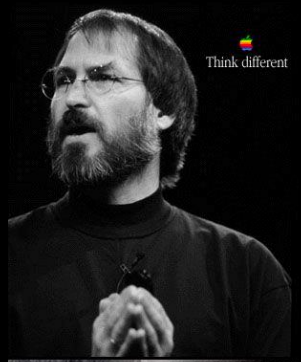

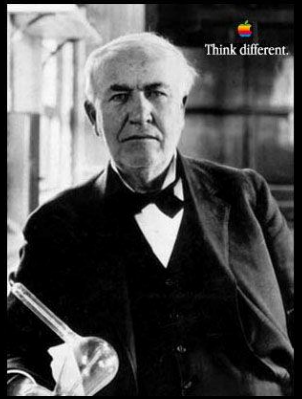

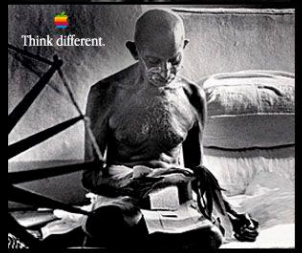

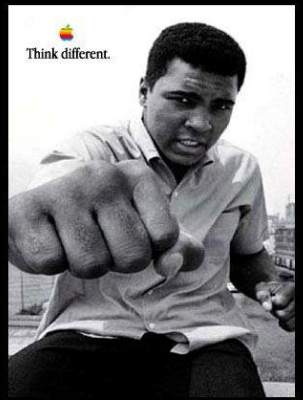

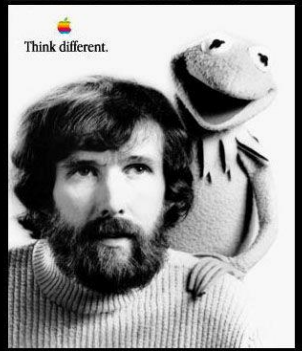

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Avoiding negative use of confirmation bias.

1. Be objective - start with as many neutral facts as possible.
2. Can I emphathise with others, especially in different audience segmentations that purchase my product?
3. Can I listen openly to the opinions of others, especially those with differing views?
4. Build a diverse creative team and fostered an open culture where the team can work through their implicit biases, ensuring that those ideas are carefully examined.
5. Am I taking in all my *evidence* from a curated information stream that confirms what I already believe? Read information from broader sources, especially seeking out fact-based sources that might contradict your own views.
6. **Delve into the uncomfortable**. This helps us to become aware of our confirmation bias. Am I exposing myself to people with varying life experiences unlike my own, so that their views can make their way into my work?
7. Am I hiring artists, photographers, and designers who reflect the target in my campaigns?
8. Am I giving everything I read the critical reflection it deserves, before developing a marketing campaign that might perpetuate my own beliefs? Go outside your echo chamber and test test test!

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3. Conformity Bias (Groupthink)

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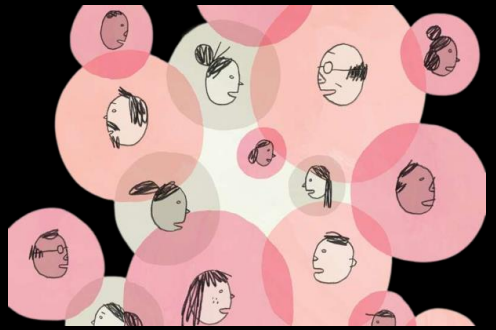
When one mind gets lost in many.

Conformity Bias or Groupthink is a phenomenon that occurs when a group of individuals reaches a consensus without critical reasoning or evaluation of the consequences or alternatives. Groupthink is based on a common desire not to upset the balance of a group of people.



HOW IT MANIFESTS IN CREATIVITY

When you do not have diversity in opinion and different groups aren't represented in creative rooms, it manifests in the work you do. You arrive at dangerous consensus to keep things in balance—consequences that have caused much controversy in the marketing world

GROUPTHINK CAN BE EASILY AVOIDED THROUGH OUTSIDE COLLABORATION

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Create An Open Hub Of Diverse Opinion

Avoiding Groupthink:

- ❏ Create a culture where freedom of opinion is encouraged - make it a safe space for your team to share their diverse perspectives and opinions
- ❏ Encourage dissenting opinions and debate
- ❏ Test with diverse audiences from the outset. Ensure your contributions are coming from varied demographics.
- ❏ Build a network of experts and consultants outside of your organisation that can provide objective evidence and constructive criticism

AVOIDING BIAS IN CREATIVITY:

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THANK YOU!

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