

To mark National Storytelling Week 2016, Insight Agents commissioned the University of Sussex's Innovation Centre to ask leading marketers what gets in the way of impactful corporate and brand storytelling. The three biggest challenges are: Consistency across channels, minimising Jargon, and talking with an Authentic, human voice.

To find out more, please visit [insightagents.co.uk](http://insightagents.co.uk)

## INFORMATION OVERLOAD

Every 60 seconds ...

700,000 

Google searches  
are performed

 60 hrs

of video are uploaded  
to Youtube

 →

and 168million  
emails are sent

Approximately 5,000 marketing  
messages are seen everyday

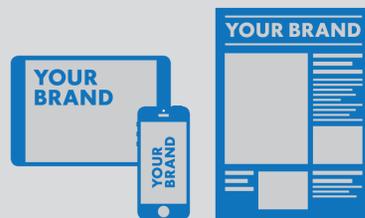
5.3 trillion ads are shown  
online each year

## CONSISTENCY

45% of a brand's image  
can be attributed to what it  
says and how it says it



87% of US consumers say more personalised and connected online, mobile, and in-store experiences would increase their loyalty to a retail brand



Your brand is your promise, what you say you will do, how you say you will do it, and how it is done. Make sure your company delivers on what you say you will do

Descriptive tales  
can activate up  
to 7 areas of the  
human brain



## JARGON

“Jargon is more  
than just lazy;  
it’s marketing air  
pollution. I call it  
Jargon-Monoxide  
Poisoning.”

Kathy Klotz-Guest,  
founder of Keeping It Human

“Our business is infested  
with idiots who try to impress  
by using pretentious jargon.”

Advertising guru  
David Ogilvy

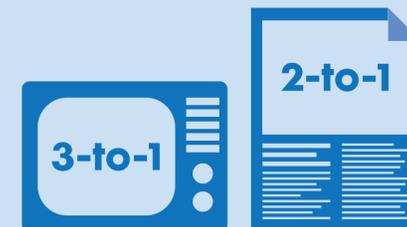
“Incomprehensible  
jargon is the hallmark  
of a profession.”

Former president of Yale,  
Kingman Brewster, Junior

## AUTHENTICITY

79% of people scan  
read, rather than read  
every single word

fMRI neuro-imagery shows that when evaluating brands, consumers primarily use emotions (personal feelings and experiences) rather than information (brand attributes, features, and facts)



Advertising research reveals that emotional response to an ad has far greater influence on a consumer's reported intent to buy a product than does the ad's content – by a factor of 3-to-1 for television commercials and 2-to-1 for print ads

48% of Americans expect  
brands to know them and help  
them discover new products  
or services that fit their needs



Research conducted by the Advertising Research Foundation concluded that the emotion of “likeability” is the measure most predictive of whether an advertisement will increase a brand's sales

The average consumer  
processes 100,500 digital  
words daily

Studies show that positive emotions  
towards a brand have far greater  
influence on consumer loyalty than  
trust and other judgments which  
are based on a brand's attributes