

storytelling with **DATA**

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The importance of storytelling has become universally accepted in today's marketing world, but why does it work so well?

Stories deliver engagement, retention and influence.

Good stories catch your eye, draw you in and move you to action.

Stories make ideas real for their audience.



PETER MINNIUM
PRESIDENT, IPSOS CONNECT
helps companies measure and amplify
how media, brands, and consumers
connect through compelling content and
great communications

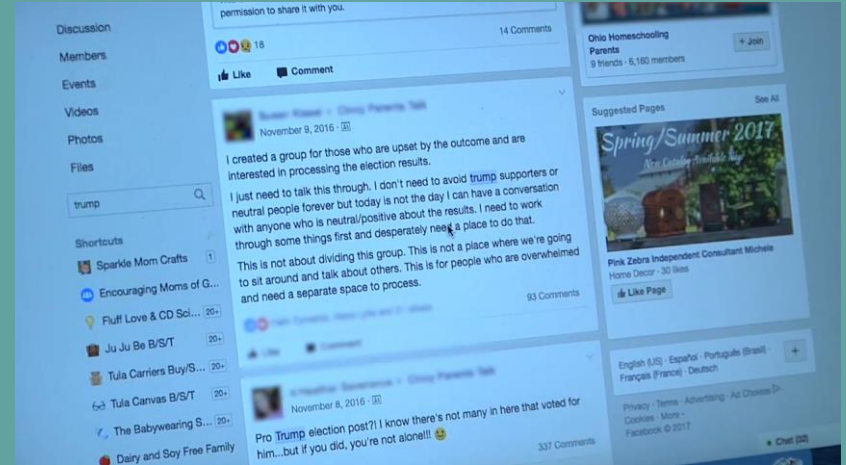
Storytelling



Without empathy, there is no relevant innovation... no inspiring communication.

JENNIFER AAKER,
STANFORD UNIVERSITY PROFESSOR

There is no better way to understand how people think than to see and hear their stories.



Discovering the Story



Immersing ourselves in their world

Discovering the Story



Discovering the Story



THE CONCEPT

GAME CHANGERS

Discovering the Story



Touch with their hands

THE CONCEPT

GAME CHANGERS

Discovering the Story



See through their eyes

Discovering the Story



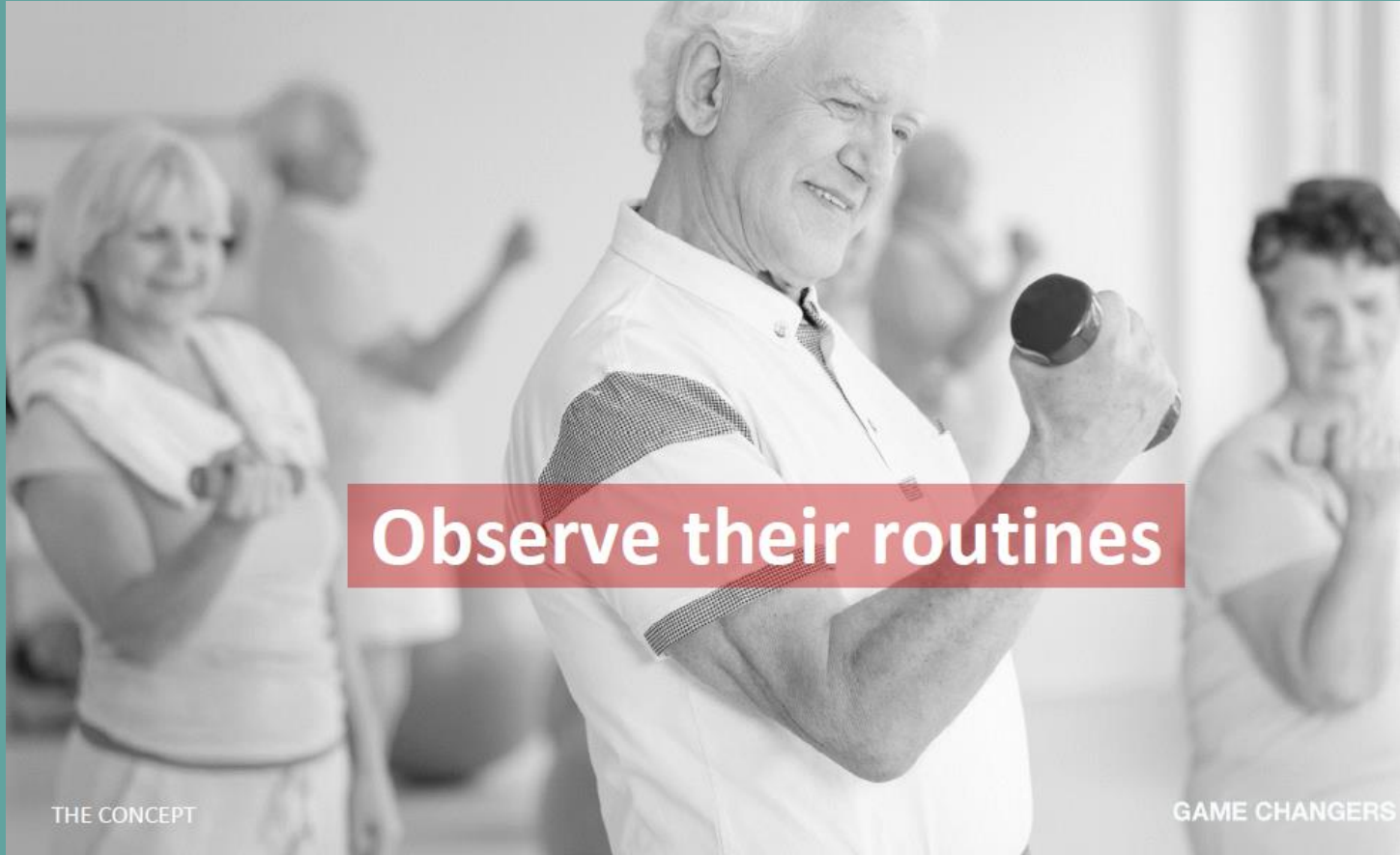
Feel what they enjoy

Discovering the Story



... and what they hate

Discovering the Story



THE CONCEPT

GAME CHANGERS

Discovering the Story



Bringing the Story to Life

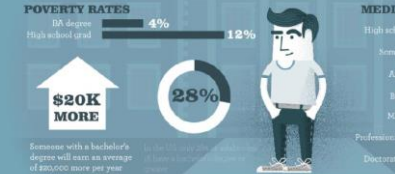
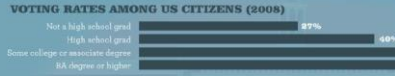
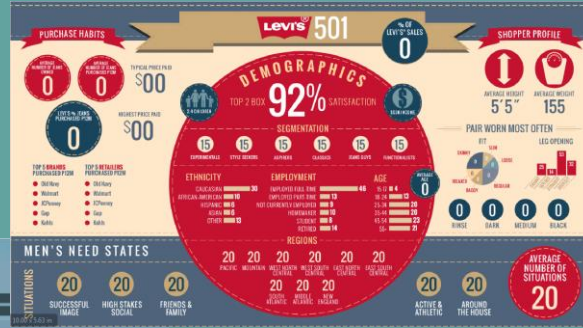


Bringing the Story to Life

INFOGRAPHICS

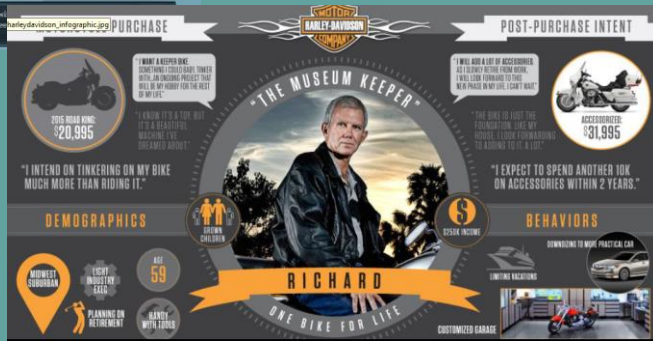
Demonstrates a full profile summarizing key insights/results.

- Builds further on the previous material by consolidating detailed information in a compact format.
- Easy to socialize



18-22 years

Jeff traverses through his college years in pursuit of an amazing future. He knows that those who are diligent voters, less likely to live in poverty, and earn more each year than those without degrees. Jeff's bachelor's degree, he's ready for the working world.



Bringing the Story to Life

PERSONAS

Provides easy-to-understand differentiation between segments

- Visually attractive
- Short and concise
- Results are always at hand, never they are needed



Elyse
Suffering Yet Motivated (E)

Profile Overview
Elyse is an action-oriented person, but her financial problems and infertility are constant by pain due to endometriosis. She is doing everything she can to identify options, stay engaged with her problem, and not feel helpless. Elyse takes any new piece of her information she finds to her doctor for discussion.

INSURANCE
Commercially Insured

MEDICAL HISTORY
One surgery to follow PMS/irregular and menstrual pain
Hormone Tx
Infertility treatment

SYMPTOMS
Mainly fatigue, also menstrual and non-menstrual pain, severe menstrual bleeding, and abdominal

Key Attributes
Actively engaged in healthcare
Pregnancy focused
Trusting of HCP
Open to Hormone Tx

How to Share
LIVING: Determined to fix the love life, daughter, sister, and friend who can be
LEARNING: Digital or primary or both
FEELING: Frustrated



Briana
Taking Care of

Profile Overview
Briana is out and about all day and juggling a lot. She doesn't have time for Endometriosis when pain or fatigue interferes with her schedule or her children's activities. Briana strives to feel she's at her best 100% of the time.

INSURANCE
Commercially Insured

MEDICAL HISTORY
Surgery to remove tissue involved in a diagnosis of endometriosis

SYMPTOMS
Mainly fatigue, also menstrual and non-menstrual pain, regular and severe bleeding

Key Attributes
Less impacted by endometriosis
Trusting of HCP
Open to Hormone Tx
Feels Supported

How to Share
LIVING: Eating healthy, exercising and
LEARNING: Receptive, but not actively seeking
FEELING: "Endometriosis doesn't affect who I am. It's there, and I deal with it. I don't need an ob-gyn. I just talk about it if prompted, and I call for a new treatment to help alleviate my health issues, especially if my doctor recommends it."



Ashley
Beaten Down But Not Out (A)

Profile Overview
Ashley has been struggling with endometriosis for about 8 years. Her pain can be unbearable, so she has withdrawn from things she used to enjoy. Ashley asks her doctor a lot of questions, but doesn't think he has all the answers. She tends to focus on the potential for medications to be costly and have side effects, but might consider hormones.

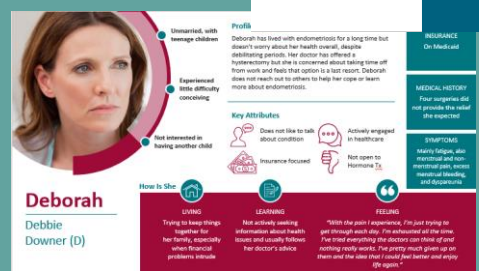
INSURANCE
Coverage through work but struggling financially, on Medicaid in the past

MEDICAL HISTORY
Surgery to remove tissue

SYMPTOMS
Mainly fatigue, also menstrual and non-menstrual pain

Key Attributes
More impacted by endometriosis
Angry/frustrated/sad
Actively engaged in healthcare
Indifferent to Hormone Tx

How to Share
LIVING: Hanging out at home and posting things on social media
LEARNING: Testimonials and chat groups online, and clicking on banner ads
FEELING: "I can't believe how much my life has changed with endometriosis. I used to be social, active, and athletic. Now I don't recognize myself! And I worry that my husband doesn't understand what this is all about. Sometimes I feel hopeless, but I'm still wishing for relief and trying to keep on with my life."



Deborah
Debbie Downer (D)

Profile Overview
Deborah has lived with endometriosis for a long time but doesn't worry about her health overall. Despite debilitating periods, her doctor has offered a hysterectomy but she is concerned about taking time off from work and feels that options is a next step. Deborah does not reach out to others to help her cope or learn more about endometriosis.

INSURANCE
On Medicaid

MEDICAL HISTORY
Four surgeries did not provide the relief she expected

SYMPTOMS
Mainly fatigue, also menstrual and non-menstrual pain, severe menstrual bleeding, and abdominal

Key Attributes
Does not like to talk about condition
Not open to Hormone Tx
Insurance focused
Not open to Hormone Tx

How to Share
LIVING: Trying to keep things together for her family, especially seven financial problems related
LEARNING: Not actively seeking information about health issues and usually follows her doctor's advice
FEELING: "With the pain I experience, I'm just trying to get through each day. I've exhausted all the other folks I've tried everything the doctors can think of and nothing really works. I'm pretty much given up on treatment and want that I could get better and enjoy my days."



Clarissa
Betrayed Promise (C)

Profile Overview
Clarissa has difficulty conceiving her first child and has seen several different providers about her endometriosis, including naturopaths and fertility specialists. She is interested in almost anything that might help her, and relies on friends and peers to validate information.

INSURANCE
Commercially Insured

MEDICAL HISTORY
Discussed surgery but scared, and would want second procedure

SYMPTOMS
Fatigue during intercourse and during her periods, and fatigue

Key Attributes
Pregnancy focused
Actively engaged in healthcare
Disconnected from MD
Not open to Hormone Tx

How to Share
LIVING: Struggles daily with her miscarriages and how they affect the people and her life
LEARNING: Talks with anyone who offers a perspective, searches the internet, and utilizes the pharmaceutical industry
FEELING: "The abnormal and abnormal endometriosis is often not a source of shared medical data, depends on the individual. I've been told that the support that I've been given is often not helpful. I've been told that I should only rely on myself and not get emotional. I'm not sure if that's the best advice."

Bringing the Story to Life



ACTORS

While the key results and insights are being presented, actors enact the segments. Client can ask questions to these 'consumers' as they really live their part.

- Interaction with the actors increases engagement
- Segments really come to life



Bringing the Story to Life



AVATARS

A personification is created of a segment (name, age, lifestyle, clothing style, interests, hairstyle, skin tone, appearance, etc.)

- Connects with how people engage today
- Can be linked to other sites or media available within the company
- Always accessible

Activating the Story

“

... you focused the team to go into the consumer's world, versus bringing the consumer to our world. We went into her environment and that was critical to our success.

Activating the Story

ACTIVATION WORKSHOP

Immerse the audience in the story so that they can feel it before they action against it.

- Extends the team's thinking to create breakthrough strategic activation plans underpinned in consumer truths.