# DATA IS BEAUTIFUL STORY ENTRY TEMPLATE

**Purpose:**

Changing the way data and insights are socialized in the industry by reimagining outputs to appeal to younger generations of researchers in order to highlight the importance & impact of BIPOC groups being the architects of their own stories.

**Details:**

* Each insight story submitted will receive its own page on the Data is Beautiful Website
* Each insight story submitted should specifically be about BIPOC consumers or products that are geared toward them
  + IIC reserves the right to turn down any research stories deemed potentially harmful to BIPOC communities at will. Any money exchanged in these cases will be promptly refunded.
* Each insight story will be visually lead
  + IIC will add the necessary visuals, you simply provide the context and the data
* IIC may take liberties in changing how the story is told to ensure it captures its intended audience, college students, young professionals and high school seniors.
* It will take at least 2 weeks to get your story uploaded and finalized to the site. You will be able to review the work before it goes live.

**Instructions:**

1. Extract **10 key highlights** about your data/insights story
   * Include all numbers/ data/ graphs we may need to help aid in data visualization
   * Each point extracted should be between 30 to 150 words- MAX.
2. If you are including context, include an additional 2-3 points in your recap upfront
   * If you are not including context, IIC will create that information for your story
3. Make sure to provide the reader with a better understanding of an idea, but don’t tell the whole story of your report (this should be more like a teaser for people to learn more).
4. Make sure the pieces you pick are able to explain why these facts are so important to BIPOC communities to know and understand- what is your research impacting? Why is it important?
5. Be sure to end on some kind of action points for the reader to takeaway.
6. **Remember that your audience is college students, young professionals and high school seniors some of which may not have English as a first language. Please write out your story at an 8th grade level to ensure comprehension.**

**CONTACT INFORMATION:**

|  |  |
| --- | --- |
| First & Last Name: |  |
| Company Name: |  |
| Website: |  |
| Link to the full research report: |  |
| Social Media (will be shared on the site) | * *Linkedin:* * *Instagram:* * *Twitter:* * *Facebook:* |
| Research Submission Title: |  |
| 2-3 sentence summary of this research & what it was meant to solve |  |
| Anything else we should know? |  |
| Headshot |  |

**YOUR RESEARCH STORY (see example below for further guidance)**

|  |
| --- |
| **TITLE: …..**  **SUBTITLE:** ….. |
| **Cultural Context [optional]:**  **Point A:**  ……  **Point B:**  ……  **Point C:**  ……. |
| **Research & Insights:**  **Point 1:**  ……  **Point 2:**  ……  **Point 3:**  …….  **Point 4:**  ……….. |
| **Research & Insights:**  **Point 5:**  …….  **Point 6:**  ……..  **Point 7:**  ……… |
| **Research & Insights:**  **Point 8**  **……..**  **Point 9:**  ……..  **Point 10:**  ………… |

***STORY 1: EXAMPLE***

***TITLE: A CULTURAL MOVEMENT THAT BRANDS WERE NEVER READY FOR***

***SUBTITLE:*** *A submission by Nimbly Insights*

***Cultural Context: Touch of Whit Creative***

***Point 1:***

*The Black Lives Matters Movement started nearly 7 years ago after the acquittal of George Zimmerman in the shooting death of Trayvon Martin. What seemed like a momentary response because a nationally recognized movement as the deaths of unarmed African Americans continued to plague the media.*

***Point 2:***

*Having been used to being the purveyors of culture, the brand world was never ready for a movement centering on race and politics to impact their bottom line and as a result, many thought it was something they could avoid talking about.*

***Point 3:***

*However, as Millennials began to take over the workplace and grow into positions of power, so too did their voices.*

*Today, there is an expectation for brands to not only openly share their values, but to pick a side and stand firmly in it so that consumers can know which brands align with their ideals and belief systems.*

***Point 4:***

*The Pandemic of 2020 has accelerated this need and brands have found themselves scrambling for insights on how to address the current cultural client while acknowledging the risk of losing relevancy if they don’t.*

*Nimbly Insights wanted to knowhow brands should respond to BLM and conducted a research study to find those answers.*

***Research & Insights: Nimbly Insights***

***Point 5:***

*In August of 2020, Nimbly Insights ran a study with 400 participants across the US who supported the BLM movement to better understand how companies could engage with these audiences*

* *25% Black/African American*
* *25% Hispanic/Latinx*
* *25% Asian*
* *25% White*

***Point 6:***

***What’s so different now in the brand world?***

*Consumers agree that what companies do matters. “while individuals can drive change, companies are unique in that they’re packed with the resources and influence critical to drive change at scale”.*

* *89% of consumers want companies to respond to BLM*
* *90% agree that when brands respond to BLM in positive ways, it increases their loyalty to that company*

***Point 7:***

*Consumers already have a sense for how they expect brands to respond to BLM and are therefore sensitive to sniffing out inauthentic attempts from brands.*

* *79% warn companies to be prepared for backlash if they use the BLM movement to sell products*
* *The same percent are leery of companies serving lip service just because it’s seen as being politically correct*

***Point 8***

*Nimbly identified 4 pillars of authenticity for brands to consider when creating responses to BLM. The more pillars clients touch, the stronger the response appears.*

* ***Show why you understand***
  + *89% of consumers believe that change begins internally, within a company*
* ***Find synergies between BLM and your unique attributes/offering***
  + *75% agree that action is relative to the company*
* ***Be bold***
  + *76% believe when companies take action to support BLM, the actions should be bold*
* ***Commit to long term change***
  + *91% believe that if a brand is truly supporting the BLM movement, they should be loyal to the cause forever.*

***Point 9:***

*Consumers examine their affinity for brands through the following lenses*

* *Examining who you are and your level of influence as a brand*
* *Examining who you serve and if your audience over or under indexes toward minorities*
* *Examining what you do*

***Point 10:***

*The only way to respond is to be authentic. The only way to be authentic is to let consumers know who you are and where you stand.*

*So who are you?*

[*Click here*](https://issuu.com/nimblyinsights/docs/2009_nimbly_blm_minimagazi_ne_revised?fr=sZTBhYzE4NTE4NzA) *to learn read more about this report by Nimbly Insights*