IMAGES ARE THE NEW CONVERSATIONS

Using images to create new dialogs with the markets

POST-EVENT

INSTITUTE OF NEXT
BY INFONOMIA

CO-SOCIETY

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Connecting
innovation teams

IMAGES ARE THE NEW CONVERSATIONS

New technologies and channels have democratized the production and distribution of images, exponentially multiplying a communication of facts and ideas that is increasingly audiovisual. New devices normalize an immersive third dimension in artificially generated images. Until now, we only associated this dimension with the "real" and natural image of the world that surrounds us. New developments in artificial intelligence even make it possible for machines to recognize, understand and produce images by themselves—a skill that was limited to humans until very recently.

For all these reasons and many other things that we had the opportunity to learn about and discover during this event, we wanted to focus our 33rd Co-Session to images and, in particular, to their use as an element that generates new dialogues between consumers and markets.

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IMAGES ARE THE NEW CONVERSATIONS

Images are the New Conversations.
STATE OF THE ART.

Alfons Cornella, founder of the Institute of Next

Images can offer very different purposes. For example, we can find images created to allow us to see beyond the reach of our eyes, as well as videos, photos or illustrations that humans use to arrange knowledge, sell products and services, or even control other people, just like the omnipresent surveillance cameras already do.

Images can also be created to foster our imagination. There are images that motivate (to obey power or to fight it), lie, or have simply been created to be enjoyed. New technologies allow us to use images to search. For example, we can carry out a search using the picture of an object we want to buy or even a face similar to another one in an image, as is possible thanks to advanced surveillance systems and dating apps, among others. The images created to help us better understand the world around us are already being used to understand or learn more quickly and efficiently.

"THERE ARE IMAGES THAT MOTIVATE (TO OBEY POWER OR TO FIGHT IT), LIE, OR HAVE SIMPLY BEEN CREATED TO BE ENJOYED."

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Images to Enjoy.
KEYS TO AUDIOVISUAL TRANSFORMATION.

Jordi Castells, director of Vidneo, Lavinia Group

"THE AUDIOVISUAL INDUSTRY IS CURRENTLY EXPERIENCING A MAJOR REVOLUTION."

**T**he audiovisual industry is currently experiencing a major revolution. In the context of an accelerated technological evolution, the roles traditionally played by the different actors in the industry are now blurring. This is explained by the emergence of phenomena such as Netflix, a DVD rental company turned into a global leader in video on demand thanks to the digital channel, as well as a major film and series producer. Telecommunication companies such as Moviestar, Vodafone and Orange are also starting to become producers in order to achieve greater loyalty among their telephone customers.

Internet giants with very diverse markets and business models have also recently entered the markets of audiovisual production and distribution. Amazon offers series and movies to its Prime customers as an added value. Facebook has acquired football rights in Asia to offer the matches for free to its users. And Disney, a company that has traditionally focused on production, will soon launch its own digital platform to compete in this area and offer its products directly to the consumers.
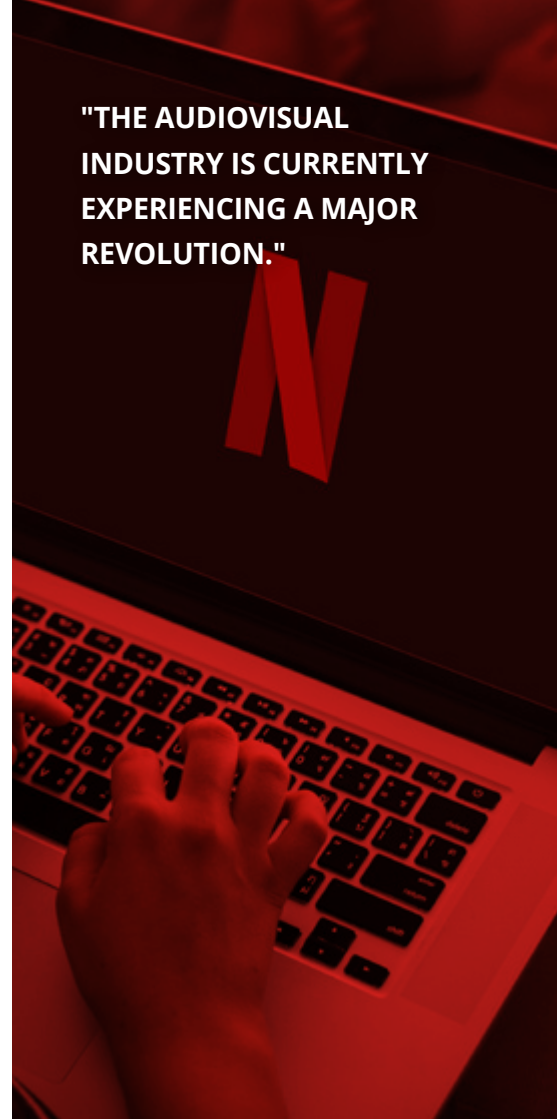
Images to Mean.
IMAGES FOR COMMUNICATION.

Mariona Omedes and Karin du Croo,
co-founders of nueveojos

The list of projects carried out by the studio for audiovisual creation nueveojos includes works such as Albert Pla's latest shows, a lighting show on the façade of the Sagrada Família or mappings projected onto the Casa Batlló in Barcelona, among many others.

A special case of audiovisual innovation was the creation of a unique piece to be exhibited in the Ciutadella park commissioned by the Barcelona City Council on the occasion of the city's annual festival. For this piece, nueveojos was innovating without being aware of it, from the creative impulse to try something that had not been done before: to use five consecutive gobelins (transparent screens on which images can be projected) to create the effect of seeing a moving image created in several layers. The result: a new type of image and sensation for the viewer. Maybe nueveojos was unintentionally creating the first holographic cinema.

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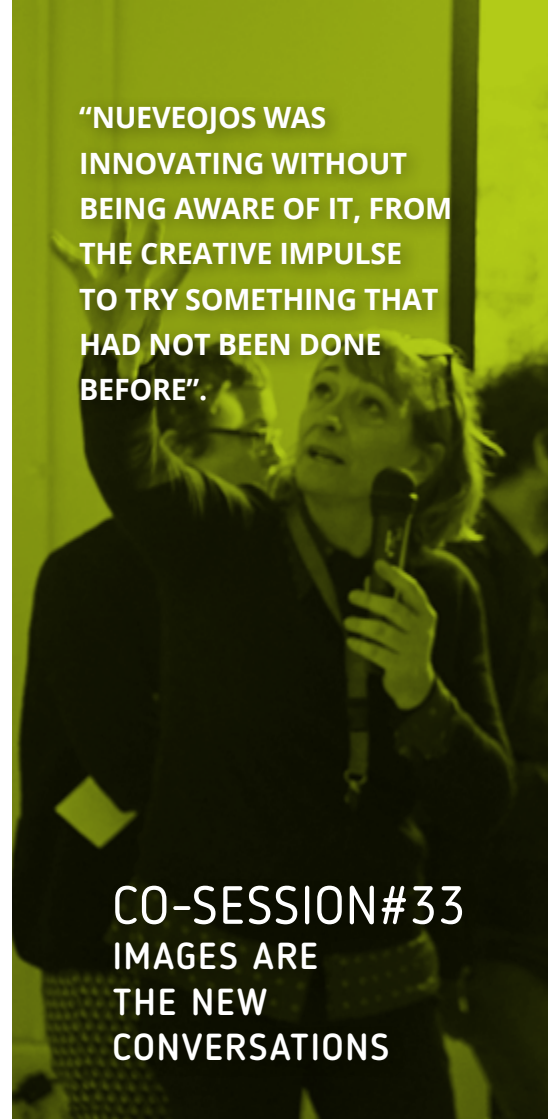
WORKSHOP.

Alex Cervera, Andrea Luelmo and Fèlix Comes. Firma

"INDEED, WE REMEMBER THE OBJECTS, PEOPLE OR IDEAS MUCH BETTER IF THEY ARE PRESENTED TO US IN A VISUAL WAY."

A couple of simple, hands-on experiments helped us to see to what extent images are more powerful or more efficient than other factors when it comes to communicating values or experiences. And also how brands use images to stamp on our memory or evoke with our imagination those values and experiences that they wish to be associated with.

The first of these experiments consisted of several visual memory exercises individually performed by all attendees using the Kahoot! app. The results confirmed that, indeed, we remember the objects, people or ideas much better if they are presented to us in a visual way. In the second task, we had to guess the target audience and values transmitted by different brands from a set of images they use in their advertising and social media, but they were presented anonymously. The results showed different levels of accomplishment between the brands that seem to have achieved that visual engagement very efficiently and the brands that apparently have not.
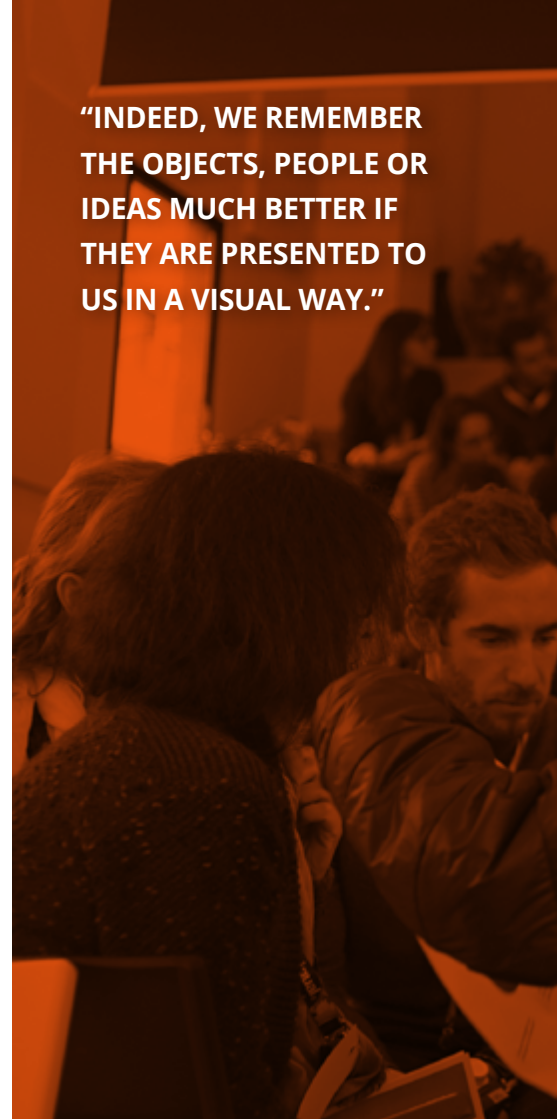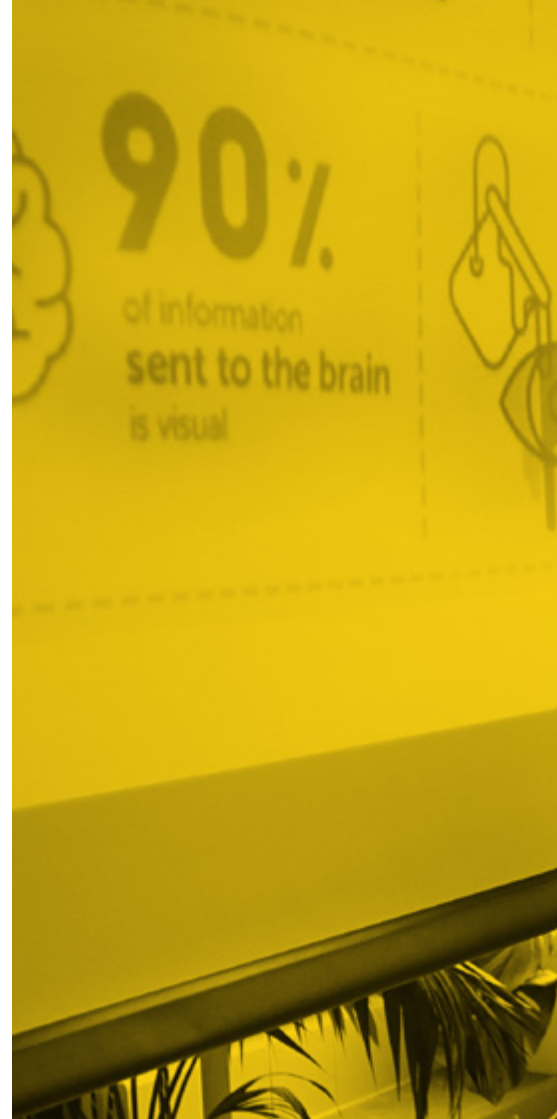
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Images to Brand.
BRANDING IN
THE DIGITAL ERA.

Marc Lite, co-founder of Firma

Using images with branding purposes is no longer limited to the big brands. Nowadays, the humblest of brands has multiple points of contact with its clients and potential clients in which images can play a key role. Posts on social media get higher levels of attention and attraction when they include images or are made up of them. The same thing is also true of other types of digital communication, such as newsletters.

This has been proven by the success of emojis or Instagram, a social network which is essentially visual. But the appeal of images in these new points of contact is not limited to millennials. Some brands targeted at middle-aged or senior consumers are beginning to be aware of this fact, and are gaining competitive advantages by also incorporating the power of the image into their strategies.

"THE APPEAL OF IMAGES IN THESE NEW POINTS OF CONTACT FOR BRANDS IS NOT LIMITED TO MILLENNIALS."

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Images to Lie.
TRUE OR FALSE?

Fernando L. Mompó, the Institute of Next

"EVERY IMAGE ENTAILS A REPRESENTATION OF REALITY THAT IS AT THE VERY LEAST LIMITED, IF NOT OUTRIGHT MANIPULATED."

All images, by definition, lie. Every image entails a representation of reality that is at the very least limited, if not outright manipulated. Power, whether religious or political, has been especially active throughout history in the use of images to create a collective imaginary that justified the maintenance of said power. It can be observed in a Romanesque fresco or in a poster of the Chinese Cultural Revolution, but it also happens here and now with the pictures taken by photojournalists and TV reporters to show us the world that we cannot cover with our own eyes.

We are naturally designed by evolution so that images have a greater influence and impression on us. But the mechanisms that allow us to decide in fractions of a second whether to fight or flight in the face of a potential danger turn against us when it comes to managing abstract and intangible concepts. Perhaps the only way out is to be more aware of it and, ultimately, to be able to fight against lying images with other images that lie slightly less.

Images to Recognize.
HI-TECH FACIAL RECOGNITION TOMORROW.

Javier Rodríguez Saeta, CEO of Herta Security

Facial recognition automation is living a new era. The advances in both the hardware and the software involved in facial recognition mean that the use of these technologies—which until very recently were only affordable for very few people—is now made democratic in many areas: transport, security, retail, banking... Nowadays the most advanced systems use techniques such as 3D modeling of faces or an improved definition of images to overcome barriers such as having part of the face concealed or a non-direct vision.

Automatic facial recognition is finding applications in areas such as biomarketing, making it possible for a shop or a shopping centre to easily obtain data on the number, gender, age and behavior of their customers, and even their feelings or emotions about the products. Also in the field of crowd analysis, with security purposes, it can detect potentially dangerous individuals or groups of people in real time.

"AUTOMATIC FACIAL RECOGNITION IS MAKING IT POSSIBLE FOR A SHOP TO EASILY OBTAIN DATA ON CUSTOMER'S EMOTIONS ABOUT THE PRODUCTS."

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Flash Workshop.
BEYOND TRANSMEDIA.

Xavier Fisa, Lavinia

Transmedia storytelling is a fashionable concept in the world of communication that promotes storytelling that unfolds across multiple media and platforms. This approach has shown its potential, but it has also been unable to achieve its goals a few times.

Lavinia has developed an innovative tool aimed at helping to design an experience based on this type of storytelling: Transmedia Canvas. This tool invites us to define the what, how and why of the story we want to tell, as well as the types of media and the contents used and how we are going to unfold them over time. And above all, what is our target audience and the type of transformation we seek to achieve in said audience. With a Creative Commons license, the attendees of this Co-Session had the opportunity to use Transmedia Canvas with the example of a transmedia project that the producer is currently working on.
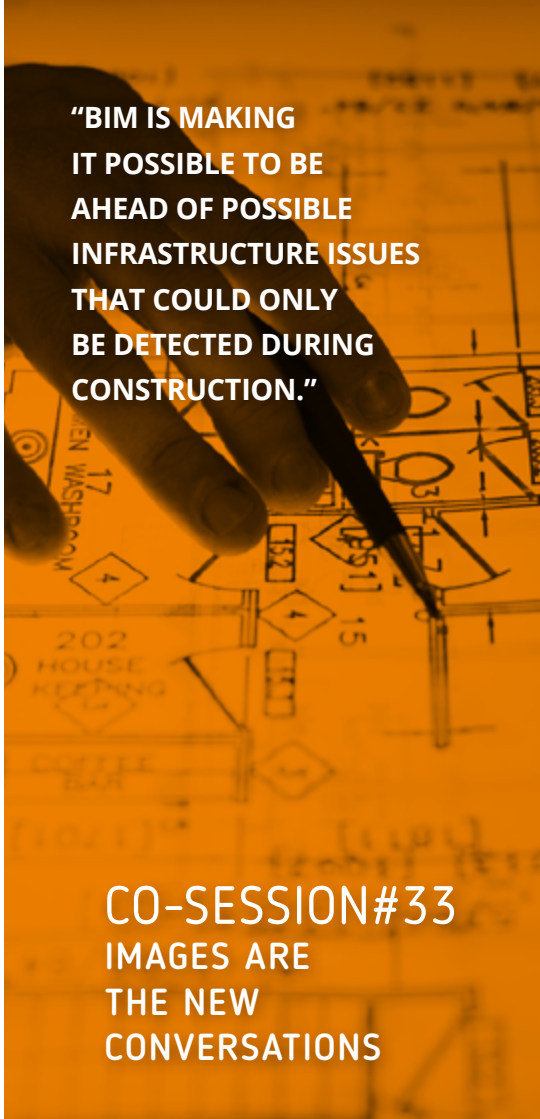
"TRANSMEDIA STORYTELLING HAS SHOWN ITS POTENTIAL, BUT IT HAS ALSO BEEN UNABLE TO ACHIEVE ITS GOALS A FEW TIMES."

Images to Find.
BIM & DIGITAL.

Elena Pla, ITeC

"BIM IS MAKING IT POSSIBLE TO BE AHEAD OF POSSIBLE INFRASTRUCTURE ISSUES THAT COULD ONLY BE DETECTED DURING CONSTRUCTION."

Building Information Modeling (BIM) is the evolution of traditional computer-aided design (CAD) systems for architectural design and construction. BIM systems incorporate into the geometric data of each architectural element information about other aspects beyond their form. BIM systems can recognise each of these different architectural elements (for example, whether it is a footing, a wall or a pillar) and work with data about their materials, components or purposes.

BIM systems are making it possible to be ahead of possible infrastructure issues (ventilation or electrical systems, for example) that traditionally could only be detected and fixed during construction. They can also serve as a powerful budgeting tool, allowing to make more informed decisions about construction, maintenance and even environmental costs.

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Images to Understand.
UNLIMITED REALITY.

Carles Ballabriga, founder of VirtualAge

The incorporation of augmented reality and virtual reality into our daily lives is imminent due to the technological evolution. Some of the images that surround us literally reach a new dimension. Smartphones or AR glasses have brought forward uses and experiences with these types of images. The most advanced virtual reality devices, known as High End VR, offer a completely different experience of immersion in these new computer-generated realities.

Aside from the most popular use—videogames—virtual reality is finding new, more practical uses. For instance, with training purposes, VR allows employees to experience simulated situations before facing the real ones. VR apps such as Gravity Sketch already make it possible to design three-dimensional objects "in the air" using your own hands. Benz offers an AR handbook for some of its vehicles. Macy's has a virtual room to simulate how the furniture they sell will look in their customers' homes. And Boing mechanics use VR glasses to receive instructions in situ on how to carry out some maintenance work.

"ASIDE FROM THE MOST POPULAR USE—VIDEOGAMES—VIRTUAL REALITY IS FINDING NEW, MORE PRACTICAL USES."

OUR CONVERSATIONS IN IMAGES.

Dani Sala, E2S

E2S usually carries out the photographic and audiovisual recording of our Co-Sessions. This was also the case on this occasion, but with the commissioning of a special challenge: to be able to show right at the end of the event a synthesis of what our session had been like in different formats and versions.

This way, we were able to watch an Instagram story or short video with still images and the key ideas of each presentation with a voice-over by its protagonists. The same photo slideshow was shown at different speeds and with different music as soundtrack. This little experiment showed us the power of images to communicate different feelings, and also the importance of how we communicate, on top of what we communicate.

"THIS LITTLE EXPERIMENT SHOWED US THE IMPORTANCE OF HOW WE COMMUNICATE, ON TOP OF WHAT WE COMMUNICATE."

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Every day, we work with companies across different industries to turn ideas into value. We help you make innovation happen, by inspiring, building, training and transforming successful teams.

The place to inspire, ask the relevant questions and rethink yourself and your business.
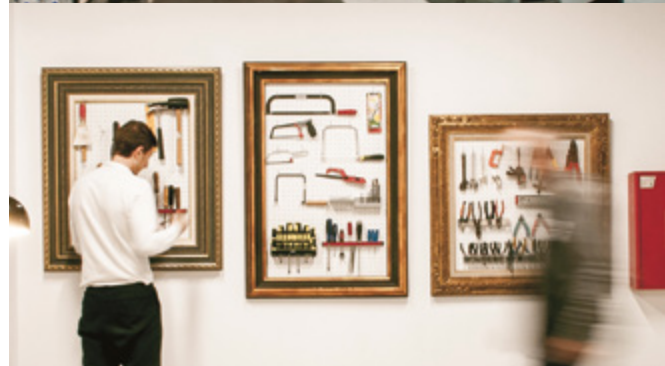
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