

# BrandPanorama

## FROM INSIGHT TO OUTLOOK

### Creative Research Visualization

**Issue** There are two things we all reflexively know about effective communication: ideas are best communicated by stories, and a picture is worth a thousand words. The market research and consumer insights business, dependent as it is on complex data-driven information, has struggled with these simple truths for decades. Edward Tufte had it right when he said: *“Clutter and confusion are failures of design, not attributes of information.”* The age of Big Data merely serves to bring this issue into sharper relief. Effective data visualization and narratives are critical success factors for good marketing decision-making, ensuring corporate and line management involvement and consensus, and achieving stakeholder alignment both internally and externally.

**Solution** At BrandPanorama Research and Consulting LLC we believe that data visualization is a powerful way to simplify complexity and that complex data-driven arguments can be told through simple narratives and brand stories. Genius lies in simplicity, simplicity drives meaning.

We specialize in custom data visualizations, infographics, explanatory diagrams and brand narratives for high-impact presentations that facilitate communication with senior management and socialization more broadly across the organization.

Creative research visualizations are invaluable in supporting internal and external brand perceptions, organizational receptivity and preparedness, aligning the enterprise, work-shopping, empowering internal communicators, and supporting activation and organizational change. Services include:

**Research Visualization** Simpler more accessible data-rich graphical presentations help transform information into actionable insights and insights into strategy

**Brand Visioning and Strategy** Powerful visuals and targeted text help clients communicate and share strategic messages, both internally and externally

**Creative Brand Expression** From visualizing the big-picture creative concept to working through each step of the creative process, we shepherd the new Brand Vision ensuring clarity, quality and consistency

**Brand Story and Narrative Development** Helping clients understand the current story and point towards likely future narratives. We re-imagine and re-tell the narrative with simplicity and directness: creating a story that resonates

Whatever the scope of your needs, our goal is to provide senior-level expertise and help you deliver actionable business-focused insights with maximum impact.

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