

Industry View: Storytelling with Data

Moderator: Katie Marston, PepsiCo
Qualitative: Jenny Braun, IPSOS UU
Descriptive: Gail Vance Civille, Sensory Spectrum
Quant/Stats: Patti Wojnicz, P&K Research
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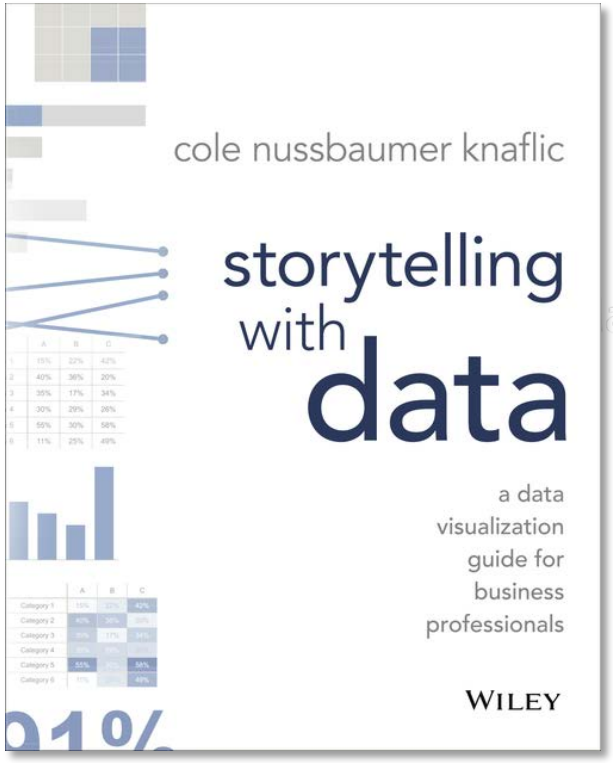
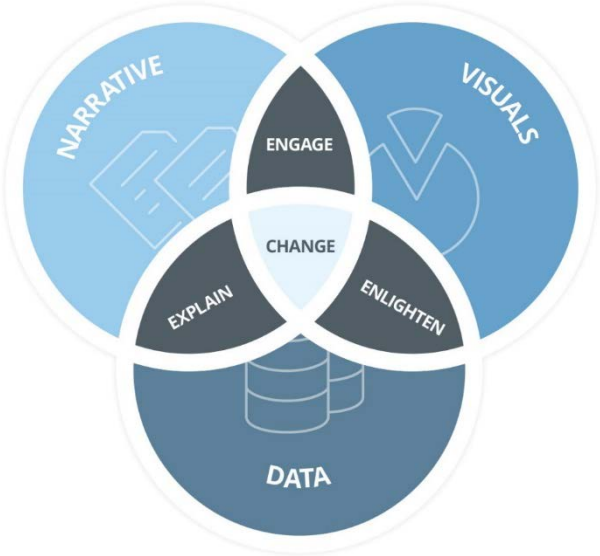
Katie Marston is an employee of PepsiCo, Inc. The views expressed in this presentation are those of the author and do not necessarily reflect the position or policy of PepsiCo, Inc.

Building on 2016 SSP guest speaker…



- Best practices in data visualization
- Communicating effectively with data
- Importance of white space

Continuing the journey to land the message…



- What does the audience really care about
- What are your most important points
- Map a clear story that creates an engaging message

Our workshop story…



Jenny Braun

Ipsos UU

Bringing the consumer habits, tensions & needs to life



Gail Vance Civille

Sensory Spectrum

Communicating sensory data to reveal product attribute differences



Patti Wojnicz

P&K Research

Conveying consumer liking data and stats in an easy to understand way



Amanda Grzeda

PepsiCo

Connecting the sensory and consumer data for maximum business impact