

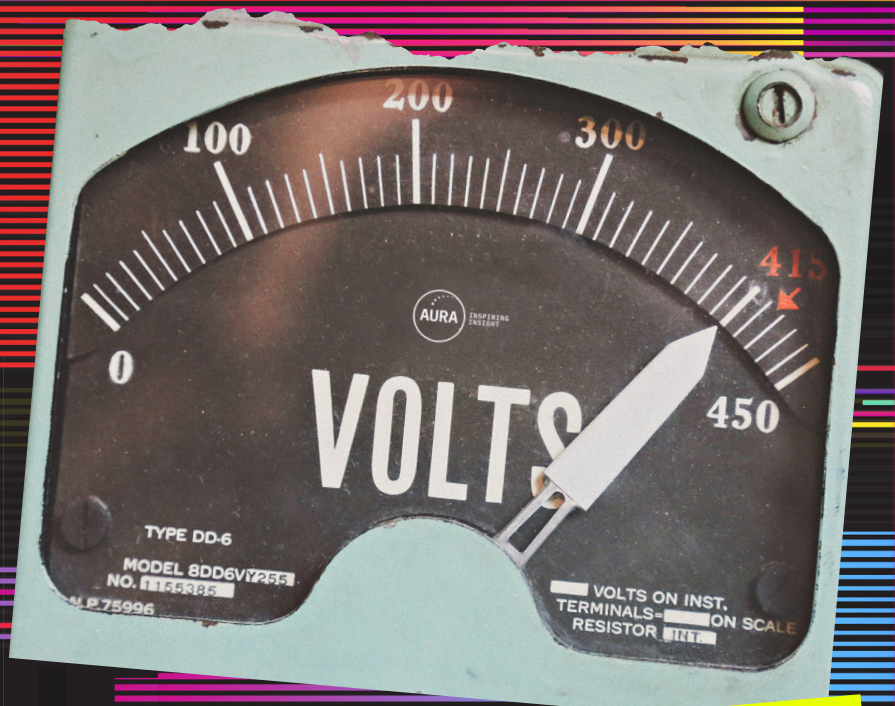
The Power of Creativity:

A special AURA Research session on how to bring insight to life with creativity and innovative outputs.

**Spiritland Podcast Studio KX,
9-10 Stable St,
London N1C 4AB**

Sign up via the EventBrite link.
Breakfast provided.

30.09.25
9am - 12pm



INSPIRING
INSIGHT

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The Power of Creativity:

Join us on **September 30th – World Podcast Day** – at the inspiring **SpiritLands** event space, part of the SpiritLands podcast production company in King's Cross.

This engaging session will explore the evolving role of creativity in insight communication. With stakeholder time and attention at a premium, the need for insights to be delivered in compelling and innovative ways has never been greater. This session will focus on how creativity can amplify the impact of insights, ensuring messages land with clarity and resonance.

The agenda showcases **capabilities and real-world case studies** demonstrating how insights have been brought to life through fresh, creative formats.

Intro Tom Kerr, AURA and Mark James: CEO, Differentology

Chaired by: Dan Brilot: Head of Growth, Differentology

Case Study 1: AXA Health's 'Change to Grow' strategy

AXA Health implemented a new UK-wide consumer segmentation to be utilised across their business, from Strategy to Proposition to Marketing & Distribution. To ensure the new segmentation was embedded across the business, AXA Health used in-depth analysis and synthesis of persona and AXA Health member data, identification of priority personas, a qualitative deep dive into the lives of personas and creation of engaging collateral. The final deliverables include professionally designed persona pen portraits, short films, a summary infographic and 'Top Trumps' physical cards. The outputs have started to be disseminated and shared across the business and already being used to help shape future innovation and propositions.

Presenters: Paul Rieger: Head of Qualitative – Strategic Insights, Differentology

AXA Health: Katherine Lawson/Barbara Wright.

Creativity in action : How to make a podcast

Short talk by Joe Haddow, Head of Production for SpiritLand Podcast Productions on how to turn insight findings and record a podcast

Case Study 2: The Reuters Institute for the Study of Journalism (University of Oxford): 'The Rest is Podcasting': An exploration of news and current affairs podcasts, trends in the US, UK and Norway

This piece will show how a qualitative exploratory project was brought to life by the team recording a podcast within these studios.

Speakers: Nic Newman: Senior Research Associate, Reuters

Paul Rieger: Head of Qualitative – Strategic Insights, Differentology

Creativity in action : 'How to tell a story' – audience engagement.

Workshop by Sue Storey, Senior Copywriter, Coffee Design

This session will use video with the entire session delivered without the use of Powerpoint.



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