

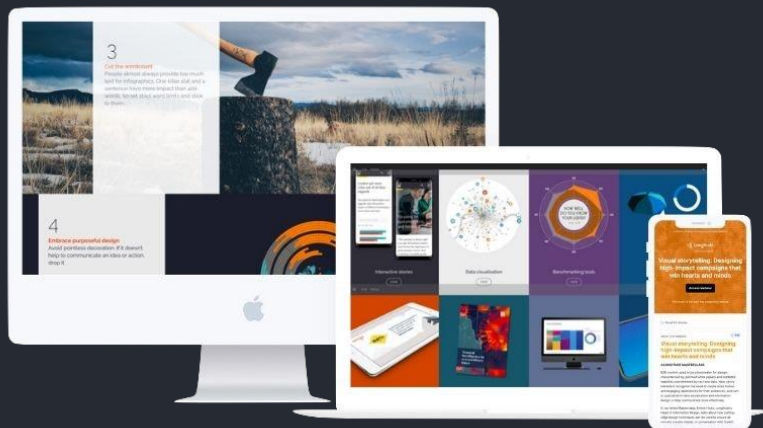


Research that tells a story

Gareth Lofthouse
FT Longitude Co-founder and CRO

Quirks Conference, London - May 8th

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WORLD
EMPLOYMENT
CONFEDERATION

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...

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

Research + Story = Impact

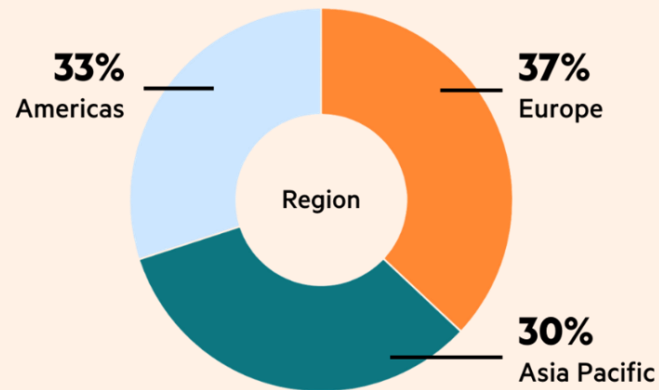
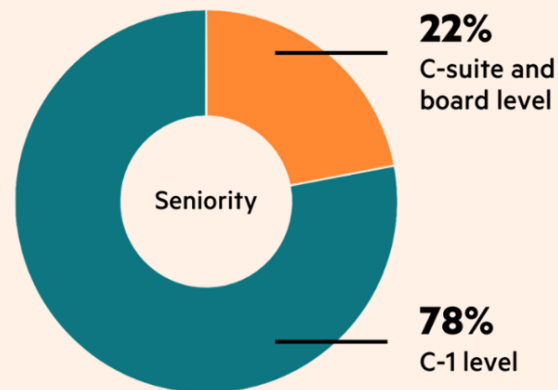
Research that tells a story

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

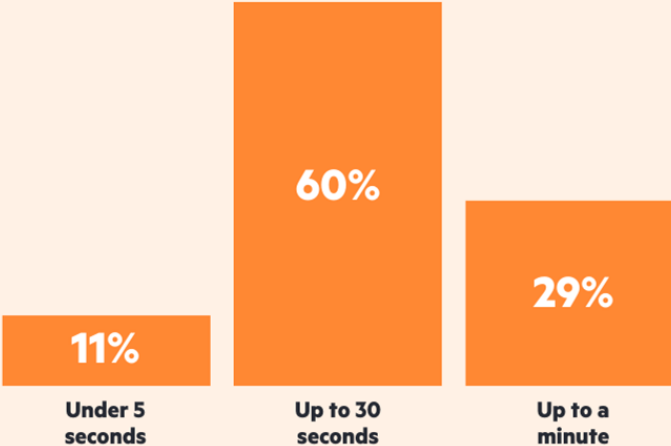



Winning the war for attention

What would you say in 18 seconds?

18 seconds


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



A woman with long brown hair, wearing a yellow long-sleeved shirt, is seen from behind. She has her hands on her head, holding a white marker. She is looking at a whiteboard covered in various colorful sticky notes and charts, including bar graphs, a pie chart, and a calendar. The scene is brightly lit, suggesting an office or meeting environment.

The world isn't waiting for...

another survey.



The world isn't waiting for...

another report.

A group of five people are sitting on a grassy hill at night, huddled around a glowing campfire. They are looking up at a vast, starry night sky where the Milky Way galaxy is clearly visible as a bright, golden band of light. The background shows dark, rolling hills under the starry sky. The overall mood is serene and contemplative.

Stories attract your audience...

Ideas drive conversations...

Four steps for research that tells a story



MARKET EXPERTISE



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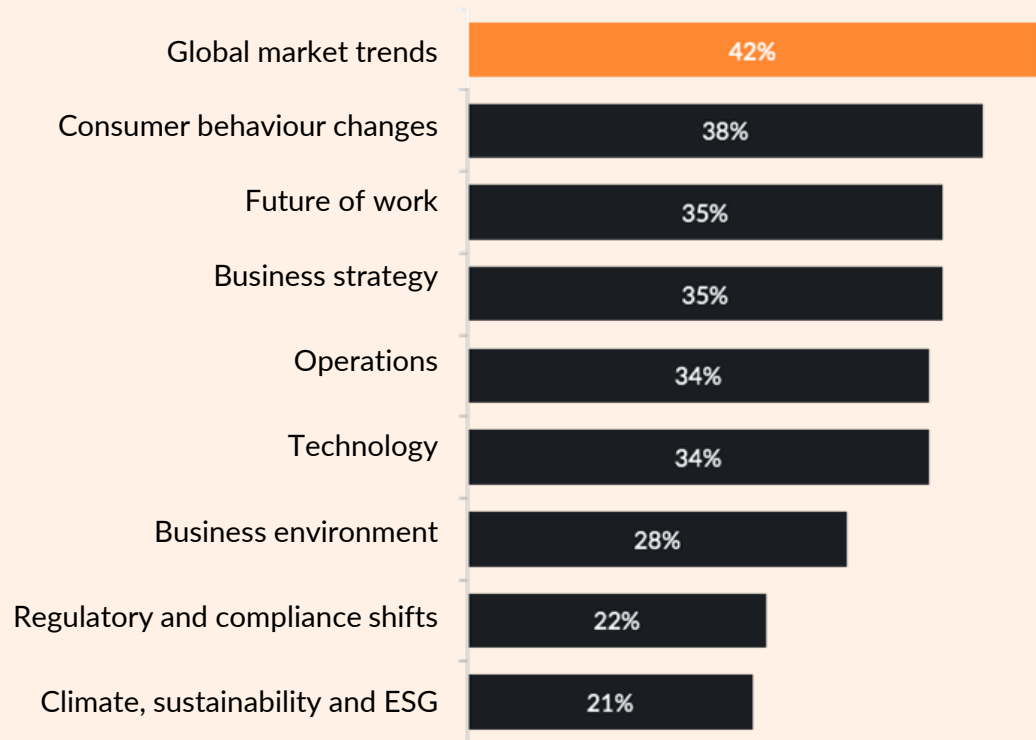
STEP ONE

Analyse what they care about

EXAMPLE A:

Survey of c-suite topic interests

Hot topics for business leaders

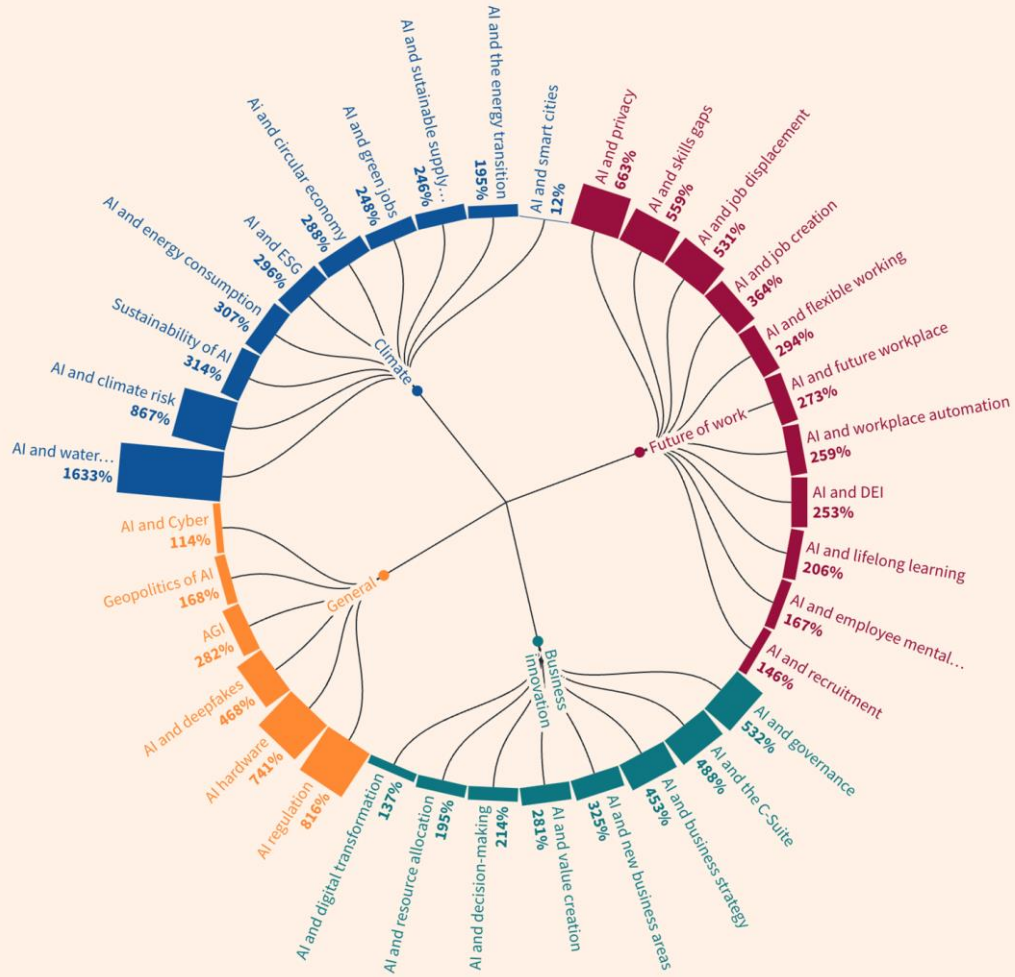


STEP ONE

Analyse what they care about

EXAMPLE B:

Trending media for AI subtopics over the last five years.



STEP TWO

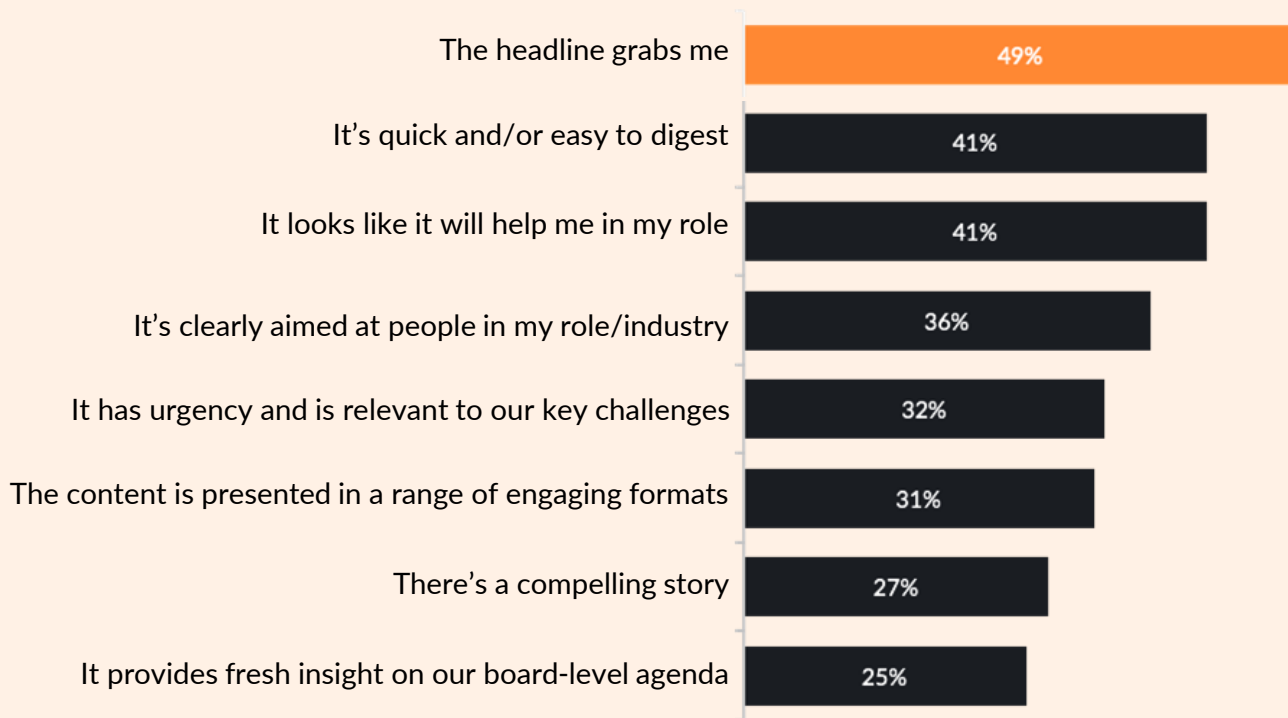
Grab their attention

Good headlines

Easy to digest

Relevancy

What grabs an executive's attention?



STEP THREE

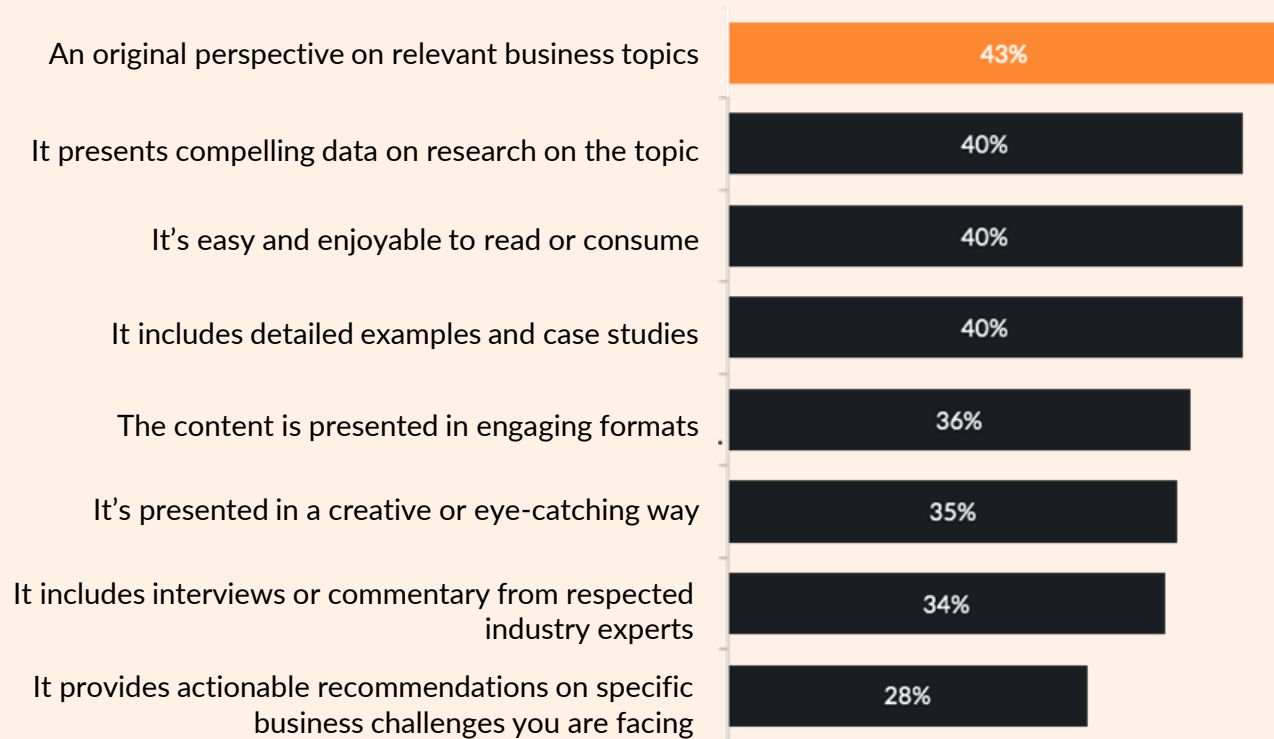
Find the “so what?”

Original insight

Compelling data

Real world examples

What are they looking for?



STEP FOUR

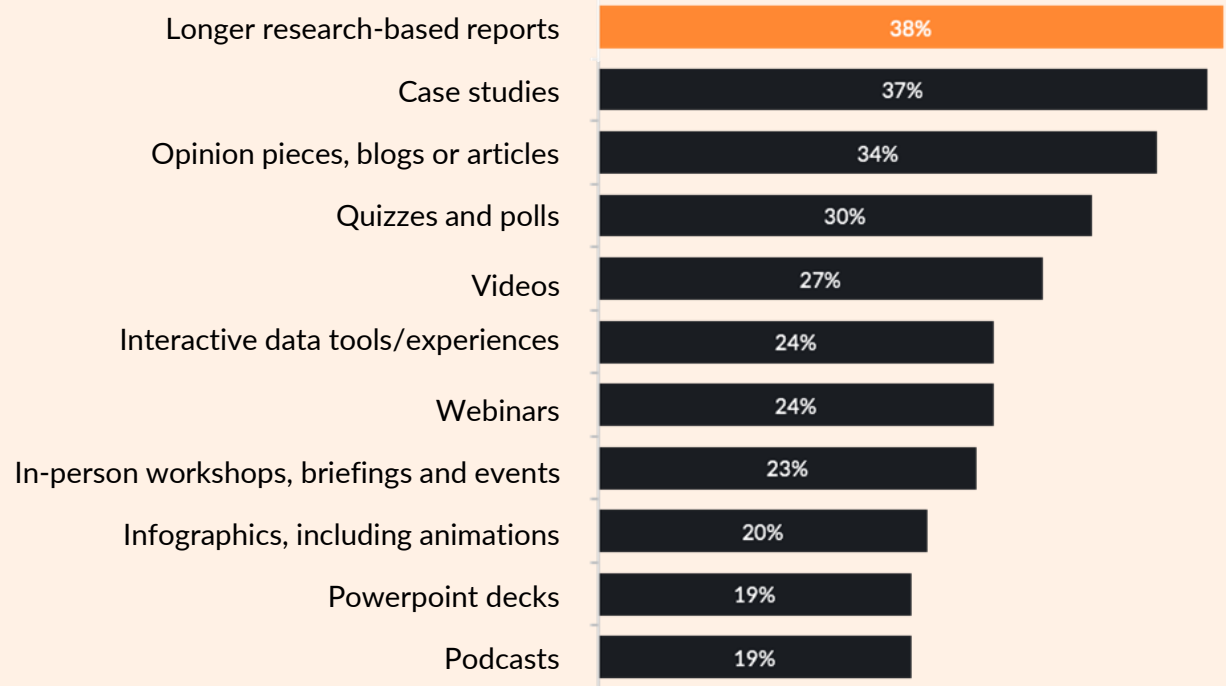
Make it easy to consume

Reports for depth

Case studies inspire

Interactivity helps

And what formats do they like?



Charts are okay....

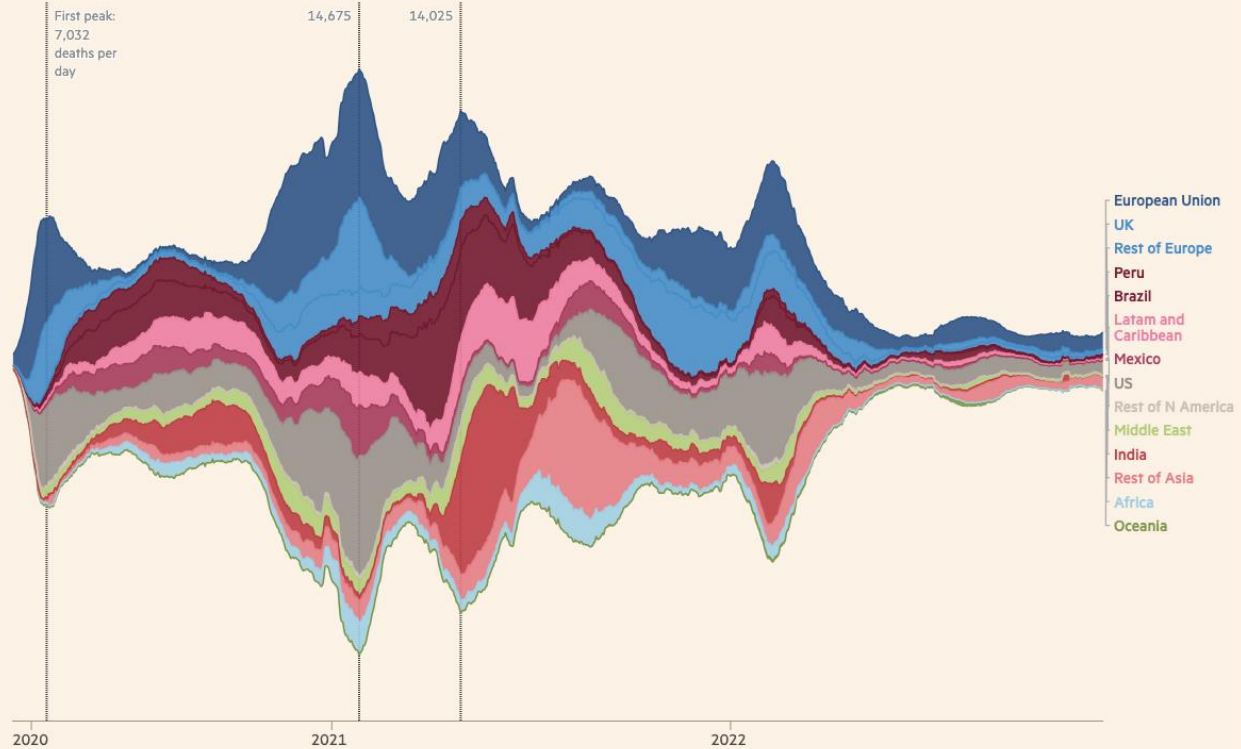
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Visual stories are better

More than 1,000 deaths each day are attributed to Covid-19

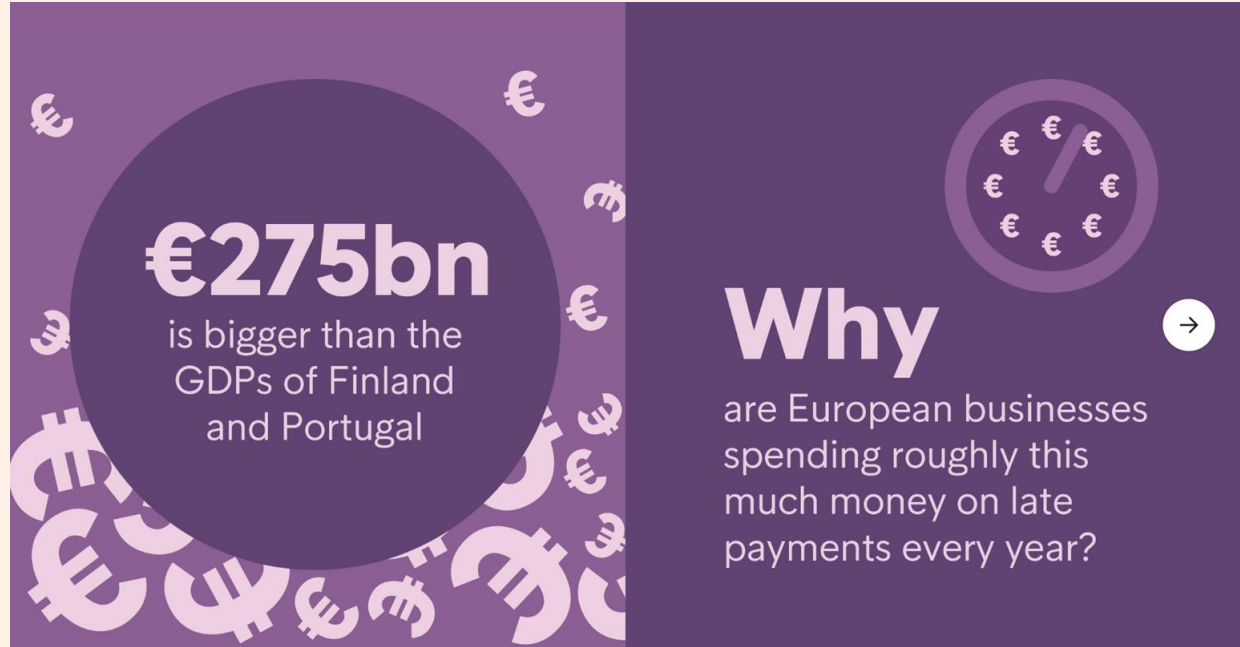
Daily deaths attributed to Covid-19 (7-day rolling average)



Source: [Johns Hopkins CSSE](#), [WHO](#), [national sources](#), [FT research](#) • Excludes recent data covering less than 95% of global population
N America includes Canada, Bermuda, Greenland and St Pierre and Miquelon

FINANCIAL TIMES

And
sometimes
less is more

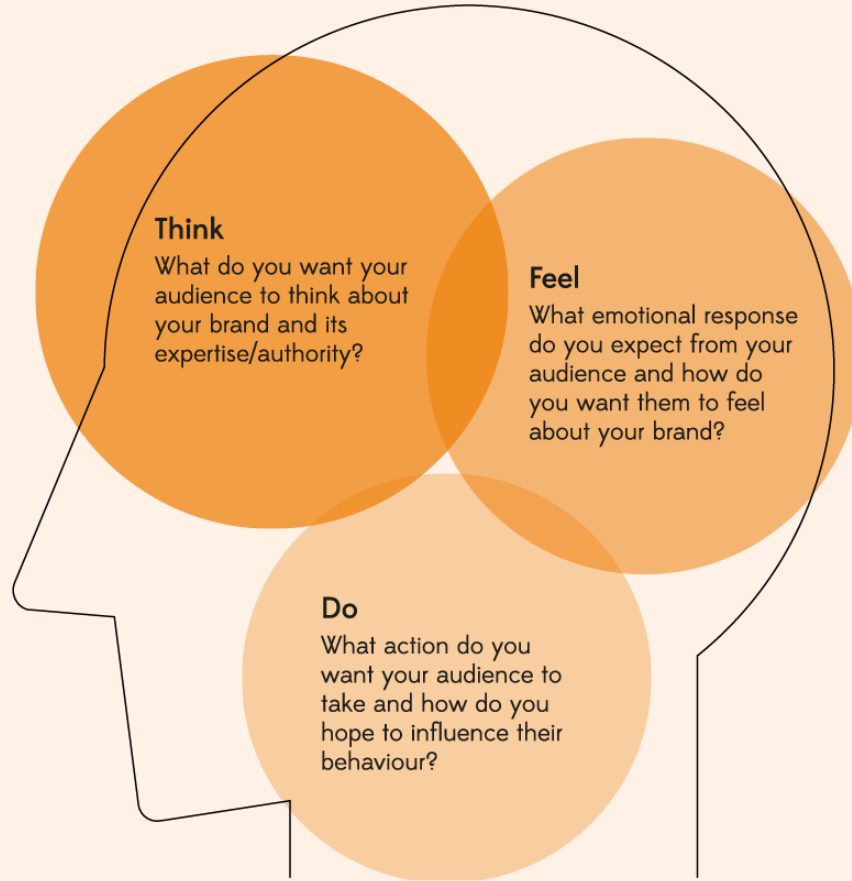


Keep your
audience
with you

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?





MARKET EXPERTISE

Thank you

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