

Insight & Tension Statement

A creative-strategy tool: digs for a human truth with a built-in tension strong enough to build a campaign idea on.

Origin: account-planning tradition

OBSERVATION

TENSION

INSIGHT

● **OBSERVATION:** A specific, observable behaviour, quote, or data point, stated plainly with no interpretation. Specific enough to point at.

● **INSIGHT:** The deeper human truth that explains the tension and unlocks an idea. About the human, never the brand. Often the 'which is why Z' of the statement.

● **TENSION:** The contradiction or conflict the person feels - usually a 'but'. Two things they want that can't both win, or a gap between self-image and behaviour.