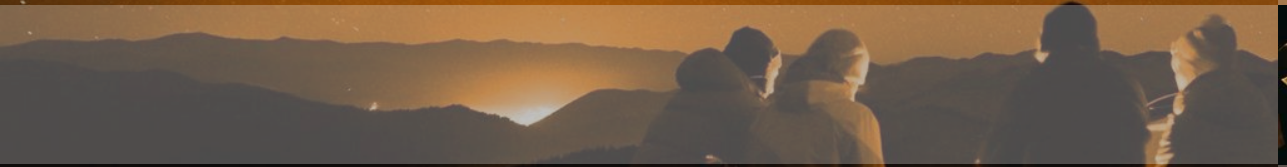
MARKET EXPERTISE

Research that tells a story

Gareth Lofthouse
FT Longitude Co-founder and CRO



Quirks Conference, London - May 8th

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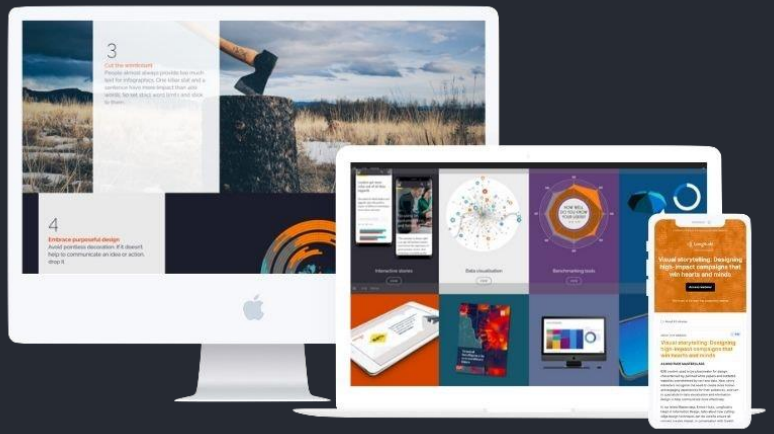

Original thinking that shapes the debate and creates business value

We are the FT's thought leadership specialist

Thought leadership strategy and campaign design

Quant and qual research capability

Editorial expertise across a range of business and societal issues

FT LONGITUDE

Trusted by these brands

We help the world's leading companies produce thought leadership that lets them lead the conversation

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We make stories that create impact

Powerful insights that spark and sustain conversations and gets noticed by the people who matter - across the full range of channels (Paid, Earned, Shared and Owned)

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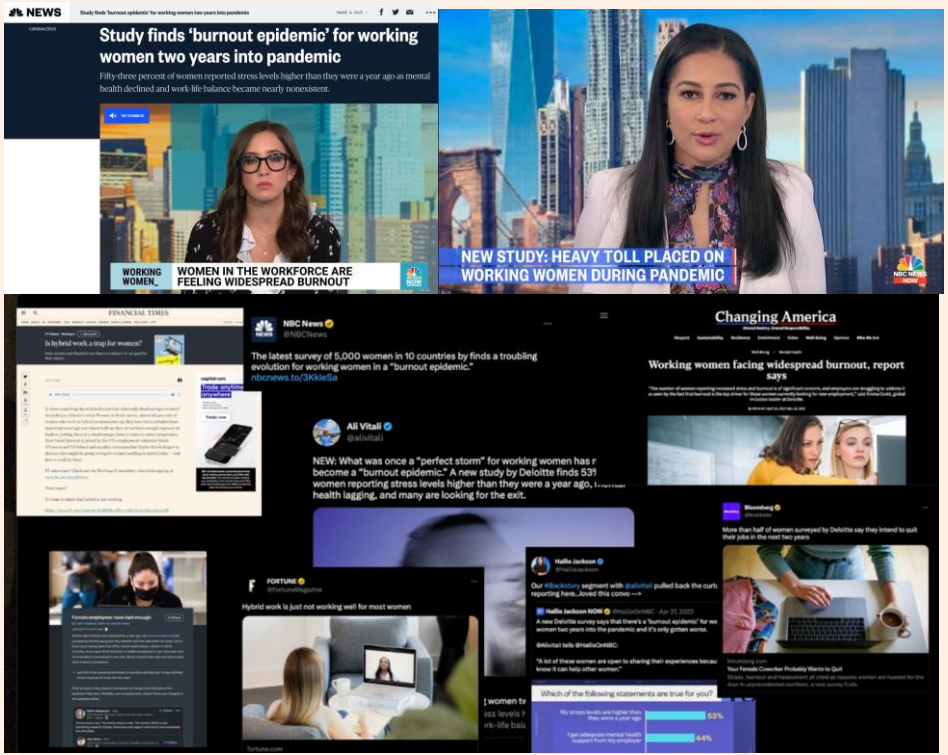
Deloitte. | Women @ Work campaign



Powerful outcomes

121.8M+
total TV broadcast viewership

90.0M+
organic social media impressions

7,800+
key findings report downloads

Turning dry data into compelling insight

intrum | European Payment Report

Businesses spend ~10.4 hours every week chasing late payments
= 540 hrs/year
The average annual salary in Europe is €32,345
The average working week is 36.4 hrs; average working day 7.28 hrs
The average salary is €17/hour

So businesses spend approximately €9,194 a year chasing payments
(540 x 17)
And there are 30 million companies in Europe...

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Find the hook that gets attention

intrum

European Payment Report

A word from the CEO: Europe's €275bn problem

Europe's Biggest Debt Collector Sees Rise in Late Payments

Delayed payments can kill a company's financial health

Chasing late payments costs European businesses €275bn a year and takes the average firm 74 days to resolve: Intrum

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Research + Story = Impact

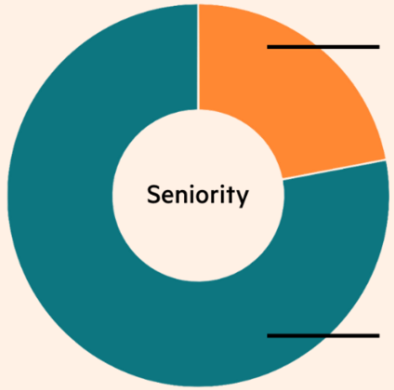
Research that tells a story

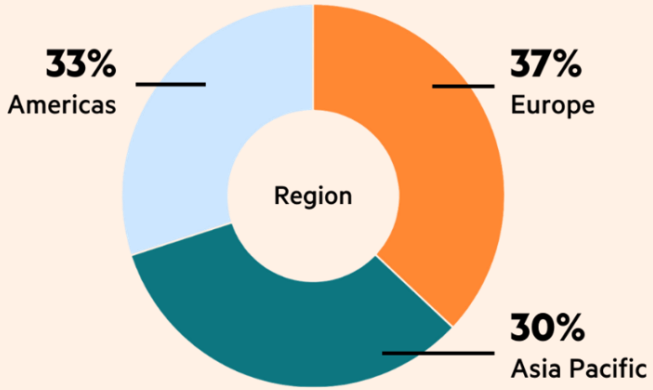
Survey demographics

750

senior business leaders surveyed

- Financial services
- Industrials & manufacturing
- Information technology
- Energy & utilities
- Professional services
- Consumer & retail
- Automotive & transport
- Chemicals & materials
- Healthcare
- Media & entertainment





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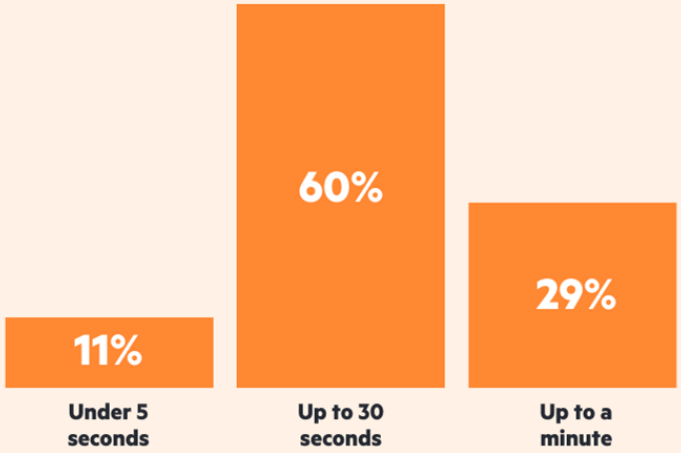
Winning the war for attention

What would you say in 18 seconds?

18

seconds

the average time executives take to decide whether to read a research report



Source: FT Longitude and ME survey, May 2024

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The world isn’t waiting for…
another report.

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Four steps for research that tells a story

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STEP ONE

Analyse what they care about

EXAMPLE A:

Survey of c-suite topic interests

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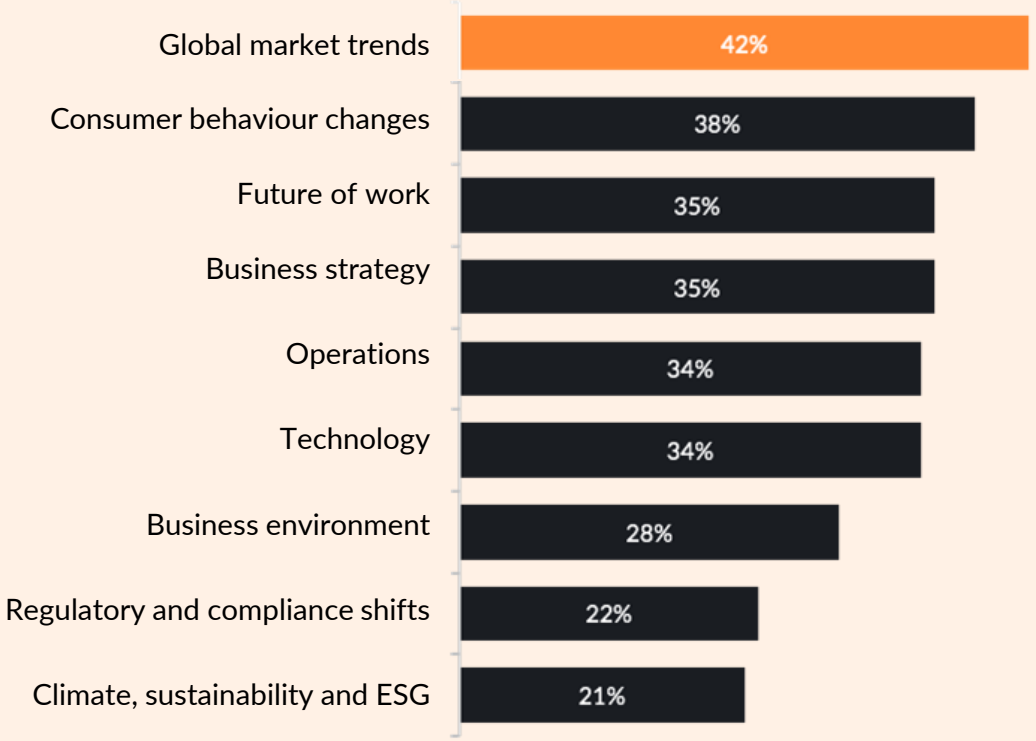
Hot topics for business leaders



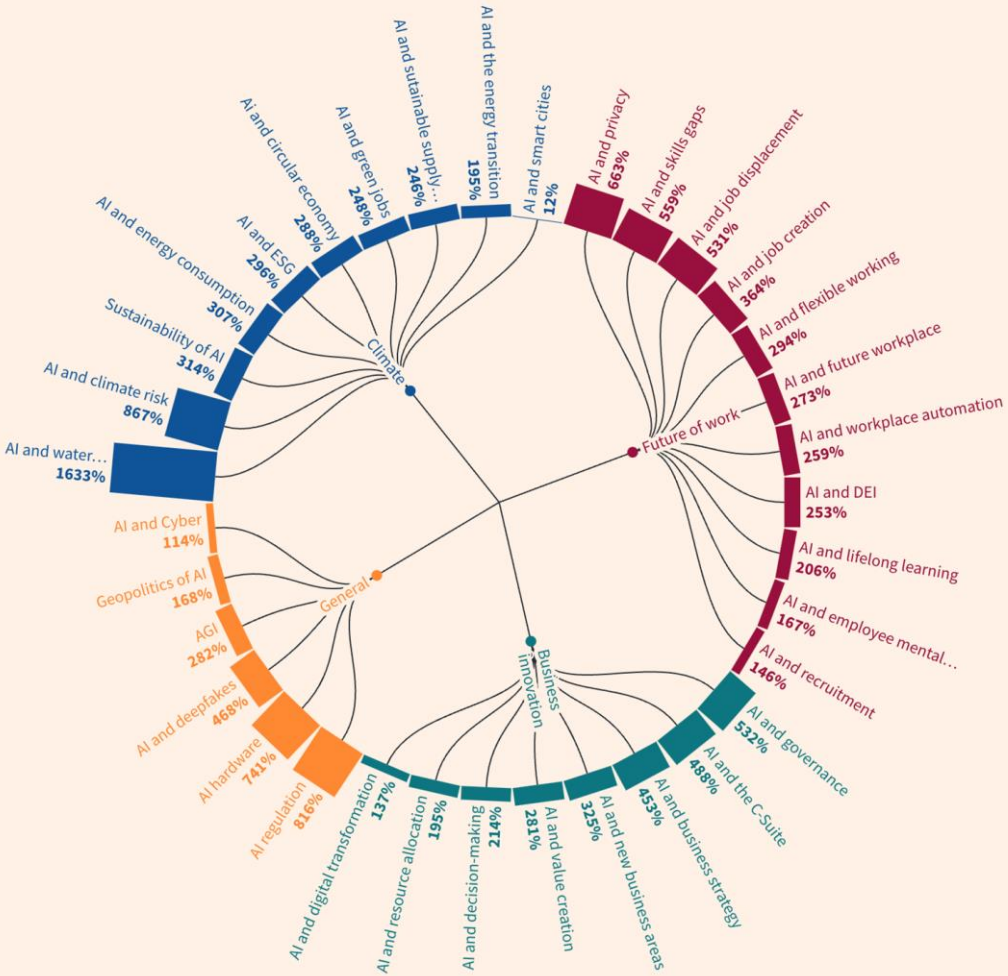
Source: FT Longitude and ME survey, May 2024

STEP ONE

Analyse what they care about

EXAMPLE B:

Trending media for AI subtopics over the last five years.



Source: Meltwater (2024) AI + subtopic, media mentions by year.

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STEP TWO

Grab their attention

Good headlines

Easy to digest

Relevancy

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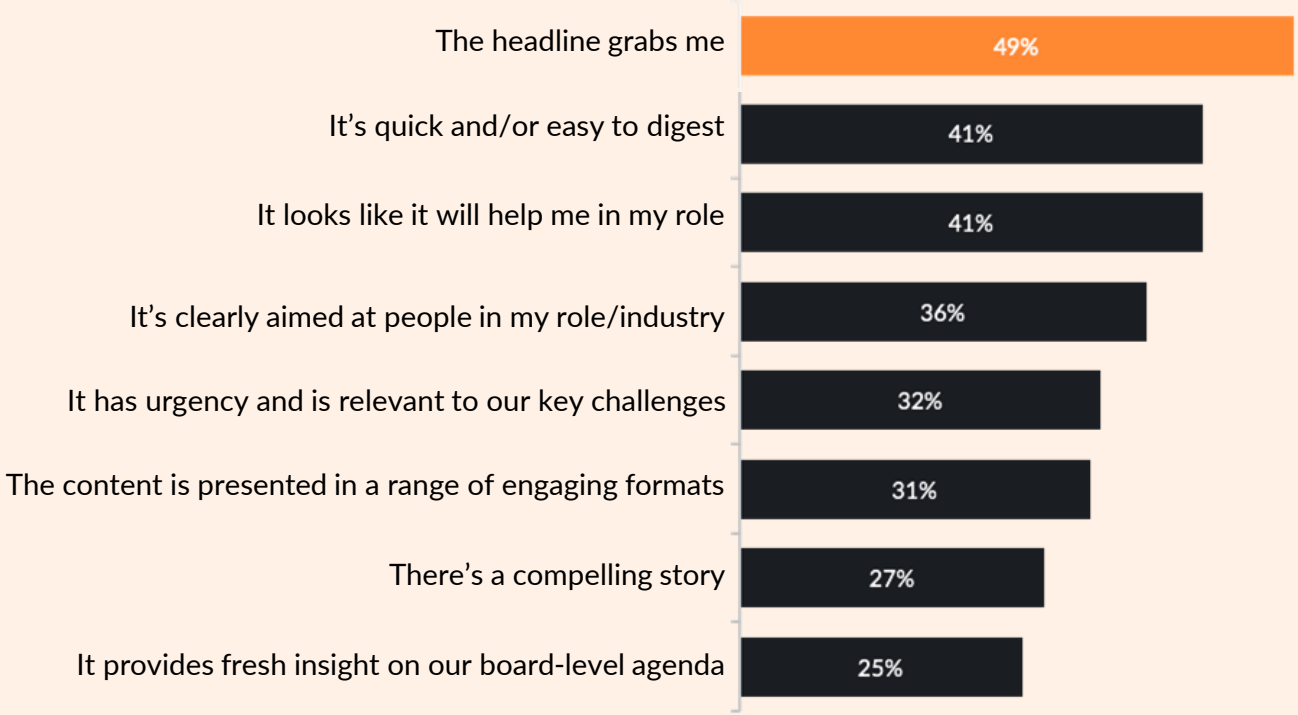
What grabs an executive's attention?



Source: FT Longitude and ME survey, May 2024

STEP THREE

Find the “so what?”

Original insight

Compelling data

Real world examples

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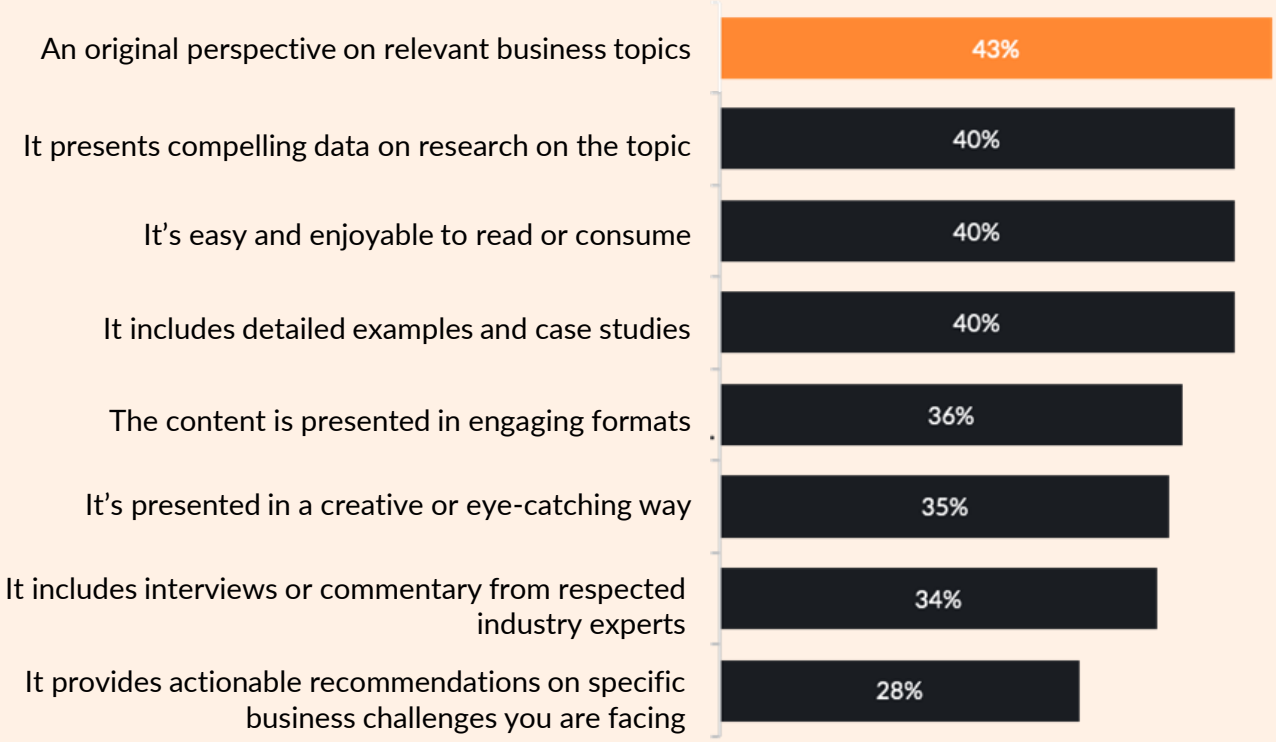
What are they looking for?



Source: FT Longitude and ME survey, May 2024

STEP FOUR

Make it easy to consume

Reports for depth

Case studies inspire

Interactivity helps

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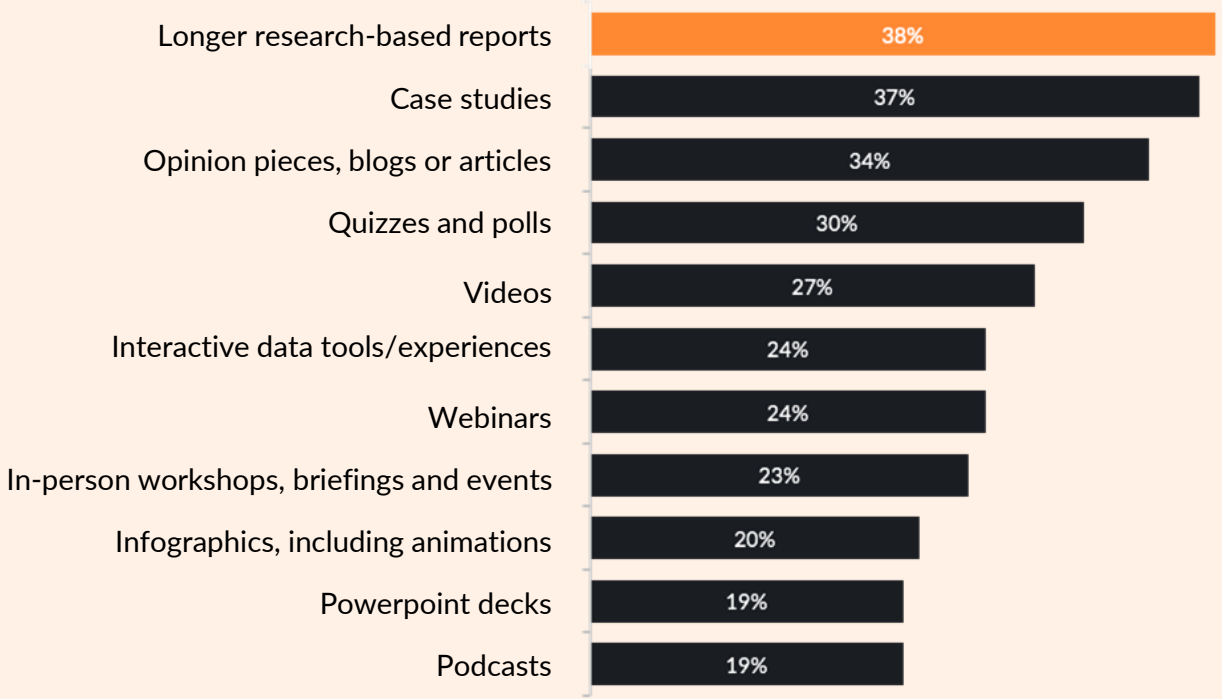
And what formats do they like?



Source: FT Longitude and ME survey, May 2024

Charts are okay....
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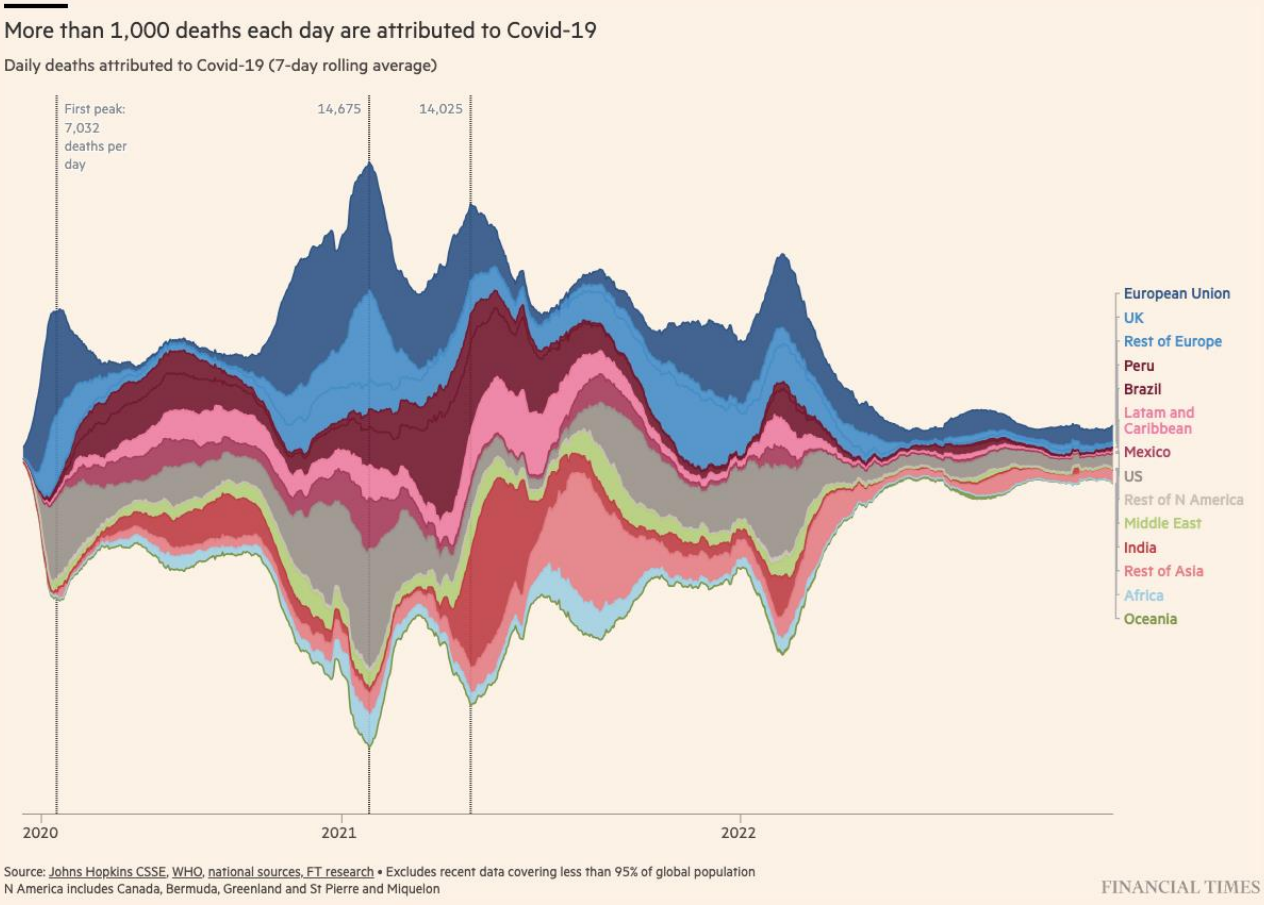
Visual stories are better



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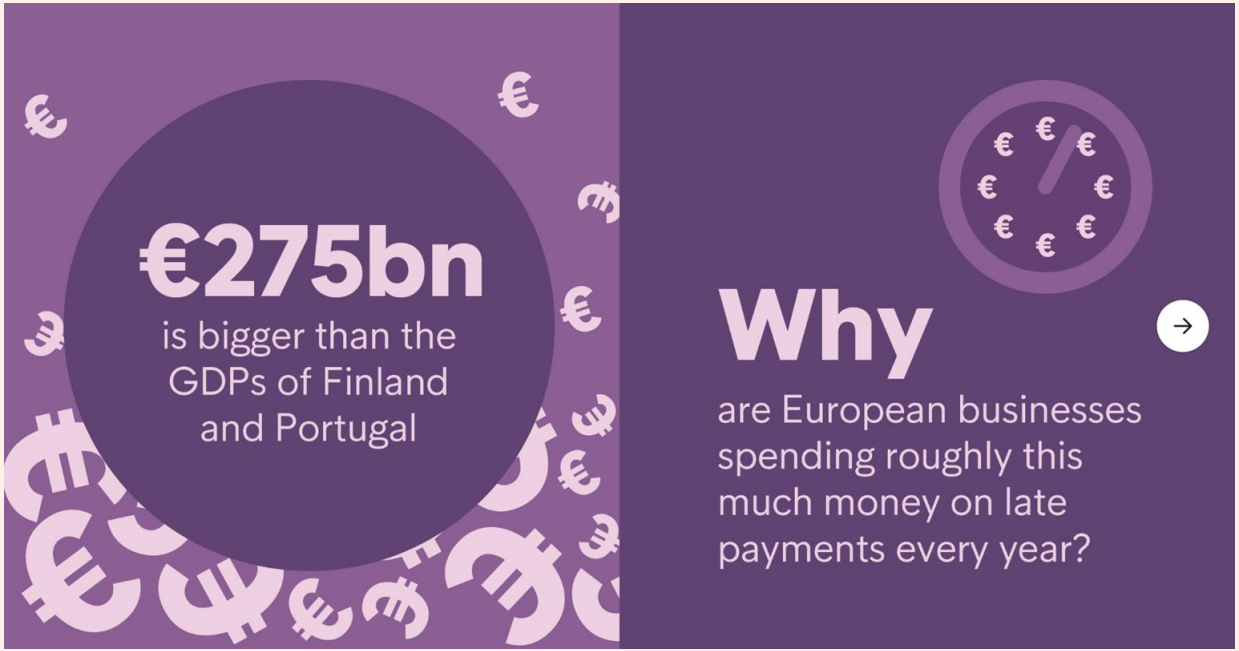
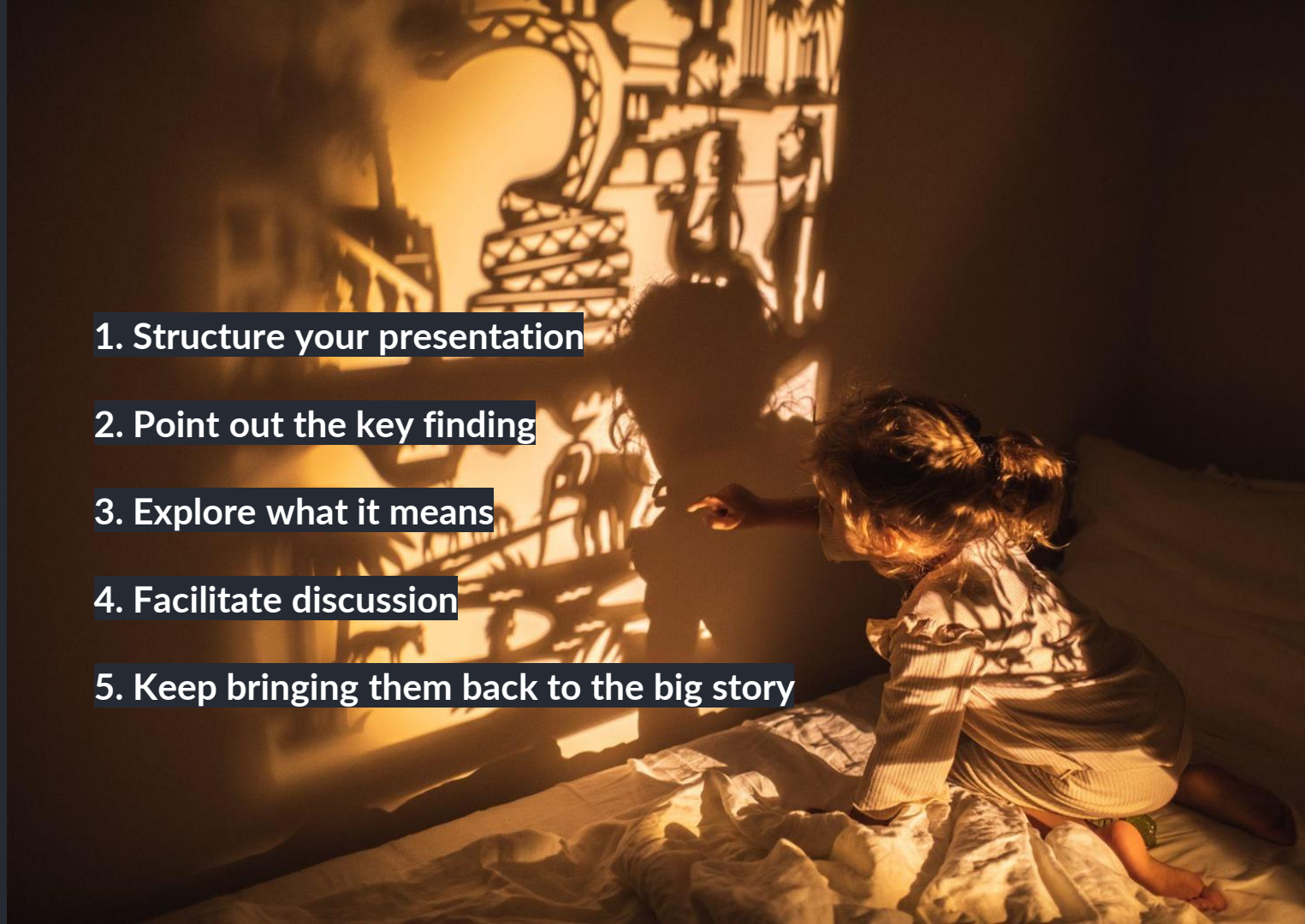
And sometimes less is more



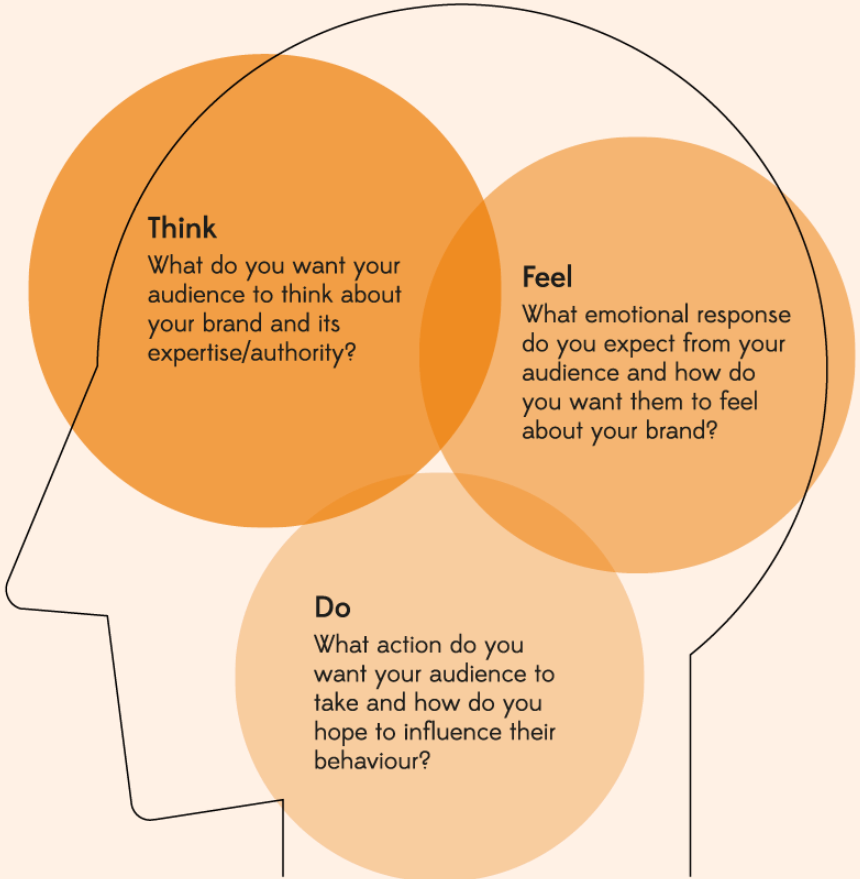
Keep your audience with you



1. Structure your presentation
2. Point out the key finding
3. Explore what it means
4. Facilitate discussion
5. Keep bringing them back to the big story

Apply the ‘Think, Feel, Do’ test

How do you want audiences to respond to your content?



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Thank you

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