

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Spend 5 minutes to think about this.
Pick one. Don't overthink it.

Some questions to prompt your decision.

- The last brand of snack you bought?
- A brand you've always wanted to try but haven't yet?
- A brand you recommended to a friend or family member?
- A brand you've seen an advertisement for that caught your eye?
- A brand that you feel emotionally connected to?

2. FIND SOME NUMBERS

Spend about 20 minutes on this.
Aim for 10 numbers.

Your numbers don't need to come from rigorous data analysis. There will already be lots of published numbers.

You could try looking at:

- YouGov | What the world thinks
- News sites (BBC, Sky, Sun, DailyMail)
- The brand website
- Advanced Google search (*("Brand you picked" AND (statistics OR "annual report" OR percentage OR "market share" OR data OR "financial report" OR survey)) filetype:pdf | filetype:doc | filetype:xls*)

3. MAKE IT MEMORABLE

Spend about 15 minutes on this.
Reframe one or two to make memorable.

Some questions to guide you:

- Round to zero without losing meaning?
- Drop the decimal points?
- Is it big enough to deserve attention?
- Can it be scaled (up or down)?
- Does it 'feel' relatable? (but not suspicious)
- Are the units easy to grasp?
- Is it catchy? Can it use alliteration, rhyme, repetition, or contrast so it becomes a 'soundbite' that sticks in people's memory?

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Prep Kitchen

2. FIND SOME NUMBERS

51 Athletes
4.7 Stars
£6.25
19g
260 Google reviews
3 Minutes
509 kcal
36% Chicken
2 portions
45 meals

3. MAKE IT MEMORABLE

2 portions of veg in under 200 seconds

Annabelle Paterson

Succinct and relatable. It gets across the idea of quick and healthy eating. It's rounded well, easy to understand and catchy due to its simplicity and clarity.

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

McDonald's

2. FIND SOME NUMBERS

70% of total McDonald's
restaurants are not based in US

3. MAKE IT MEMORABLE

If McDonald's is a pizza,
America is just a slice of it

Muhammed Afsal

This uses a well-known relatable and visual analogy. It's a clear point about the global presence of McDonald's and easy to grasp the larger international presence of the brand.

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Whole Earth Peanut Butter

2. FIND SOME NUMBERS

The average serving size of peanut butter is about 32g give or take. Let's use 33g
Per 100g of Whole Earth peanut butter there is 25.6g of protein. Meaning there is 8.5g protein per serving.

The average protein daily intake (according to British Heart Foundation) for a man is 55g, and 45g for a woman.

So let's sit in the middle at rough 50g
This means roughly per serving you could get 17% of your daily protein per serving

3. MAKE IT MEMORABLE

You can't always get what you want. But you could get nearly 20% of your daily protein in 1 serving!

Austin Curtis

Uses a play on a known phrase to emphasise the access to protein in peanut butter. It's easy to understand and doesn't involve any complex units or numbers.

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Lime Micromobility

2. FIND SOME NUMBERS

A trip with Lime uses 75% less carbon than a comparable car trip.
Worldwide, one in every 4 Lime trips replaces a car trip.
Since 2013, Lime riders have taken 300 million trips, replaced 75 million car trips and prevented an estimated 30,000 metric tons of CO2 emissions.
Lime provide electric bikes and scooters in more than 200 cities in nearly 30 countries on five continents.
57.4% of Lime riders surveyed had not ridden a bike in the last month, and 26.6% of them hadn't ridden one at all in the last year.

3. MAKE IT MEMORABLE

Lime: Taking you around the world 12,000 times, one ride at a time.
The Proclaimers walked 500 miles, Lime cycled 300 million.
But who's counting?

Chelsea McFarlane

It's a clear compound number and nicely suggests a lot of travel is now being made with Lime and that it is easy to access, one ride at a time.

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

KFC (Kentucky Fried Chicken)

2. FIND SOME NUMBERS

They sell 12 million chicken pieces everyday worldwide and chickens have 8 pieces, that gives us 1,5 million chickens daily.
multiplied by 30 days, they are selling 45 million fried chickens every month.

3. MAKE IT MEMORABLE

"45 million fried chickens served to the world"

Daryan Jawdat

This feels impactful, showing the enormous amount of chicken. It has been scaled to make it more relatable - it's actually per month, but the month is omitted - but we feel closer to 45m than to 540m if we rounded it to a year

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Oatly

2. FIND SOME NUMBERS

Packaging is 100% renewable/recycled materials
\$23 BN plant based retail sales, compared to \$631 BN global dairy retail sales, showing opportunity for growth
85 MM reduction in forecasted 2024 overhead expenses
14% Y/Y retail sales growth in Q2 2023, compared to 5% plant based milk growth
\$178.0 to \$196.0 revenue growth (10%)
Global move to vegan diet would lead to 6.6 BN metric tons (49% reduction) in food's annual greenhouse emissions
Stock crashed by 94%
Plant based milk is a \$2.83 BN category in US retail for the 52 weeks to March 26 2023
50,000 locations in more than 20 countries
Total comprehensive loss for the year increased from 284,254 (2021) to 489,564 (2022)

3. MAKE IT MEMORABLE

Unlike your phone (which would be 4 metres long and quite heavy), plant based retail sales could be 25 times bigger.

Francesca Hibbit

Uses a fun and vivid comparison to highlight the market opportunity. We can imagine what a daft thing that massive phone would be - and that helps us all feel why it's daft to have such an unclaimed market gap.

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Toto Bidet Washlet

2. FIND SOME NUMBERS

- *The Toto Bidet cuts your need to use toilet paper, because it's a bidet.
- *Individually, we use an estimated 50-100 rolls of toilet paper a year (75 median). There are an average of 250 individual sheets on every roll of toilet paper. That's an average of 18,750 sheets used per person, each year.
- *The average page count of a paperback book is 250 pages (125 sheets of paper).
- *On average, a sheet of toilet paper is 15gsm, while a paperback book's pages are about 100gsm. The average area of a sheet of toilet paper is 0.014m^2 , while the average area of a page of a paperback book is 0.035m^2 .
- *This works out at around 5,100 grams of paper for the average amount of toilet paper used by an individual per year, while the average paperback book weighs around 435 grams.
- *This works out as one person flushing the equivalent of 11.7 paperback books down the toilet each year. I've rounded this to 12.
- *The UK population is estimated to be 67 million people (2021 UK Census Data - <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/annualmidyearpopulationestimates/mid2021>)
- *The British Library contains over 13 million printed books (<https://www.britannica.com/topic/British-Library>)
- *If the British public's toilet paper use was equated to paperback books, the approximate equivalent of 800 million paperback books are flushed down the toilet each year. This works out at about 60 British Library's worth of books.
- *60 British Library's worth of books is approximately a British Library's worth of books flushed down the toilet per week (60/52 weeks)

3. MAKE IT MEMORABLE

Don't flush the British Library down the loo this week!
As a nation, we flush more than a British Library's worth of paper down the toilet every week. With the Toto Bidet, you don't need any toilet paper.
Flush less. Read more.

Henry Carruthers

This uses an amusing analogy to convey the enormity of waste paper in a thought-provoking way. It doesn't even have the number in it (but thank you for showing all the workings!)

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Marmite

2. FIND SOME NUMBERS

47% love or like Marmite, whereas 34% dislike or hate it, the remainder (19%) indifferent, never tried it or don't know...

Diving into the numbers further:

Love = 29%

Like = 18%

Indifferent = 11%

Never Tried = 6%

Dislike = 14%

Hate = 20%

North vs South. Marmite is most popular in Greater London & South - 6/10 claiming to love/like it.

Popularity declines moving Northwards - 1/3 love or like it in Scotland and the North

3. MAKE IT MEMORABLE

Turns out only 20% of Brits 'hate' our 'beloved' Marmite.

Kulraj Bains

This challenges a public opinion in a catchy way, drawing on the surprising aspect of the like-to-dislike ratio. It's straightforward, easy to grasp, and memorable.

Week 2 Task: Data & Insight

1. PICK A BRAND

2. FIND SOME NUMBERS

3. MAKE IT MEMORABLE

Feastables

- These bars are made with organic cocoa, boasting a 55% cocoa content
- and consist of just 4-5 ingredients, depending on the flavor.
- 240B= size of chocolate confectionery market worldwide
- generating an impressive revenue of over \$10 million within its initial few months
- Hershey managed to rank as the top-selling brand, responsible for nearly 50% of sales for chocolate bars under 3.5 ounces and approximately 40% of sales for bars over 3.5 ounces within the last year.
- Nestle (Hershey) made 5.7B from its chocolate segment
- Improving farmer incomes- 40% higher cocoa income on West African small-scale certified farms*
- the brand will ongoingly support Beast.Planthropy with food and cash donations to continue to address food insecurity in the United States- 1,494,904+ fed 8,440,529+ meals delivered
- To offer a sustainable shopping experience, the brand has partnered with EcoCart to offer a carbon-neutral checkout and works with TerraCycle to eliminate waste through recycling.



4 ingredients

Supports food insecurity for 1.5 Million and counting

Lori Corbett

😊 wow... this deserves a special mention as they even made a strategy story to go with it! The memorable number is thought through and the story is considered.

