

STORYTELLING

USING THE MOST POWERFUL INFORMATION DELIVERY TOOL



**What's new
in market research**
Join the official opening
of the Ipsos office

...Paris where he stands by the Quai
walk towards him. We see him in New York, in 1954, gazing out at the
river and the bridge in the background [46]. The sense of this man as
the photographer's surrogate is emphasized by the way that the figure
in the foreground is actually looking in the direction of another, almost
identical person. If the camera pulled back, cinematically, we would see
another figure, the photographer himself, looking at both of the others.
And so it would go on until, by a kind of reverse telescoping, we could
follow this relay of looks right back to the window of the apartment
where the photographer is looking out.

There is nothing sinister about this figure, nothing of Poe's Man of
the Crowd (nor, really, of the flâneur of whom he was the forerunner).
No, this man is just a stroller, like a clerk without the day job, someone
whose main aim is to kill time, of which there is always too much on his
hands. He is one of those men who like to look at construction sites,
the gaping holes in the earth which will form the foundations of a sky-
scraper or a multi-storey car park. That is the nearest he gets to the
great outdoors, the sublime. His coat is sufficiently cosy for the city to
become an interior, a living room through which he shuffles. It's diffi-
cult to imagine him in any season. He does not wear the coat so much as
slightly aslant at things.

46. André Kertész: New York, 1954
© Estate of André Kertész, 2005

behind the curtain, even when he is out on the street, motivated by
some infinitely diluted form of nosiness. He is content to observe life,
always slightly bored and often waiting, even if only for a bus. Failing
that he will watch other people waiting for a bus. Alert to the smallest
changes in the things encountered in the course of his perambulations,
he will always give you the time of day. Overhearing directions being
given to a tourist he will listen, evaluate, wait and, if necessary, correct
or amend. His life is marked by such an absolute lack of intent as to
give it a purity of purpose: to get through the day. He has the patience
of a tree, or a bench in shade.

That is the distance between the figure observed by Kertész and
those captured in his 1915, hurrying down Wall Street. Strand
wanted to capture people 'rushing to work' outside the recently
completed building, whose huge black windows float like
monoliths, carrying human figures. The low sun sends their
silhouettes out behind them while, as Strand himself put it, 'the
windows have the quality of a great maw into which the

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Speed

Simplicity

Substance

Security



2.5 Quintillion bytes



~250 newspapers



There are 2 ways of sharing knowledge

You can PUSH information out

You can PULL them in with a story !

What is storytelling ?



.... Storytelling is not about language, it's about telling and creating stories in a compelling way. It's about finding the right metaphors, and above all the structure in which to tell a story. In doing so, the storyteller (re)creates a part of life and generates a story that is easily remembered and unique to a particular subject



Good stories Compel people to change



... Stories demand an emotional investment ...



... Stories generate and hold interest ...

... Stories bring energy to the message ...

... Stories cause us to take action ...



Case Study – IQ at AkzoNobel

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What do we want to achieve ?



Initiate Internal communication via Email



Grab attention &
trigger curiosity



Quarterly
Updates

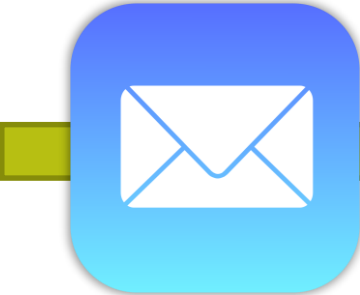


Business
communications
priorities



Visual
Consistency

How do we achieve



The plot of the story in 2017 – 4 quarters



**ONE number,
ONE meaning**

Q1

**From good to
great**

Q2

**Incremental
growth**

Q3

**Applying
learnings for
success**

Q4

Visual proposition options



RECOMMENDED



Step 1 – Create our own Insights Genie



RECOMMENDED



Our own, Insights Genie

Email to generate interest – fun and catchy !



'Wouldn't it be great if we could directly compare concept testing results across different countries, without having to waste time discussing if they really are comparable, and what the numbers mean in the context of different markets?'



...The Insights Genie overhears the conversation...



*...See how Insights Genie has responded to your wish!
click on the lantern or on the attached to see the magic!*



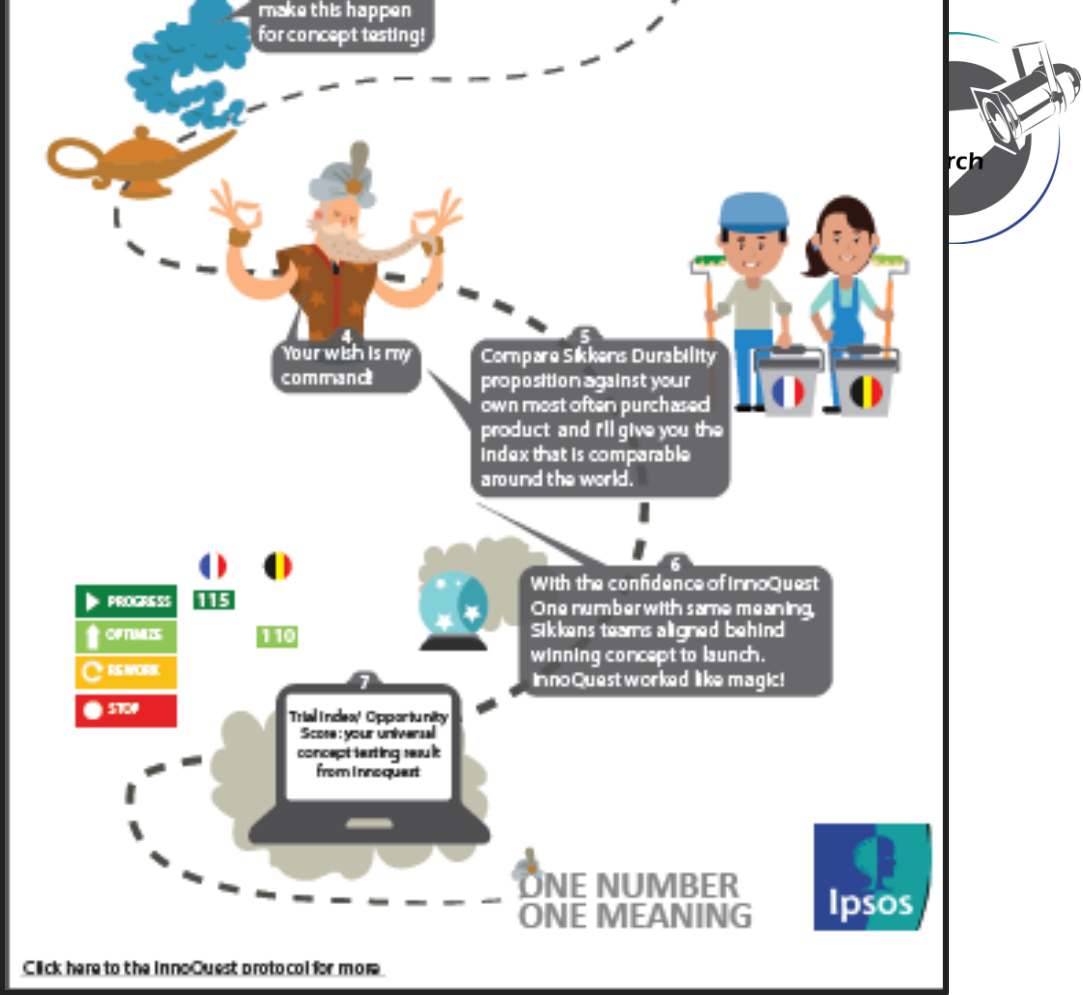
Speed

Simplicity

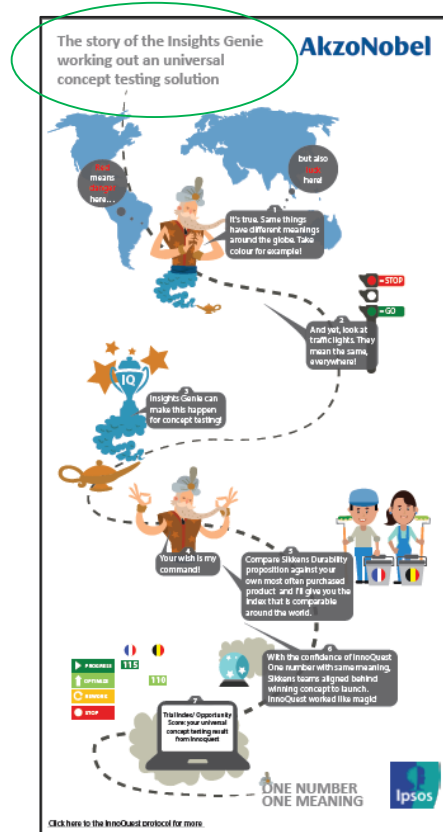
Substance

Security

The landing page Infographics



The landing page Infographics. Plot of the story



The story of the Insights Genie working out an universal concept testing solution

Speed

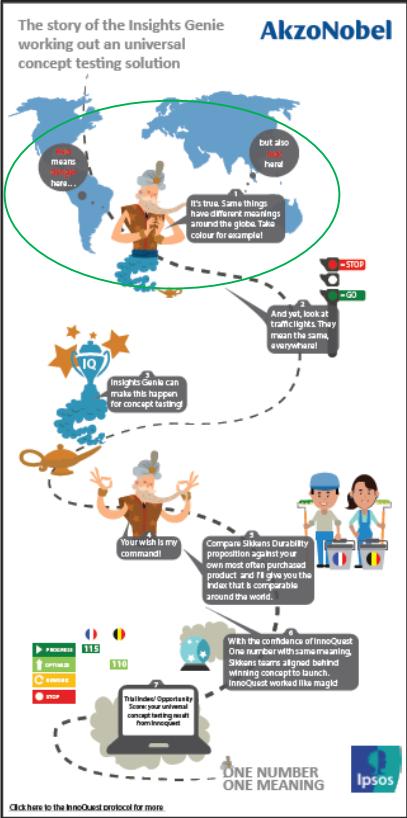
Simplicity

Substance

Security



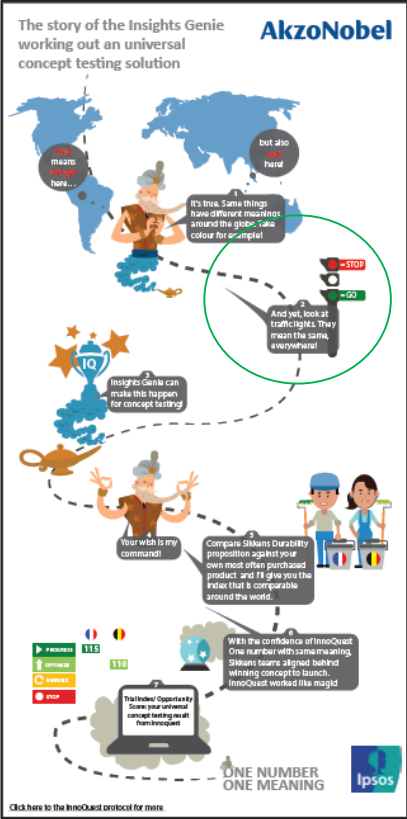
The landing page Infographics. Background of the universal problem



The landing page Infographics. Case of Traffic lights !

The story of the Insights Genie working out an universal concept testing solution

AkzoNobel



but also hand

It's true. Some things have different meanings around the globe. Take colour for example!

And yet, look at traffic lights. They mean the same, everywhere!

Insights Genie can make this happen for concept testing!

Your wish is my command!

Compare 30 items Durability proposition against your own most often purchased product and I'll give you the index that is comparable around the world.

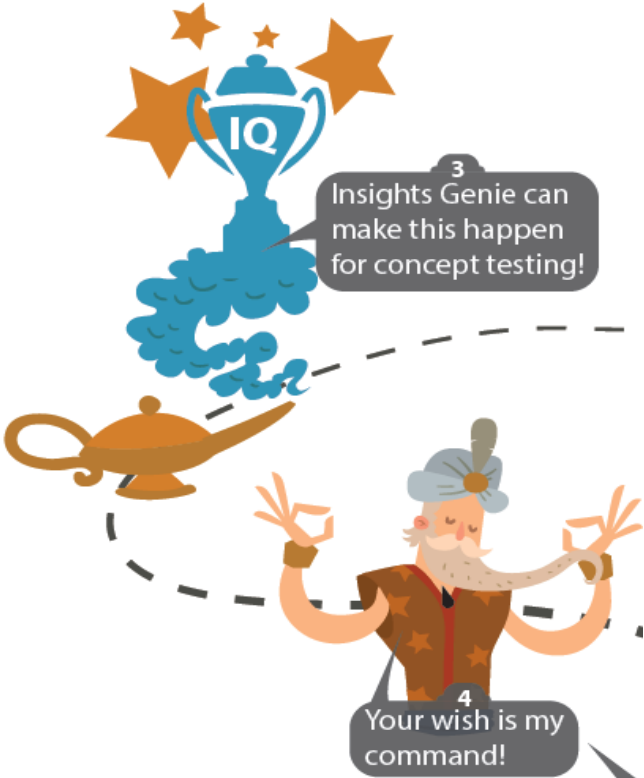
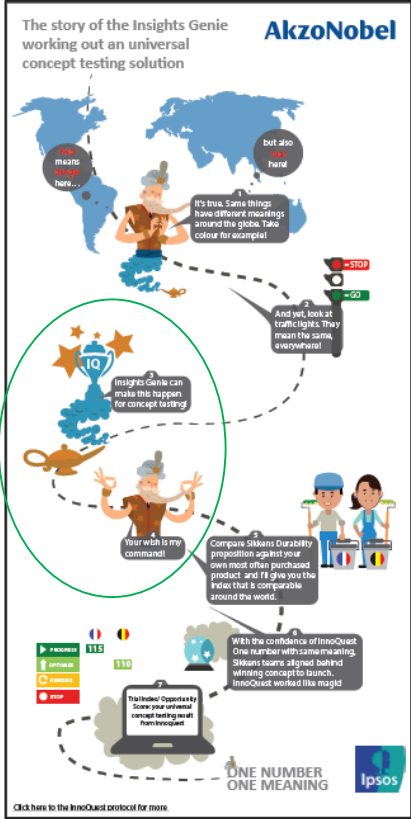
With the confidence of InnoQuest. One number with same meaning. 30 items score aligned behind winning concept to launch. InnoQuest worked like magic!

ONE NUMBER ONE MEANING

Click here to the InnoQuest protocol for more.

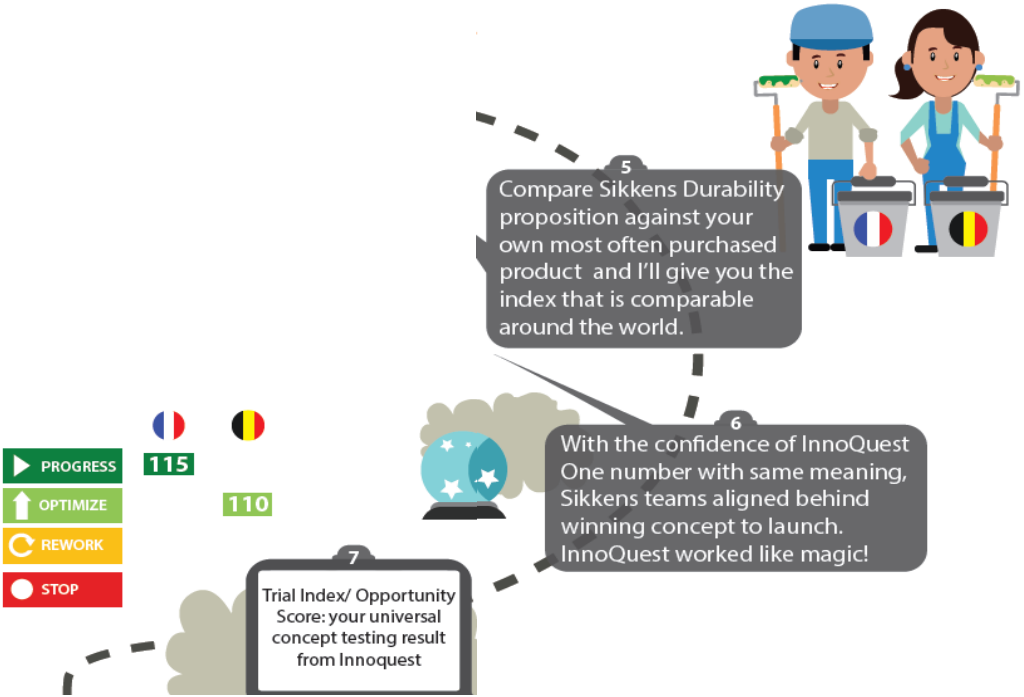
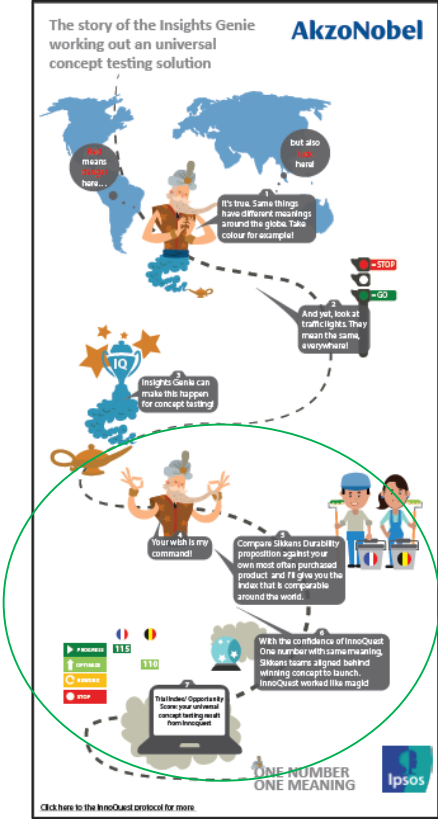


The landing page Infographics. Your wish is my command



Speed Simplicity Substance Security

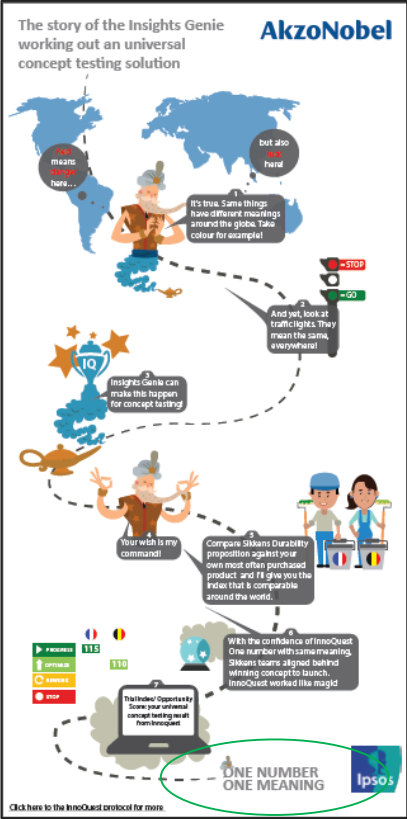
The landing page Infographics. The results that are comparable



Speed Simplicity Substance Security



The landing page Infographics. Essence of IQ



ONE NUMBER
ONE MEANING

Speed Simplicity Substance Security





**So What's your story ?
Your wish is my command !!**



That's all Folks!



THANK YOU