What’s The Story?

Presenting Compelling Sensory Data

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Our job

compel organization to take action
What should I do?

Launch product
Don’t launch product
Optimize product by…
How

Turn data into meaning
Take a stand
Tell a story
Make it interesting

Compel to action
Telling a story one of the most powerful ways to communicate and compel

Our brains are wired to process stories
Effective Storytelling

Climax
Results: AHA moment

AHA!
Conflict
Question/Unknown

AHA!
Resolution
Action

Unlike book or movie – tell climax first, retell
Before making a slide, develop your story

Great presenters visualize, plan and create ideas on paper or whiteboards before making slides.

Simple storyboards help organize.
Create headlines to draw conclusions

Keep it short!!

iPod. One thousand songs in your pocket.

Flat cola; consumers won’t drink it!
Show instead of tell

The future of sweetness
Show instead of tell

1 of 3 doctors is female
... simplifying complex information
People don’t understand numbers without familiar context

5GB = 1,000 songs

Use common metaphors
Scientific data particularly challenging to present
Data inherently complex
Difficult to present
Meaning more important than data
Failure to communicate = lost opportunity
Don’t do or avoid this

Can 3 different trained panels discriminate Low calorie products from Full calorie products?

P1,2,5 = Full calorie
P3,4 = Low calorie
Simplify! Tell me what it means
Trained panels can differentiate between Low and Full calorie Beverages

Panel 1

Panel 2

Panel 3

Low calorie

Full calorie
Tell me what is means!
Tell me what it means

Brand B’s advantages:
lower prices
friendlier crew
makes me feel pampered
Name of the best product?

Rank

Product

C 1.5
A 2
B 3
Clarify by visualizing
Presenting Compelling Sensory Data

Turn data into meaning
Take a stand
Tell a story
Make it interesting

Compel to action
What’s your story?
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ExaFLOP computer

runs one billion billion floating-point operations per second

Faster than 50 Millions laptops