

The Importance of Bringing Data to Life



The key to unlocking effective cut-through is to present information in a way that is visual.

Clear communication is more important than ever before. We are living in an age of digital disruption. In 'the great screenage' where we spend more time on screens than in face to face interaction. As a result, our attention spans are short. In times of message saturation and information overload, it is harder than ever to cut through the noise.

Images, not words, get cut-through. Symbols - not languages - are universal. Pictures not statistics, connect across the generations. In a world of big data - we need visual data! We believe research is at it's best when it is visual, and when it tells a story.

Here are our top three things to keep in mind when visualising data.

Simplicity

Don't overcomplicate it. When it comes to information, if you want to tell them more, tell them less and you'll tell them more.

Research methodologies matter. Quality analysis is important. But making the data visual, creating research that you can see, ensuring the information tells a story – that's absolutely critical.

Relatability

Use symbols that are relatable and metaphors that are understandable.

Research makes a difference when it strikes a chord. When it makes sense rationally, and you get it viscerally.

Variety

Vary the colours, concepts and styles.

Statistics should be fun, like animation. Research reports should not sit on shelves but be interacted with, and shared on social media, or beamed onto buildings.

So when you next have a story to tell, remember that the mind responds to visuals. That we are wired to engage and retain information visually. And that creating interest and intrigue, especially when you are communicating data, has never been more important than it is today.

For more:

[Data Do's and Data Don'ts](#)

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