

Getting to Great Research Stories



Allyson Leavy

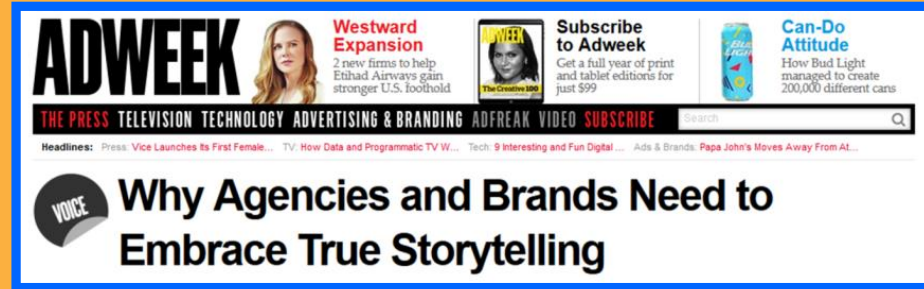


Douwe Rademaker
Ipsos

1 February, 2016



Everyone Is Talking about Storytelling



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VOICE **Why Agencies and Brands Need to Embrace True Storytelling**

Storytelling Could Bring Your Brand to Life and Strengthen Your Marketing Impact



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CONTRIBUTOR

f 2K t 987 in 525 +

31

JANUARY 29, 2015

The [Year of the Story](#): That is the label that has been given to 2014 and, with content marketing becoming one of the top marketing strategies among businesses, this came as no surprise.



Andrew Stanton
The clues to a great story



Filmmaker Andrew Stanton ("Toy Story," "WALL-E") shares what he knows about storytelling — starting at the end and working back to the beginning. Contains graphic language ... (Note: this talk is not available for download.)

19:16 Watch later · 231 comments >



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Culture professionals network The importance of storytelling in the digital age

#NewMR

Getting to Great Research Stories

Allyson Leavy and Douwe Rademaker, USA, Festival of NewMR 2016

What Storytelling Means for Market Researchers

“It is your job to unwrap the data and the insights and present them as logically and with the simplest flow possible.”

- Avinash Kaushik,
Digital Marketing Evangelist, Google



How Do You Do It?



Start with the
Business Issues



Uncover the
Insights



Develop an
Inspiring Story Flow



Start with the
Business Issues



Uncover the
Insights



Develop an
Inspiring Story Flow

The Business Issues Lead the Narrative of Your Story

How to launch an innovation
in a new market
(NOT the highest scoring idea)



How to make their
brand stronger
(NOT Brand Equity scores)



How to allocate their
Shopper marketing budget
(NOT shopper demographics)

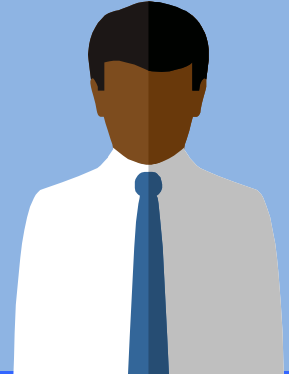
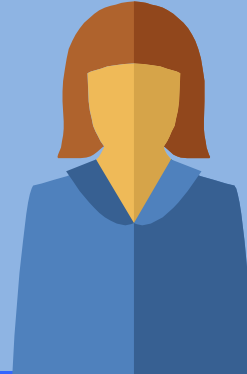
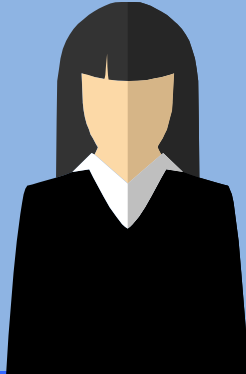
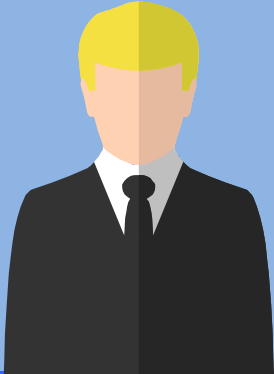
How Do You Identify the Business Issues?

What **business decisions**
do you need to make?

What **specific actions**
will you take?

What **underlying questions**
do you have?

What **working hypotheses**
do you have?





Start with the
Business Issue

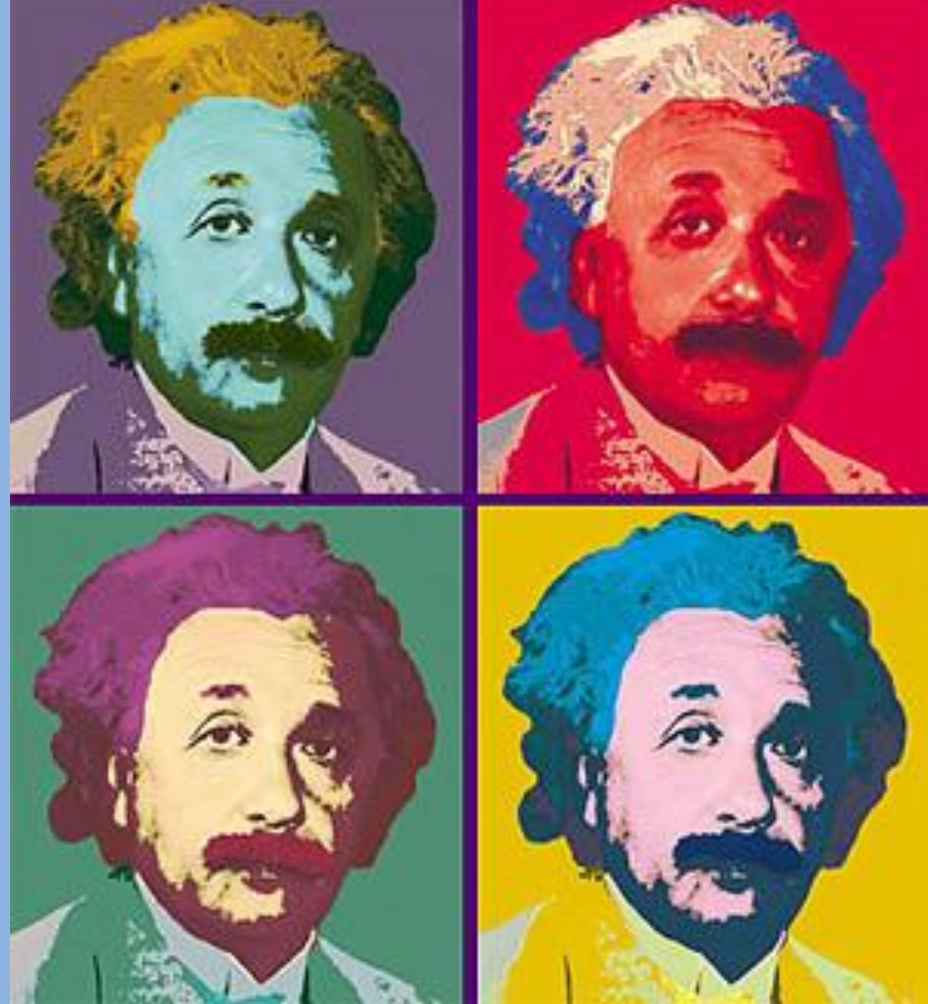


Uncover the
Insights

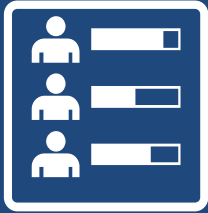


Develop an
Inspiring Story Flow

Storytelling is An Art and a Science



Developing a Story around MR Data



What does the data *say*
(the facts)?

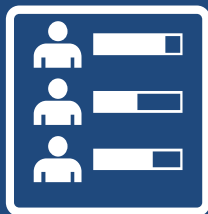


What does the data *mean*
(the insights)?



How do you *best express*
your insights in words?

A CPG company wants to launch a new dishwashing detergent that will be positioned as having “tough ingredients – straight from nature”. It needs to decide which concept warrants investment and find ways to optimize it. A concept test was implemented to address the client’s business challenge.



What does the data *say*
(the facts)?

Concept A (called Earth’s Answer) has a Top Two Box Relevance score of 40%.



What does the data *mean*
(the insights)?

Earth’s Answer meets consumers’ needs, surpassing Relevance benchmarks for the category.



How do you *best express*
your insights in words?

Earth’s Answer does a great job meeting consumers’ needs.

Transform Data Into Insights: Do's and Don'ts

Do write down your insights first

Do use natural language

Do focus only on insights



DON'T jump right into PPT

DON'T talk metrics

DON'T mix in recommendations



Start with the
Business Issue



Uncover the
Insights



Develop an
Inspiring Story Flow

First, step back and look.

- What is the macro story here?
- What are the sub-strands?
- What can you chop?



*“Good analysts are **great assassins**.
They are great at finding lame metrics and assassinating them.”*

Insights gleaned from your analysis..

Earth's Answer does a great job meeting consumer's needs.

It will struggle to be seen as differentiated – despite being the first major brand to enter the “natural ingredients” space.

~~It is priced right.~~

It will face believability issues regarding the benefits of natural ingredients to consumers.

It meets needs that are currently important to consumers which relate to efficacy.

...put into a logical story flow.

Earth's Answer does a great job meeting consumer's needs.

This is because it meets needs that are currently important to them, which relate to efficacy.

However, it will struggle to be seen as differentiated – despite being the first major brand to enter the “natural ingredients” space.

On top of that, it will face believability issues regarding the benefits of natural ingredients to consumers.

Story Flows for Market Research



The Quest

Take the brand on a journey to discover opportunities (new targets, positioning) it can use to conquer competitors and drive growth.

The Audition

When evaluating different stimuli, treat each evaluation as an audition – pointing out strengths, weaknesses and ways to improve.

Connect the Dots

When finding a chronological sequence is difficult, connect the dots: identify themes and weave them together.

Recommendations

Resolution to Your Story

Review the
stakeholders'
business issues.

1

Step back and
review your
story.

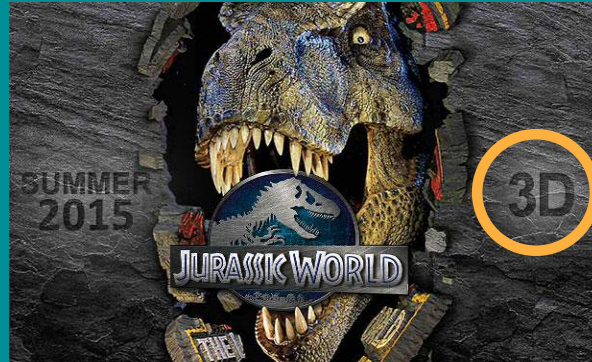
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What should the
stakeholders
do next?

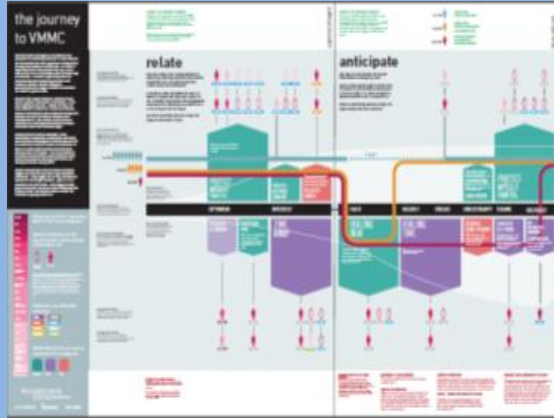
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Storytelling Devices



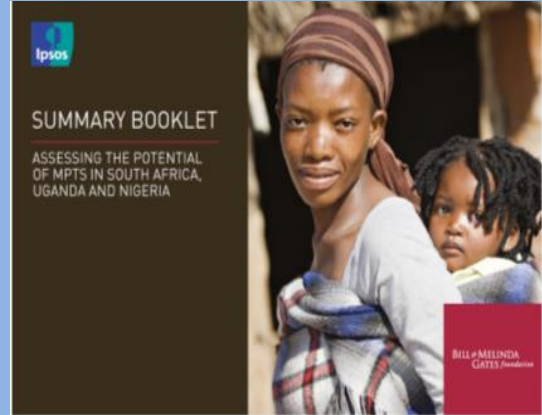
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Infographics



Photo Books

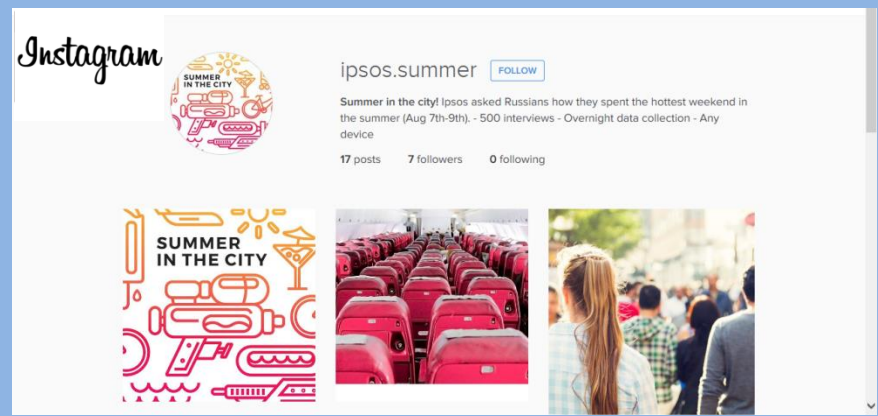


Booklets

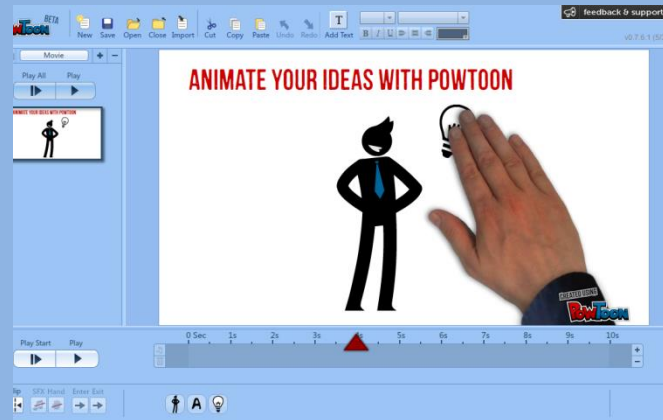
Digital



Blogs



Instagram



Videos

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Recap



Start with the
Business Issues



Uncover the
Insights



Develop an
Inspiring Story Flow

Thank You!



GAME CHANGERS

Q & A



Ray Poynter
The Future Place



Allyson Leavy
Ipsos InnoQuest



Douwe Rademaker
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