Data And Creatives: Immovable Object vs. Unstoppable Force?

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AGENDA

- **A Little About Me**
- **My Advice for Presenting Data to 'Non-Enthusiasts'**
  - REAL Examples
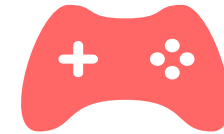- **Q&A**

QUICK BACKGROUND

MY JOB NOW

Why

Standard Cliché: My team speaks for our fans & customers through the use of data & analytics

Who

Data Analysts

Data Scientists

BI & Visualization COE

Market Researchers

What

TV

Streaming

AVOD

Social Media

Live Events

Ecommerce

Venue Merchandise

Licensing

NFT

Gaming

Sponsorships & Advertising

WHO I MOSTLY TALK TO

Thoughts & Advice

Methodology

Why Do We Always Put it Up Front?

- My Rule: Never Put it In Front of the Presentation or Report

- Example: Recent Kids Study

You Are Representing Others

Respect Who Is On the Line

My Rule: When Things Go Bad, Be Respectful

➡

Example: Relentless Enemies

3 Years In the Making

5 Minutes to Completely Reject

NATIONAL GEOGRAPHIC
RELENTLESS ENEMIES

- 2.5 years in the field

- 1 year to edit and finish

- Underperformed expectations

- Our Job:

  - Report performance to producers

  - Make suggestions for next film (2nd in series of 3)

  - Provide feedback from primary research among viewers

People Are Busy

Respect Their Time

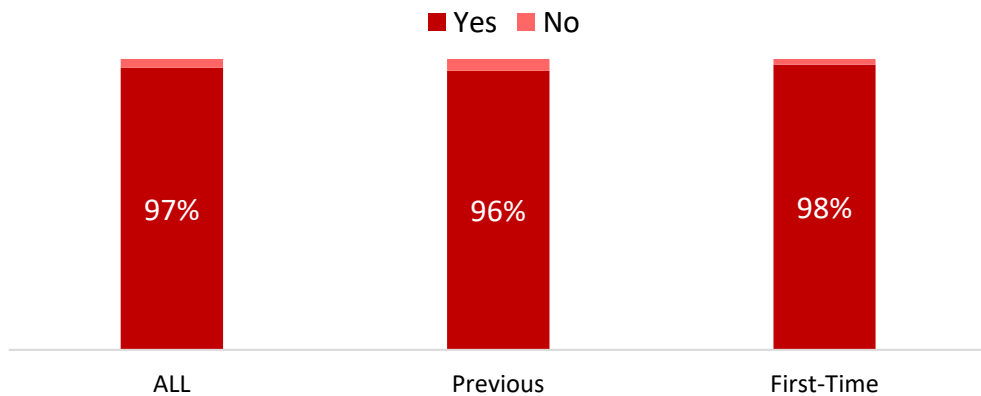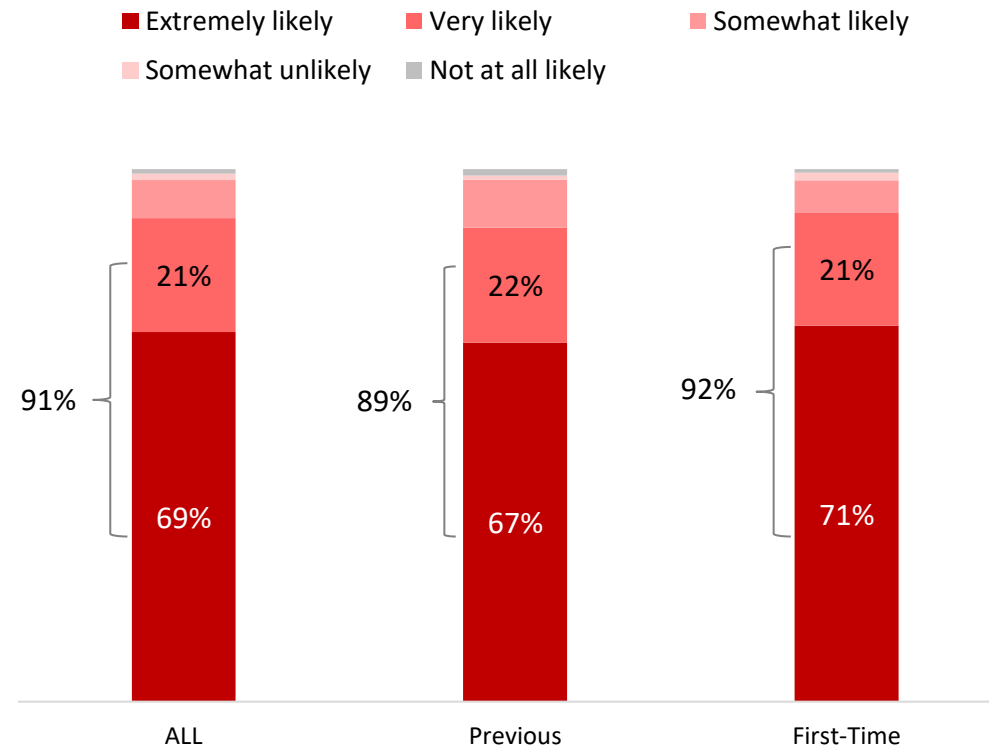| My Rule: Make Your Point, Support with Necessary Information, Move on	→	Example: 'Survey Presentations'	→	30 page deck into 2 pages Annual brand tracker in 30 minutes or less

Most fans would recommend XXX to others and nine in ten are extremely or very likely to attend a future fan event like this

W

Recommend XXX

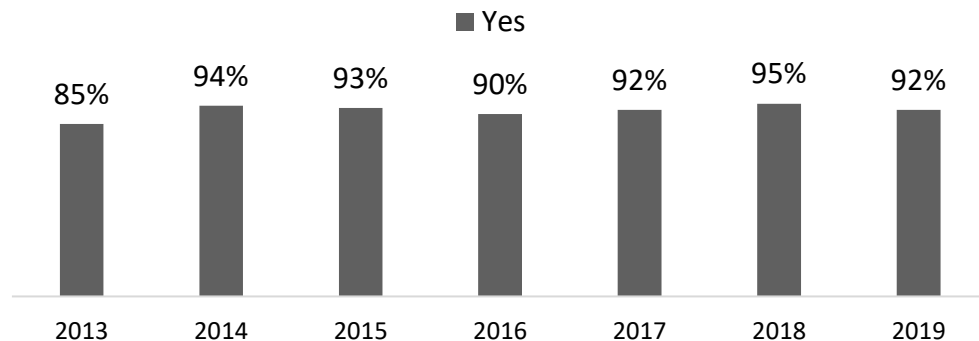■ Yes ■ No

ALL	Previous	First-Time
97%	96%	98%

Historical Recommendation Levels

■ Yes

2013	2014	2015	2016	2017	2018	2019
85%	94%	93%	90%	92%	95%	92%

Likelihood to Return* - XXX

■ Extremely likely ■ Very likely ■ Somewhat likely
■ Somewhat unlikely ■ Not at all likely

|	ALL	Previous	First-Time
Very likely	21%	22%	21%
Extremely likely	69%	67%	71%
Total	91%	89%	92%

Event logistics were highly rated – especially checkout lines, organization and the variety of merchandise sold. Nine in ten felt that "good value for the price" exceeded or met expectations

Event Logistics

■ Exceeded expectations ■ Met expectations ■ Did not meet expectations

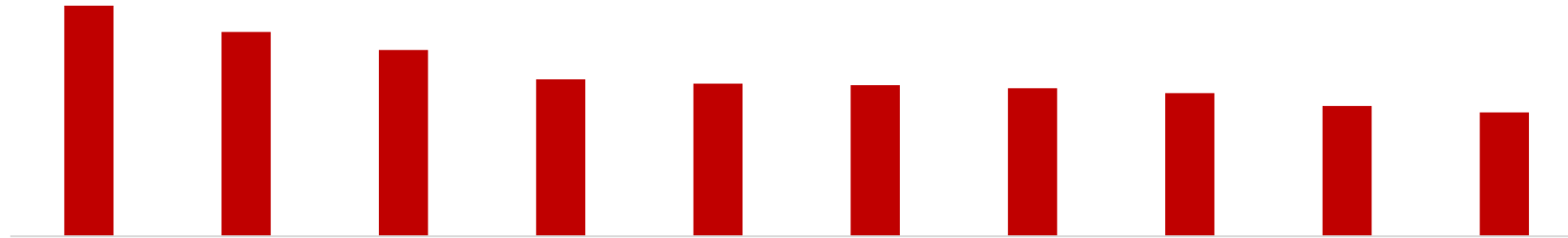|						
29%	30%	29%	33%	34%	33%	39%
69%	67%	65%	62%	60%	59%	51%
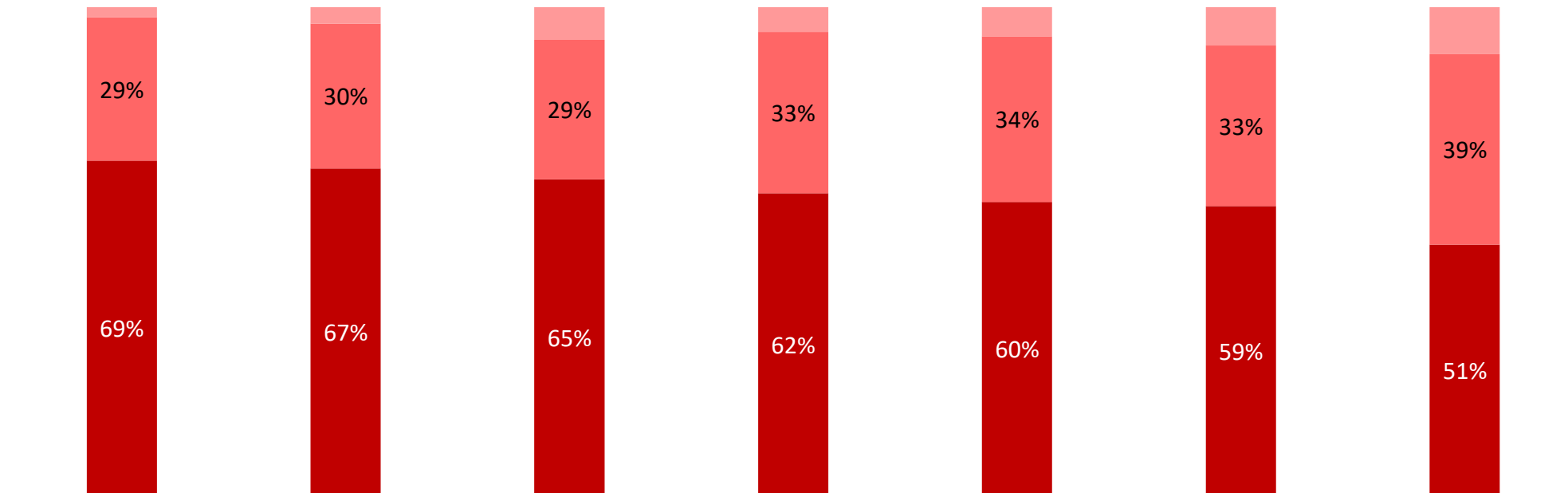
Q: Please rate the below XXX elements.
N=687

Attendees observed or participated in about six free activities

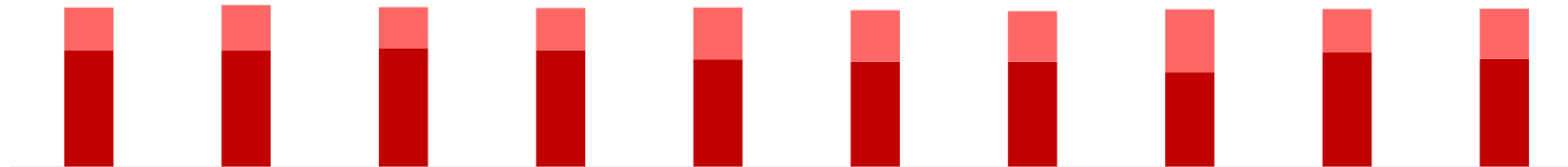## Observation / Participation Rates (Free Activities)

Expectations Assessment (Free Activities)

■ Exceeded   ■ Met

Average # of Free Activities Observed / Participated In

6.2

Q: Please rate the below XXX activities.

Almost everyone purchased merchandise while visiting Superstore Axxess

% of Respondents Purchasing Merchandise
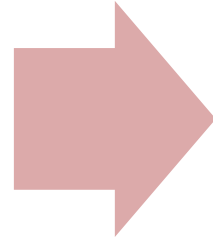
96%

XX% spent $100 to $299

XX% spent $300 or more

Speak Their Language – NOT Yours

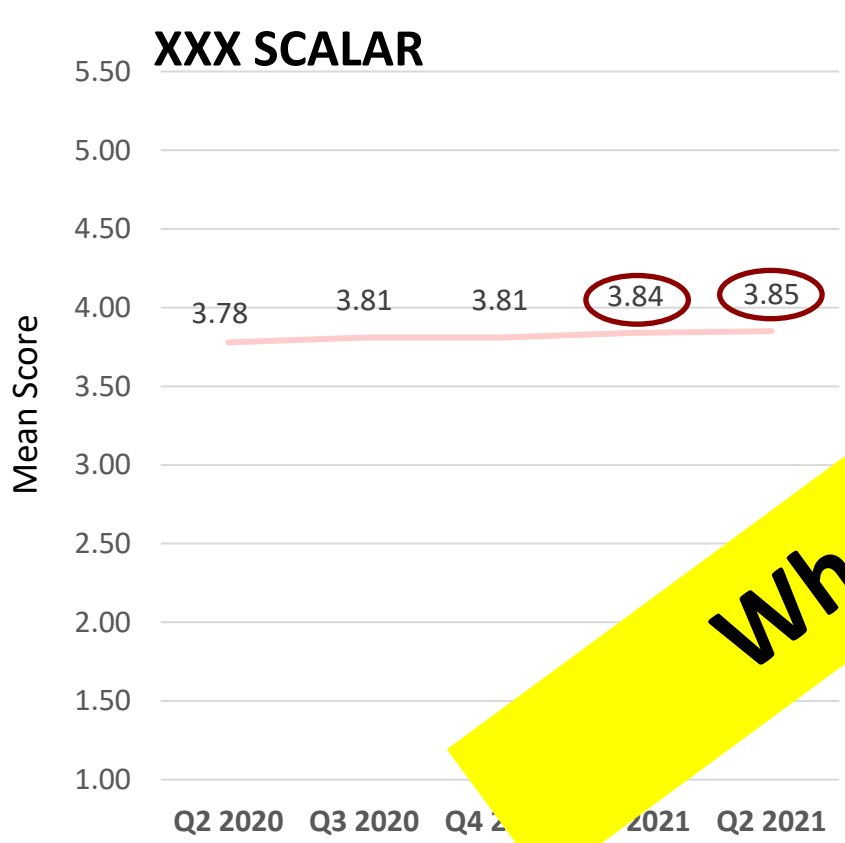**Same Information Should be Thought About in Different Ways**
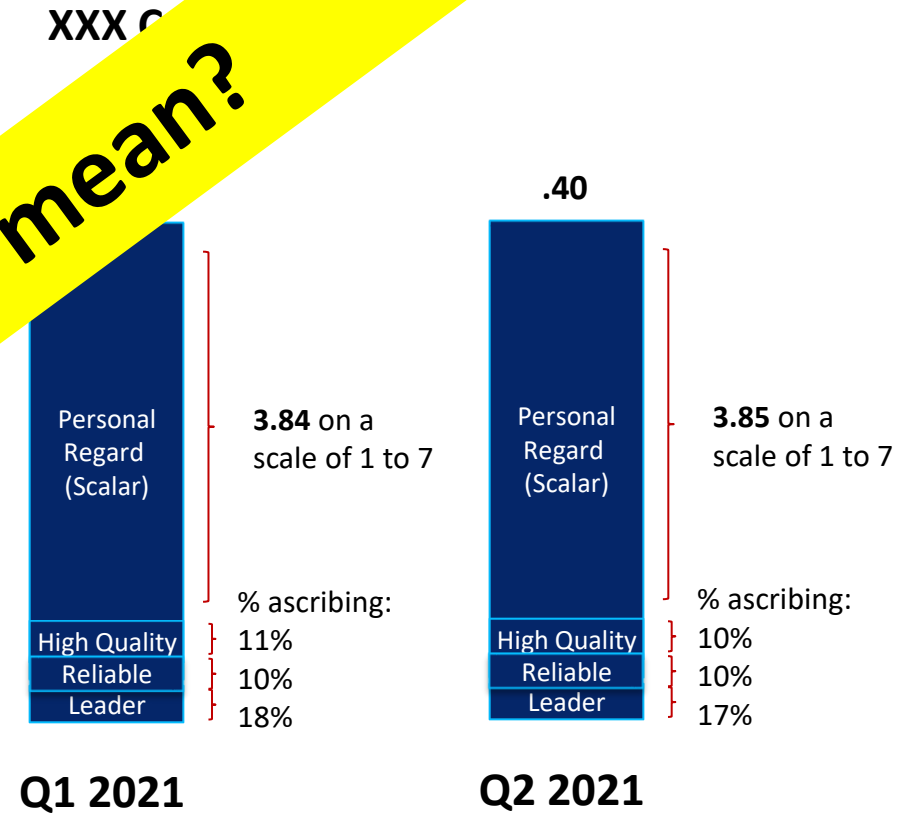
My Rule: You are NOT Presenting Data

Example: Scalar & Construct generates confusion

The XXX Scalar score slightly rose in Q2 compared to Q1 while the XXX Construct score dipped due to slightly lower 2nd Quintile ratings

XXX SCALAR

Mean Score

3.78	3.81	3.81	3.84	3.85

Q2 2020   Q3 2020   Q4 2021   2021   Q2 2021

XXX C

.40

What does this mean?

Personal Regard (Scalar)

3.84 on a scale of 1 to 7

High Quality
Reliable
Leader

% ascribing:
11%
10%
18%

Q1 2021

Personal Regard (Scalar)

3.85 on a scale of 1 to 7

High Quality
Reliable
Leader

% ascribing:
10%
10%
17%

Q2 2021
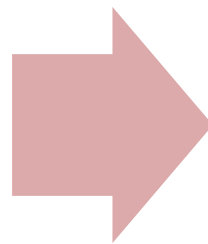
Charts Are Only Useful If they Are Clear in the Point They Are Trying To Make. No one is Impressed by Charts, They're Not Hard To Make These Days

Also, make sure headlines are short

My Rule: Easy to Understand, Simple is Better

Example: "How is wrestling, in total, doing in comparison to overall TV?"

As PUT levels continue to decline, both WWE & AEW outpace overall TV viewership trends

THIS IS WHAT I GOT

Historical P2+ average audience by program by quarter

	Prime Time		Wrestling
Reach	-9%		+14%
Frequency	-23%		-2%
Stickiness	Flat		+6%

IN CONCLUSION

You don't always need a subtitle

- Methodology…What Methodology?

- Respect People's Time & Focus

- Speak Their Language

- They're Not Impressed with your Data

- Respect the Stress Points

- Questions, Thoughts, Live Feedback?