

The Power Of Storytelling In Market Research

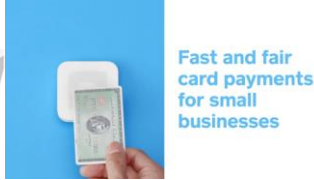
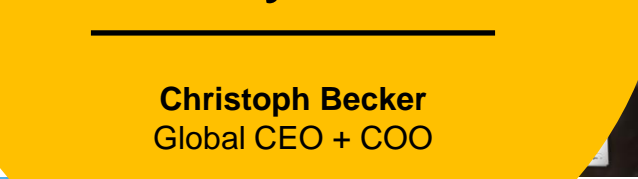
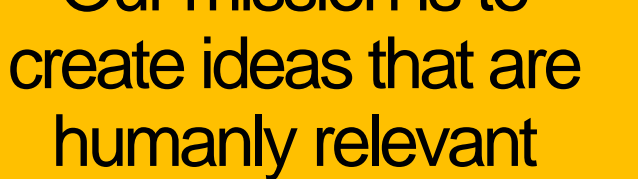
Matthew Harrison
October 2018



B2B

International

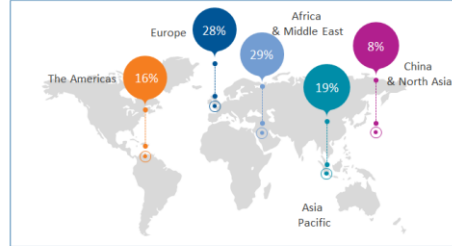
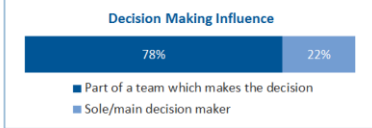
a gyro: company



Our mission is to create ideas that are humanly relevant

Christoph Becker
Global CEO + COO

The Target Audience



4







Oral stories predate the written word, and continue to be committed to memory and passed from generation to generation



The brain is trained to find the easiest connection between cause and effect, which is what stories enable us to do



We are more likely to remember stories if they are personal or emotional than statements of facts



JOHN YORKE

INTO *the* WOODS

HOW STORIES WORK
AND WHY WE TELL THEM

'All script-writers will want to read *Into The Woods*.
All plots and archetypes BUSTED'

CAITLIN MORAN

What Makes A Story?



A scene or setting



Protagonist



A problem or opportunity



A desire

1



A journey



A crisis



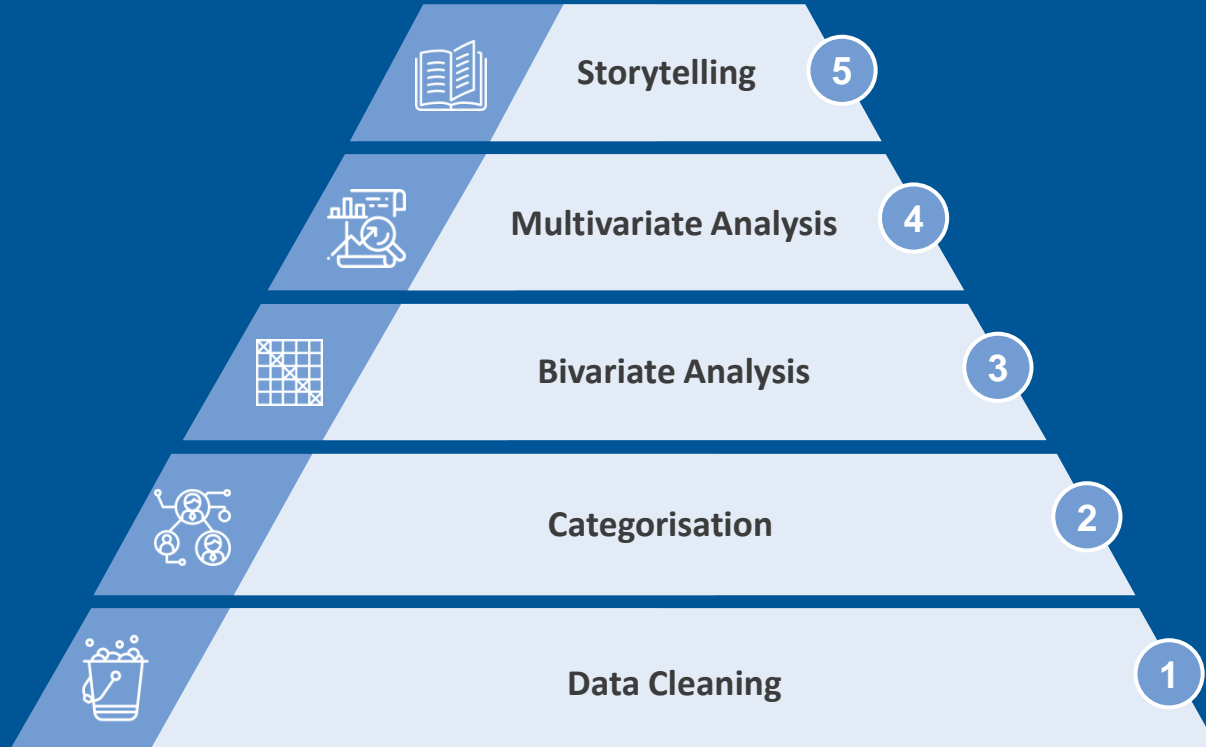
A climax



A resolution

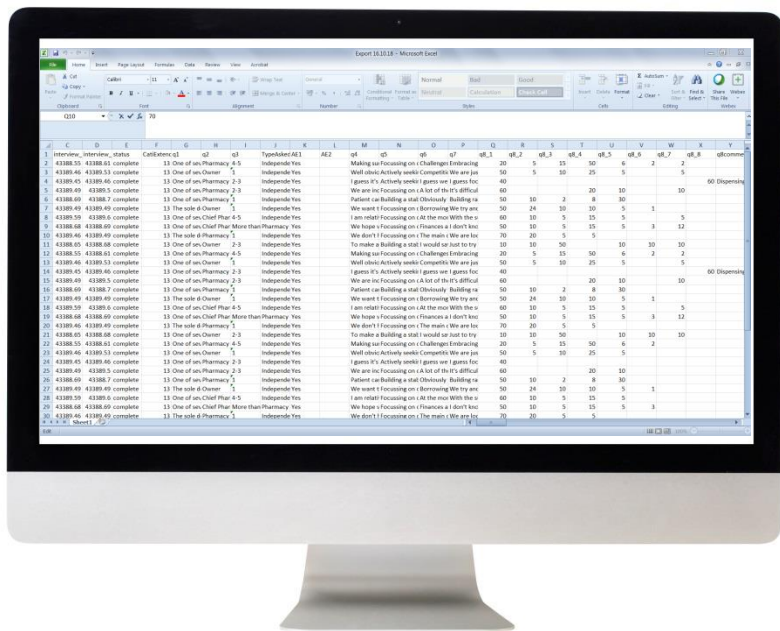
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Five Levels Of Data Analysis



1. Data Cleaning

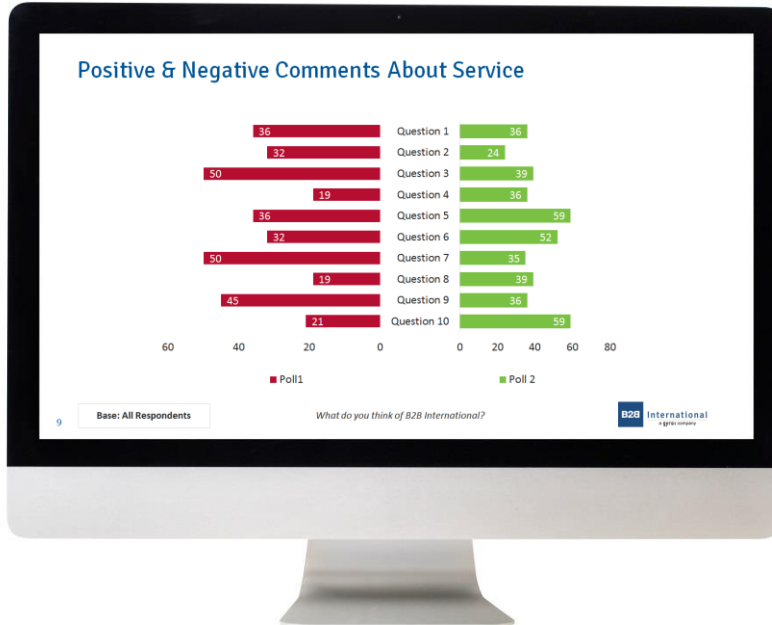
Insight generated: None



- More accessible
- Ordered
- Easier to work with

2. Categorisation

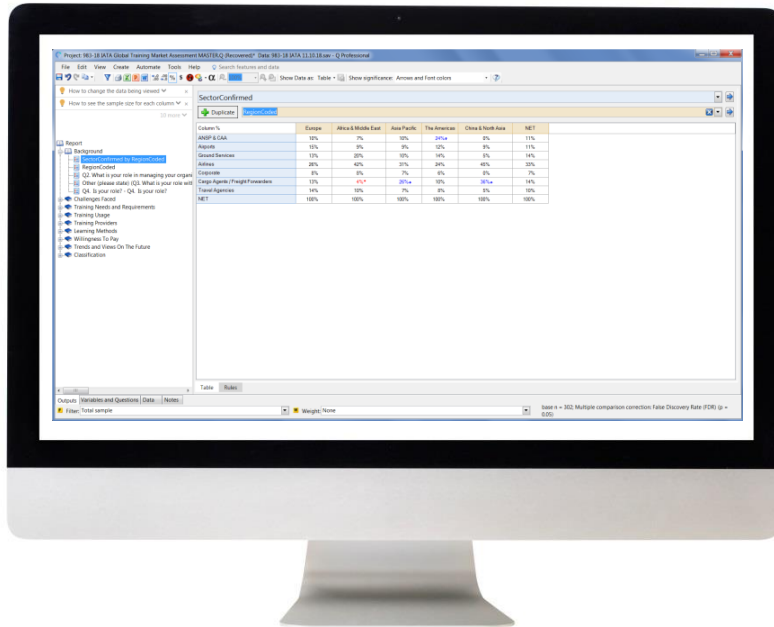
Insight generated: Overall 55% leave negative views, 25% mention service



- Coding
- Grouping
- Allocation

3. Bivariate Analysis

Insight generated: Satisfaction score & tips are related, smaller parties are more satisfied and negative reviews are more likely to mention service



- Cross-tabulation

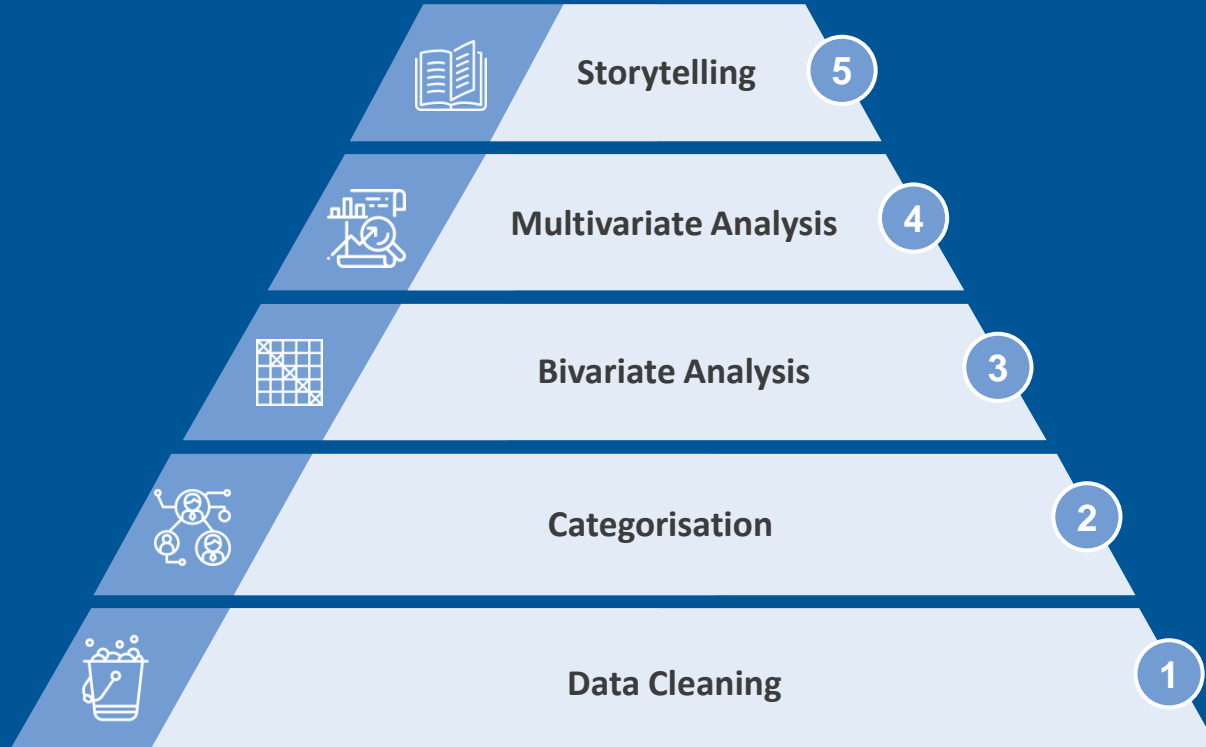
4. Multivariate Analysis

Insight generated: Confirmation that tips & satisfaction are related. The most satisfied group is small parties who arrive before 5pm.



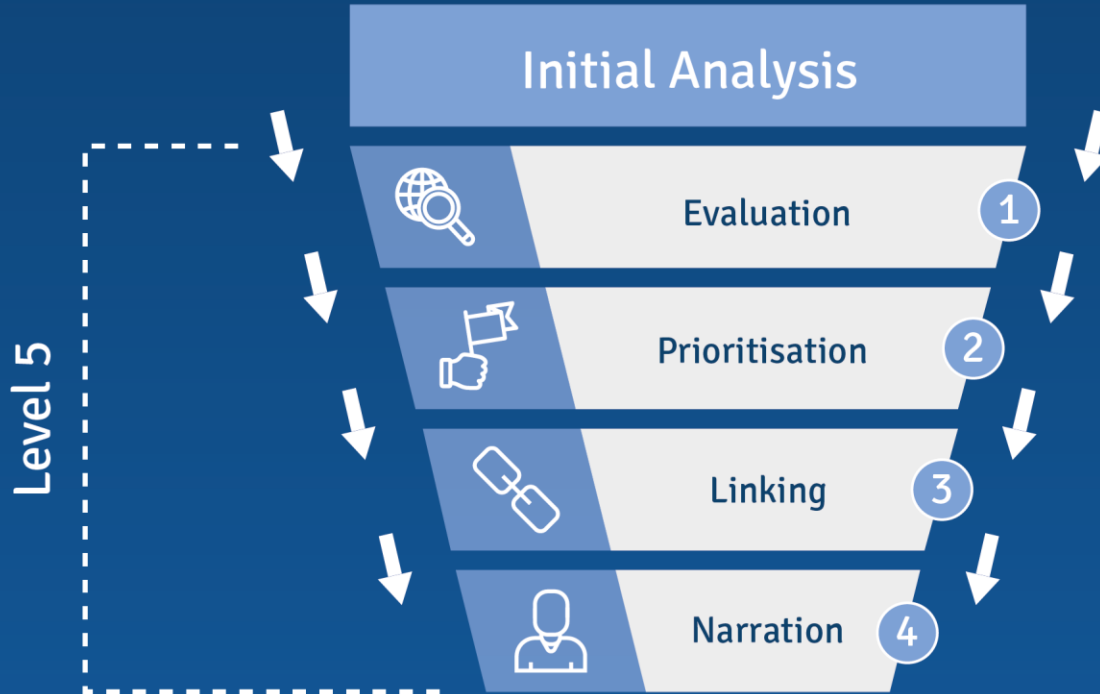
- Regression
- Factor analysis
- Cluster analysis
- Correspondence analysis

Five Levels Of Data Analysis



5. Storytelling

Insight generated: Negative feedback is high due to concerns about service, which has led to a lower satisfaction score and a reduction in tips. This is driven by large parties or peak time visitors.



Five Important Qualities Of A Storytelling Analyst



Broad
research
skills



Understanding
the context



Time and
effort



Trust and
knowledge



A good
storyteller

The 10 S's Of Market Research Storytelling

1



Scene

2



Star

3



Suspense

4



Struggle

5



Sequence

6



Synonyms

7



Summarise

8



Surprise

9



Speed

10



Sticky

The Power Of Storytelling

Storytelling has the potential to turn market insights into action by making market research findings...



Easy to
remember



Easy to
understand



Easy to
communicate



Easy to
action

...but it must be as a **complement** to the data, **not a replacement** for it

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