

BIG DATA



EMBRACE THE OUTLIERS BY BEN ESSEN

(Admap Prize Gold winner)

In his **Gold Winning essay**, **Ben Essen, Head of Planning at Iris**, argues that the term 'Big Data', which implies scale, objectivity and quantification, reinforces the creativity-hindering idea that more data can give us more certainty. But embracing the outliers and the data that make us uncomfortable will help us ask the questions that unlock true creative innovation.

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ECONOMICS



WARC WEBINAR: BEHAVIOURAL ECONOMICS IN ACTION

Rory Sutherland (Vice Chairman, Ogilvy & Mather UK) and **Nick Southgate** (IPA Behavioural Economics Consultant) will reflect on the experiences and successes of the IPA's Behavioural Economics Agenda.

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