

Beyond Data & the Case for Creativity

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Google 





think with Google
2018 

#ThinkNL2018

What is the future of creativity?

market research & instinct



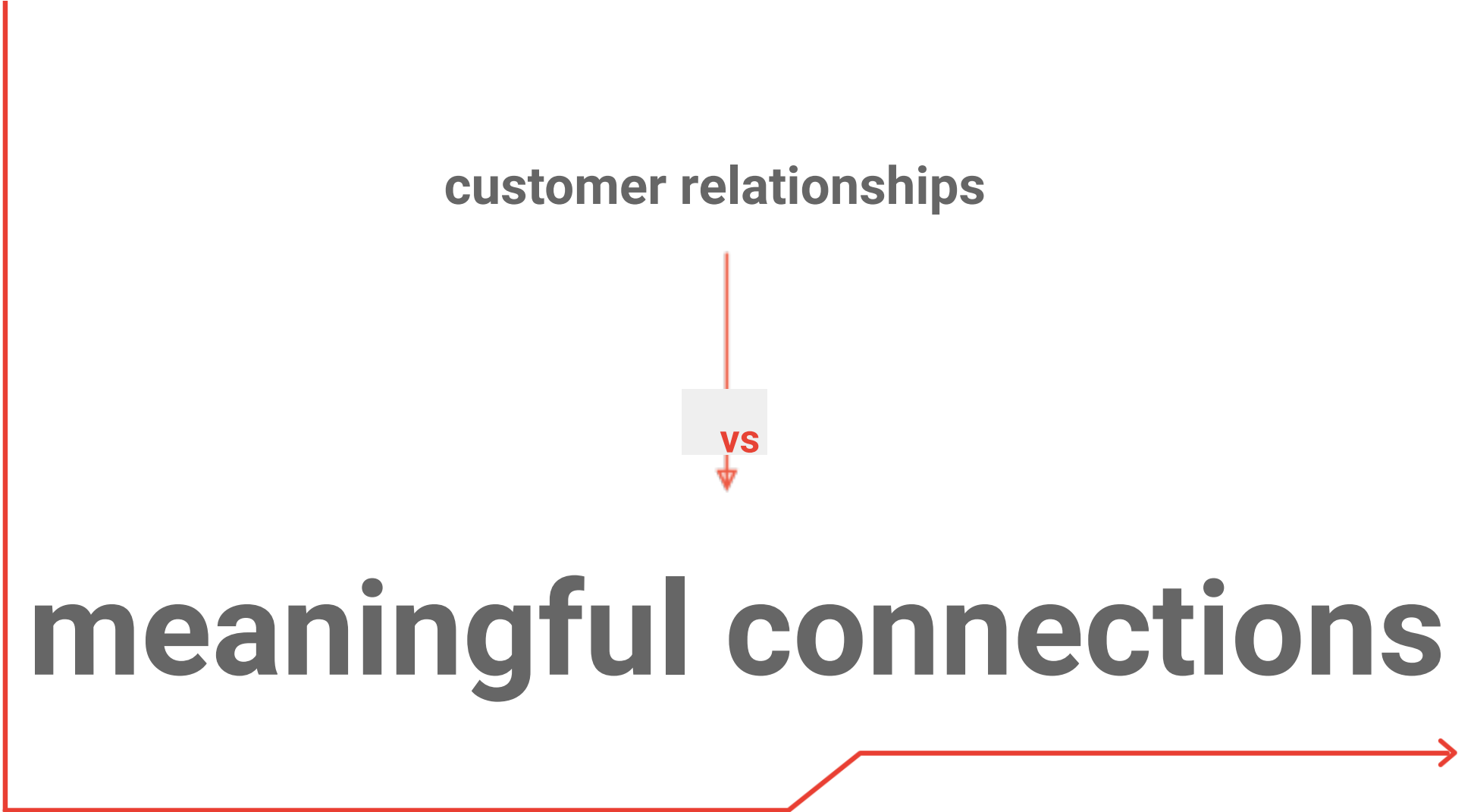
data-driven insights



customer relationships



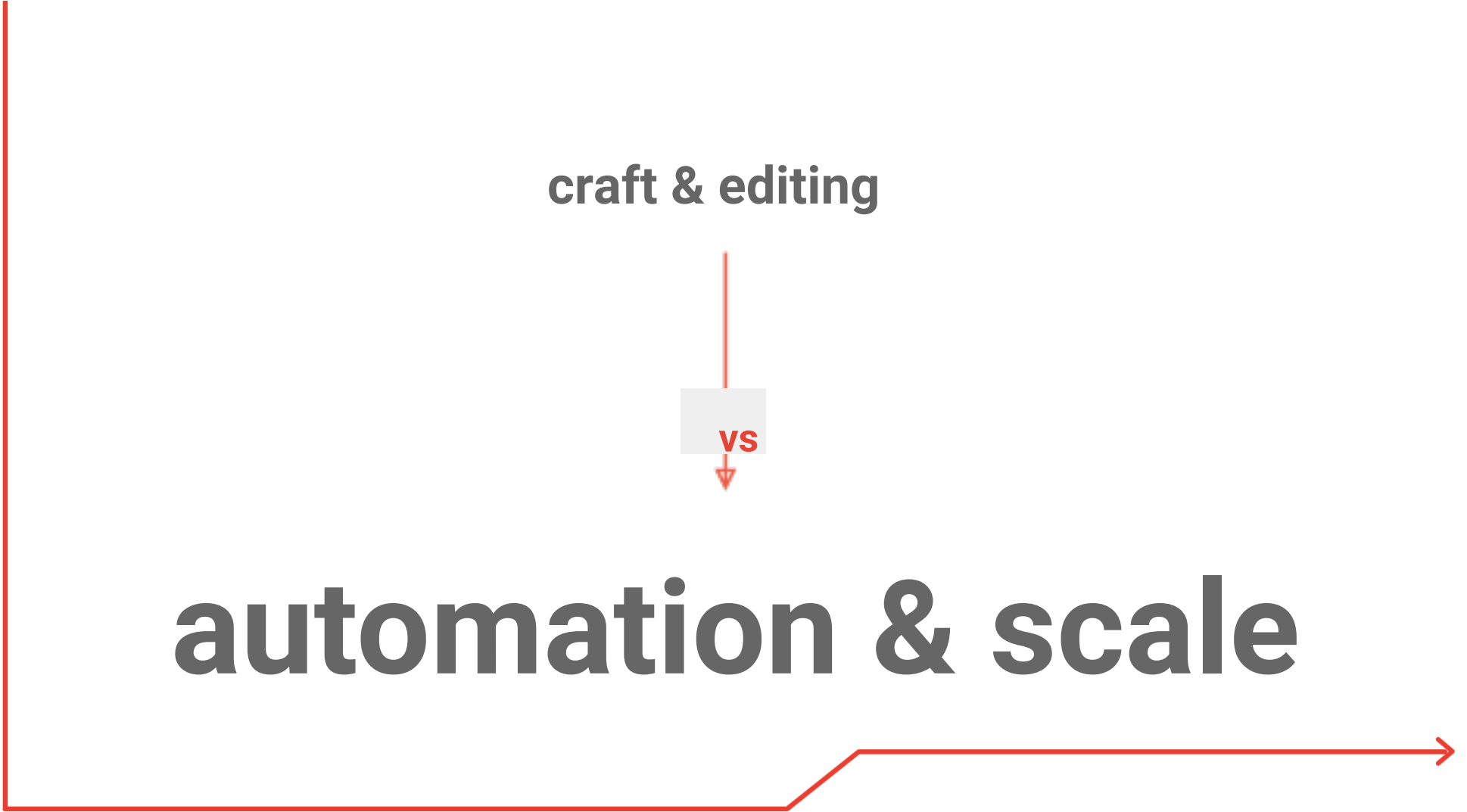
meaningful connections



craft & editing



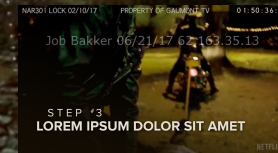
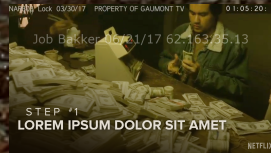
automation & scale





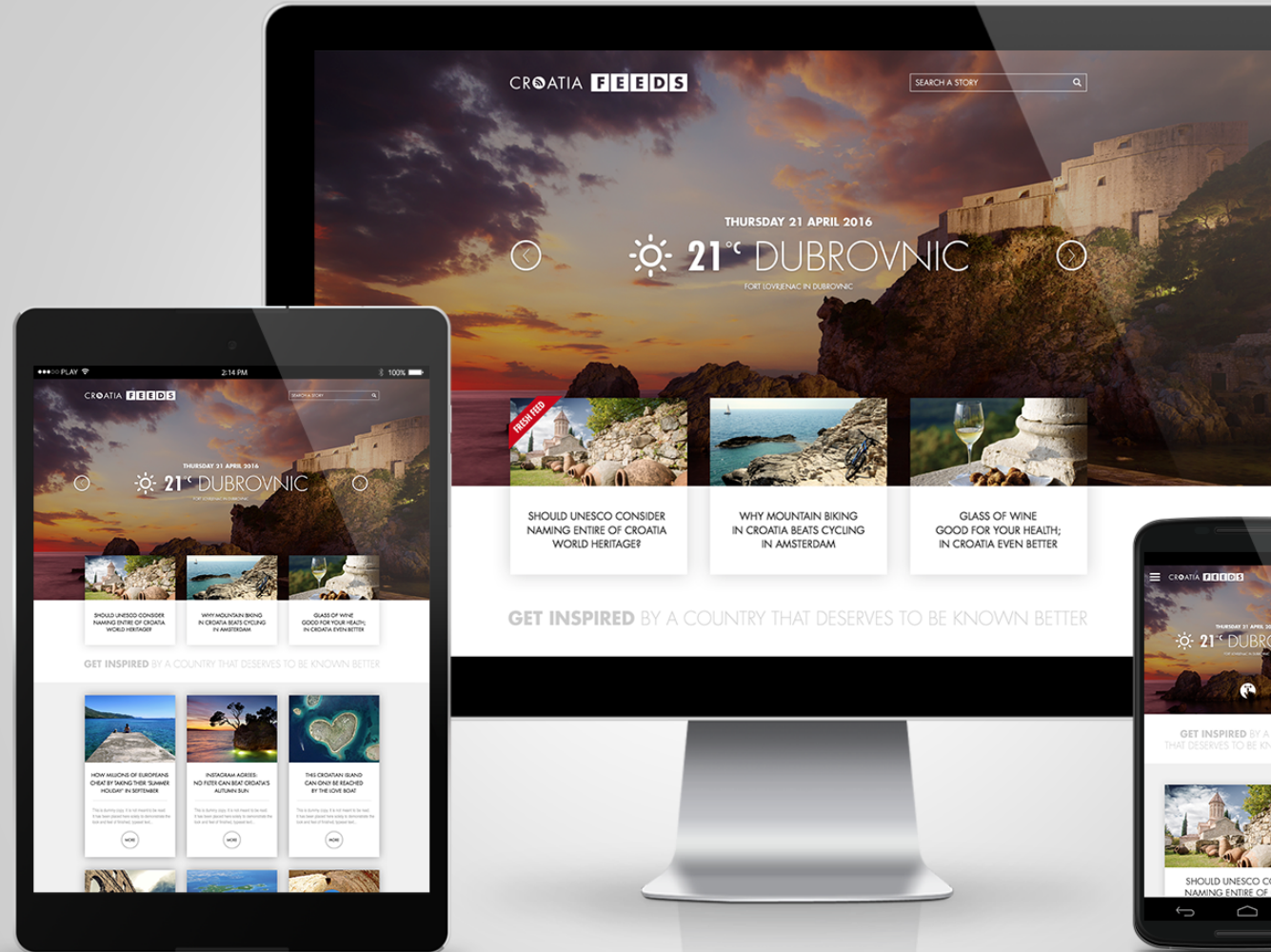
Step 1

We need to use data like a paintbrush.



Step 2

Design like
an artist.
No matter
the canvas.



CROATIA FEEDS

EPIC WEEK
in Croatia PART II

LANGUAGE ▾

FRIDAY 3RD NOVEMBER 2017

14°C PULA

ISTRIA



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Step 3

Use technology to tell better stories.

is it ok for g|



AXE

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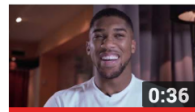
2



is it ok for guys to do yoga? | Anthony Joshua

Lynx

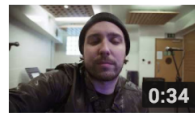
3



is it ok for guys to be the little spoon? | Anthony Joshua

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4



is it ok for guys to experiment with other guys? | Josh Franceschi

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5



is it ok for guys to wear jewellery? | Anthony Joshua

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6

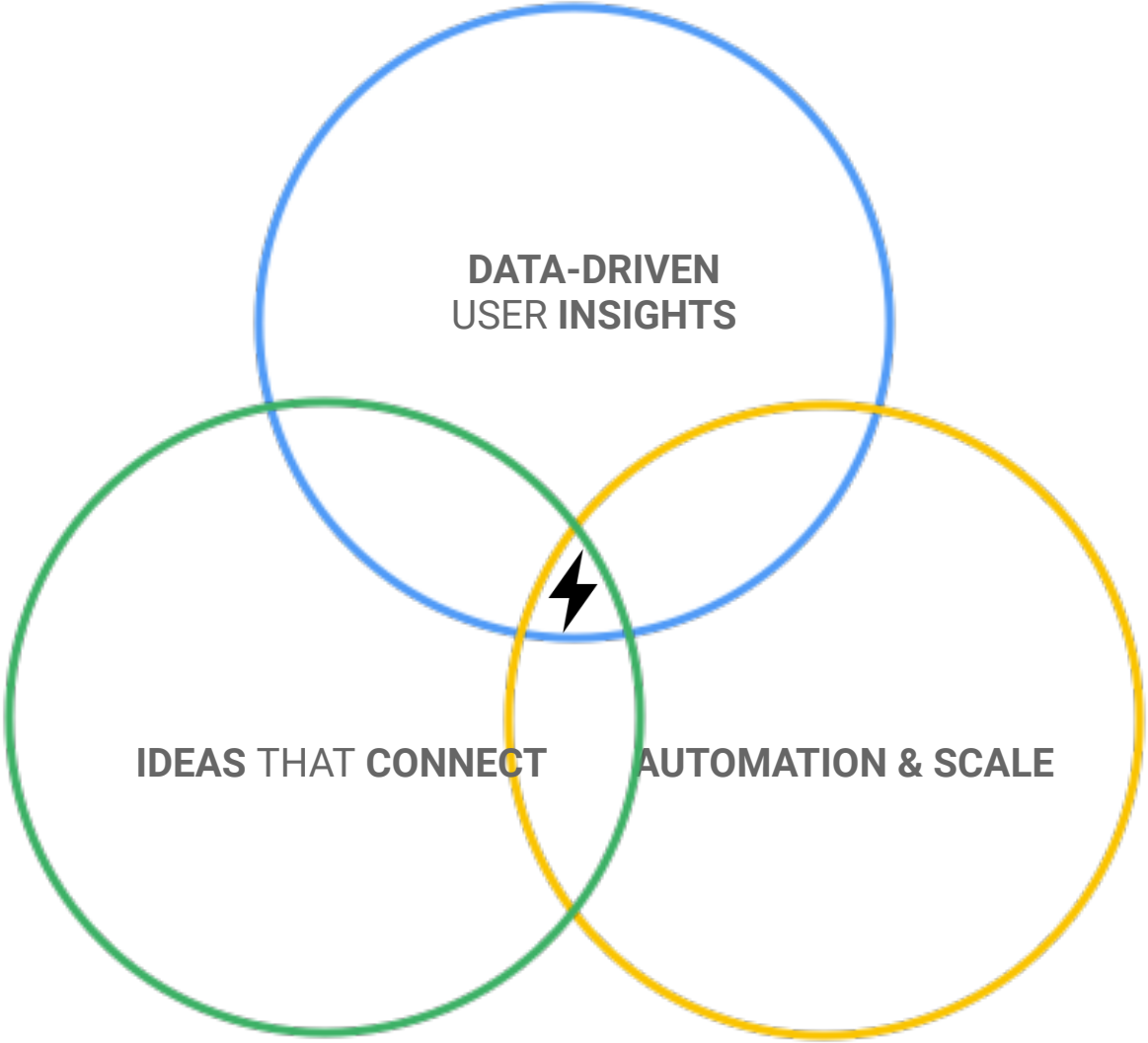


is it ok for guys to drink soy milk? | Will Poulter

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DEBUG

“Is creativity a choice?”



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Thank You