

smart storytelling



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Hello

Alison



Laura



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Story mapping
shaping
building
crafting
casting
sharing
staging
telling



Storyteller = big ambition

K O K O R O

1. Start with gold
2. Find the story
3. Ruin it
4. Colour it in
5. Speak it to life



5 big jumps

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Wide or narrow
Robust quant
Longitudinal
Rich (maybe singular)
Real, human
S1, revealing

1. Start with gold

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Why the rush?

Create urgency

Feel momentum

Raise the stakes

What's it rooted in?

Fresh hooks

Spot changes

Growing needs

What's really driving it?

Deeper needs

Find the unsaid

Emotional fuel

What's the tension?

Say-do gaps

Hope/fear/reality

Conflicting needs

Where does it lead?

Opportunities

Pressure points

Shifts to watch



2. Find the story

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Why now?

- A year of social deficit will leave us feeling out of the loop; the year-end will create a natural deadline for checking in

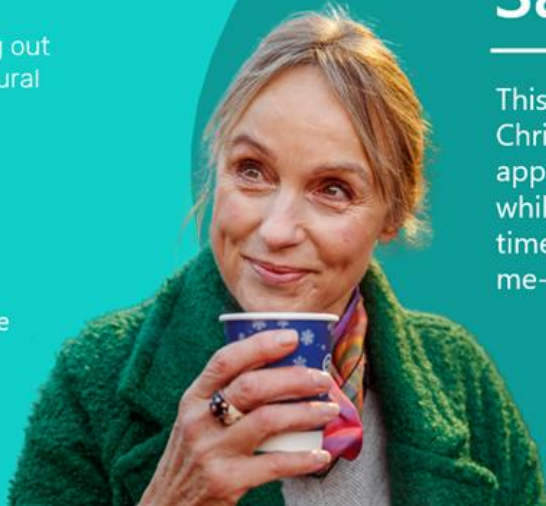
What's driving it?

- Signalling – showing face proves you still care, without the need to host
- Compromise effect – we land on the middle path: turn up but scale back
- Need for control – brief, local, low-cost gatherings preserve self-rules and routine

6

Show Face, Save Space

This will be a 'cameo Christmas' where high-return appearances keep ties alive, while safeguarding cash, time/energy, calories and me-time



Where does it lead?

How to win

Celebrate socialising on your terms – less duty, more joy
Enable the cameo – mini bottles, snack-size sharers, tiny gifts/nice cards

Play to brevity, budget and balance – bite-size escapes, quick lunches/early evening timeslots, nibble-only socialising

Respect the cut-back tier – create low-cost, passion-point tokens (mini-formats, digital gift cards) that let distant friends tick the box without guilt

Likely losers

'Free' venues that incur a secret £-penalty

Epic blowouts, effortful hosting, pressure to impress

Over-packed plans and jammed schedules

Guilt invites/duty appearances

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Tail

Why the rush?
What's it rooted in?
What's really driving it?

Jumping off points

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Measured living

Starter spark, stamina sag

Upsides...

Feed progress

Real-time stats turn tiny wins into daily momentum

Pocket freedom

Calls, payments and maps on the wrist – ditch the bulky phone

Know thyself

24-hour biometrics unlock body literacy like never before

Source

Kokoro Survey and Qualitative Interviews

Tensions...

From nudge to nag

Numbers without a “why” trigger guilt loops and *why bother?* drop-off

Freedom’s fee

£200 devices, monthly subs and smashed screens drain the magic

Data, no direction

Metrics without meaning leave users asking *So what?*

Faff cost

Daily charging, app sprawl and sync fails sap habit strength

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Tension = commercial. Spell it out

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Months ahead

Hot areas from late summer into autumn

- Self-upgrade season – strengthen, nurture, improve
- Haggle time – trim annual bills before renewals bite
- Long-view mindset – build health and wealth together
- Post-holiday reboot – move more, eat clean

The new risks that could catch us out

- Tax hikes loom – are we worried enough?
- Graduate glut – LY's leavers swell a tight jobs market



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Changing



Source: Kokoro Survey and Qualitative Interviews. Base: 2000 per week. Q1'24, Q1'25

Changing



Source: Kokoro Survey and Qualitative Interviews. Base: 2000 per week. Q1'24, Q1'25

Burnt before – banking more

With finances still on amber alert...

...we'll continue to plan out before and don't

Leaves fall – pennies pinch

We always focus on money in early autumn...

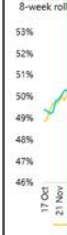
...but v day, th

What to do each – average over last 4 years



Qualitative Interviews

Terrified 8-week rolling



Changing needs

Comfort clings – change calls

We're wired to cling to the past – it's called loss aversion – but as change becomes clearer, we'll grow more willing to embrace new ways

Thoughts on life 8-week rolling



Source: Kokoro Survey and Qualitative Interviews. Base: 2000 per week. Q1'24, Q1'25

Standing still now feels riskier than trying something new



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Fit in health – profit in life

Health and wellbeing is being redefined as a full-on – and being proactive boosts how we

Actions



Source: Kokoro Survey and Qualitative Interviews. Base: 2000 per week. Q1'24, Q1'25

Changing needs

Moving's easy – eating's messy

Exercise is relatively easy to get right – more is more

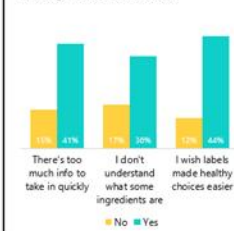
Types of exercise undertaking 4-week ending



Source: Kokoro Survey and Qualitative Interviews. Base: 2000 per week. Q1'24, Q1'25

Food is much more complicated – where each week brings a new spin

Feelings about food labels



Source: Kokoro Survey and Qualitative Interviews. Base: 2000 per week. Q1'24, Q1'25

We can't keep up



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Lean forward

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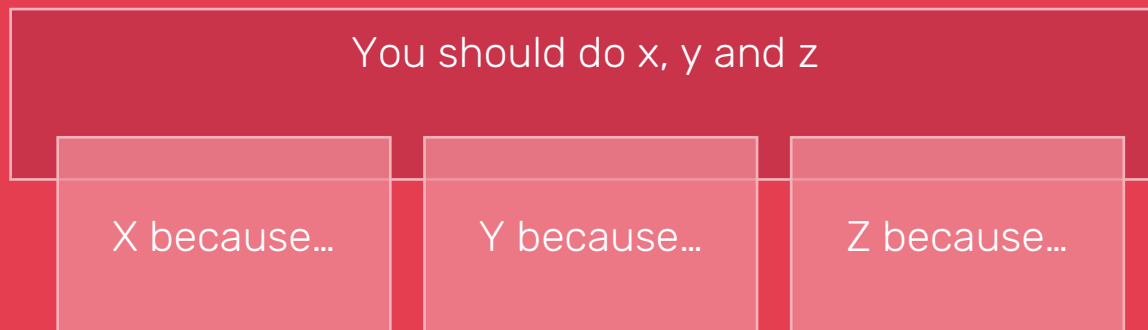
3. Ruin the story

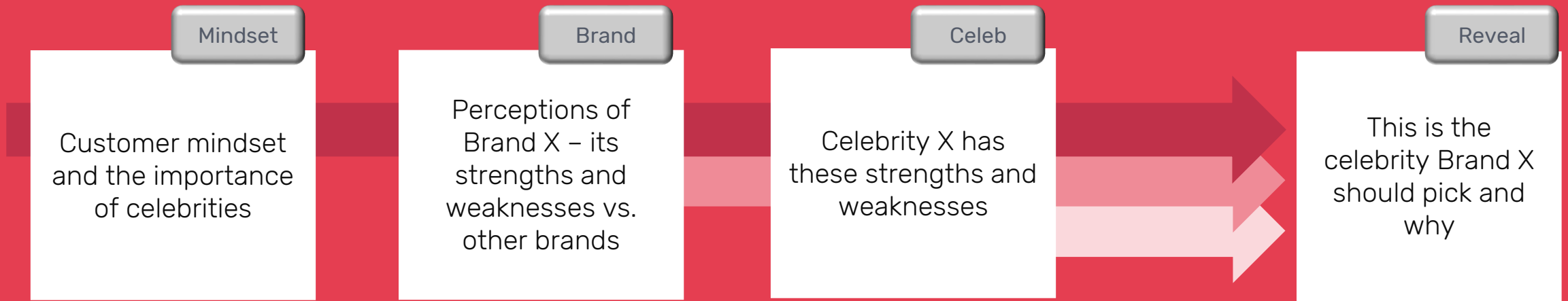
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Traditional report writing



Pyramid report writing

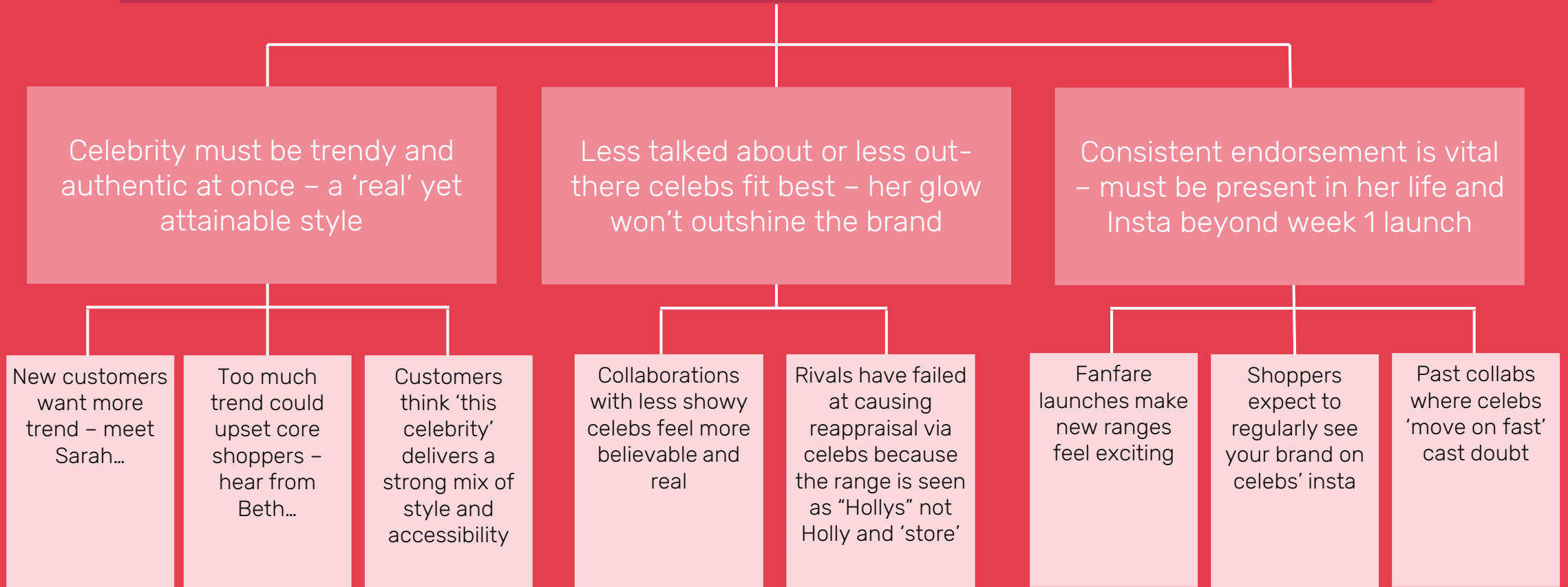




Linear informs

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'Celebrity Z' with an every-woman quality, known for being stylish and down-to-earth will best drive reappraisal of Brand X's modernity if the collaboration feels authentic





Begin with the end in mind

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Like it or not,
we're friends



Nessa and Smithy are
the real love story



The lone wolf dies,
the pack survives



Misfits have
more grit



Together, no monster
is unbeatable



Football's a game;
people are life



Mundanity is
extraordinary



Love and obsession
can't both survive

Practice this!

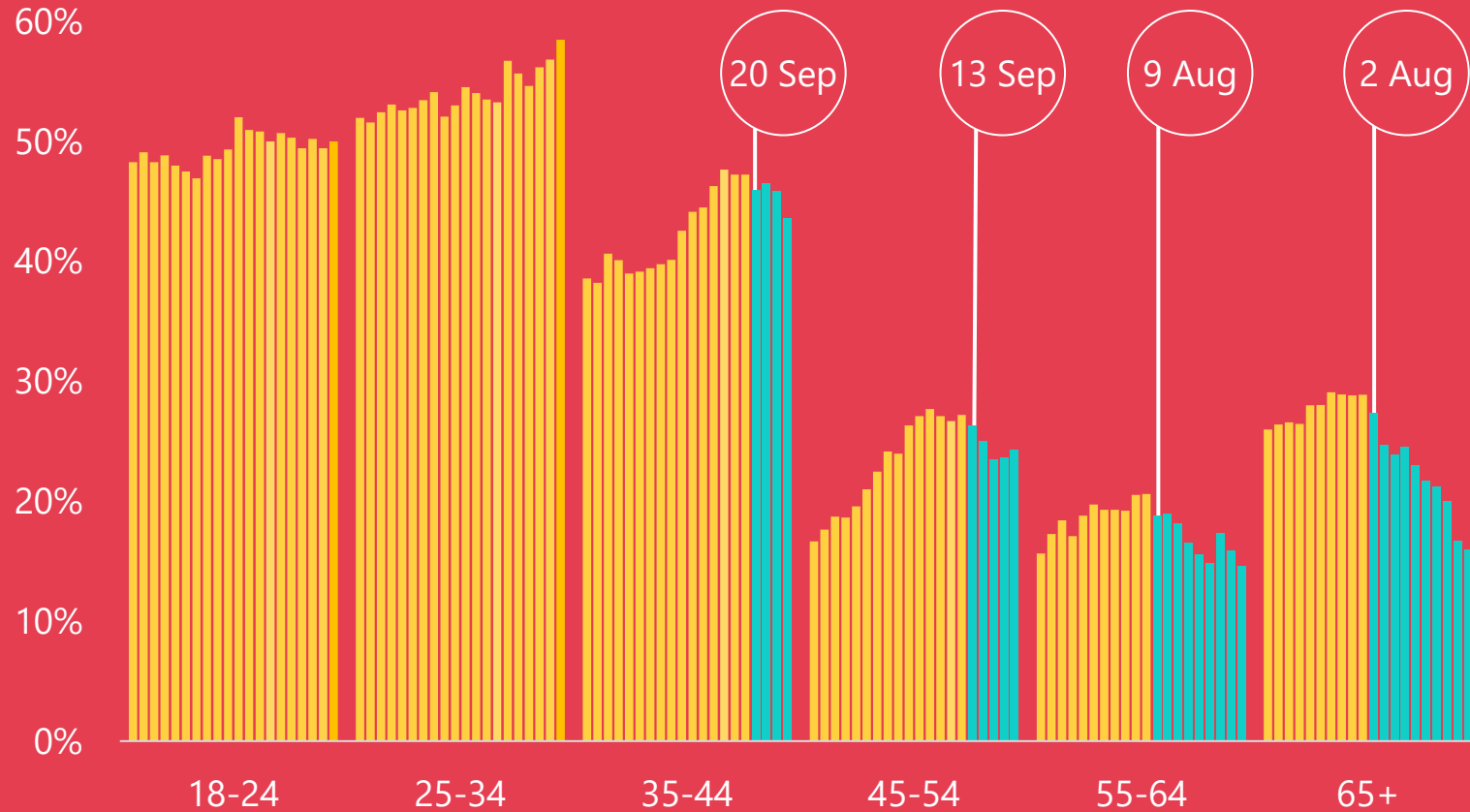
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**What I if told you,
you read the first line wrong?**

Net optimism

Each bar is a rolling 6-week period from 24 May to 4 Oct



Q9

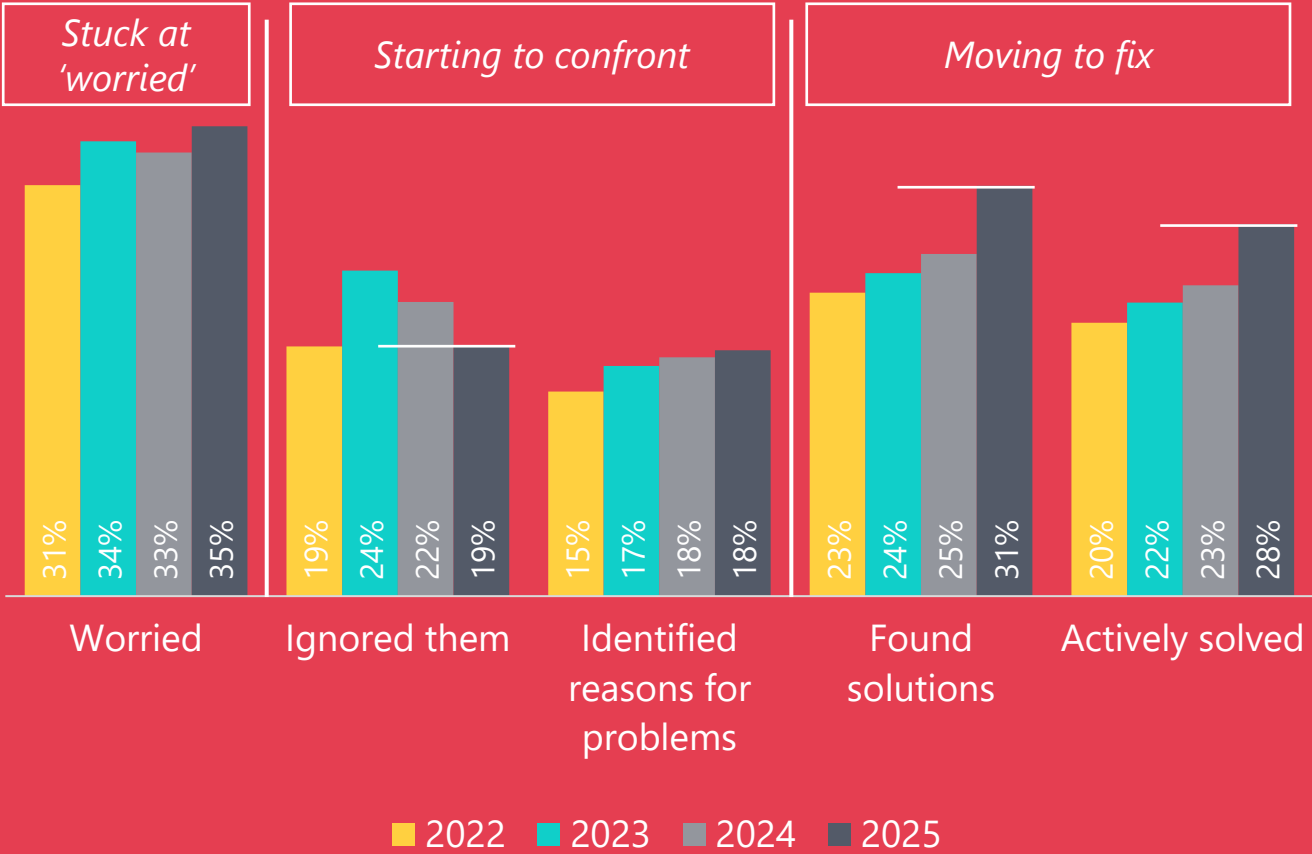


Colours + labels = unmistakably convincing

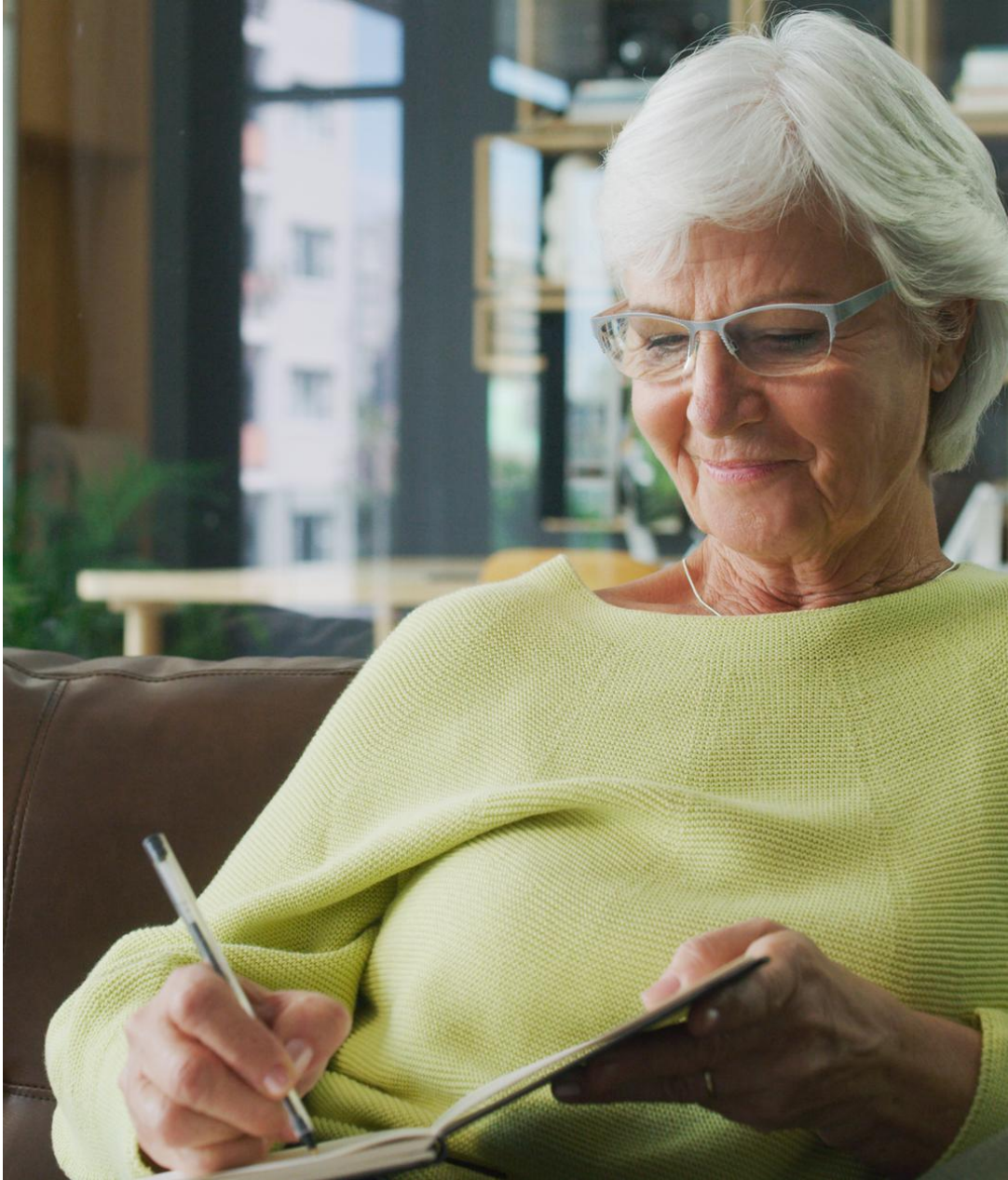
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Done in relation to problems

4 weeks to 8 Aug...



Q91ba



Spell out what you see

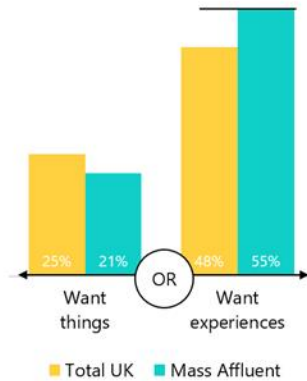
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Money made – status in play

Once the obvious material possessions are ticked off, experiences become intangible 'possessions' – turned into stories and social currency

What feels right

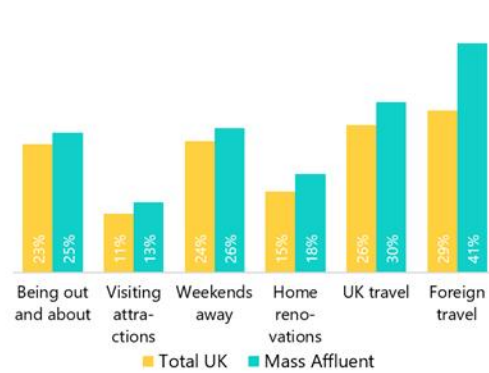
26 weeks to July 2025



Source
Kokoro: The Score Survey and Qualitative Interviews
Q66i, Q49

Hopes for coming year – biggest winners

26 weeks to July 2025



Maximising life

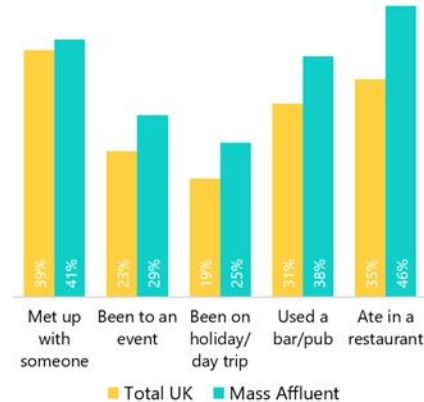


Money made – status in play

Social engagements are a variant on experiences – and full diaries feel like a life well lived

Done in last week

26 weeks to July 2025



Source
Kokoro: The Score Survey and Qualitative Interviews
Q24a, Q84DA, Q84di, Q84dq

Thoughts on coming months

26 weeks to July 2025



Joy of 'busy on purpose'



Love full-on weekends – the best rest leaves you with something to say



Enjoy proof points – photos, videos, posts and stories are the new souvenirs



Rhythms boost anticipation – seasonal 'we always...' events, specific frequencies, e.g. every month

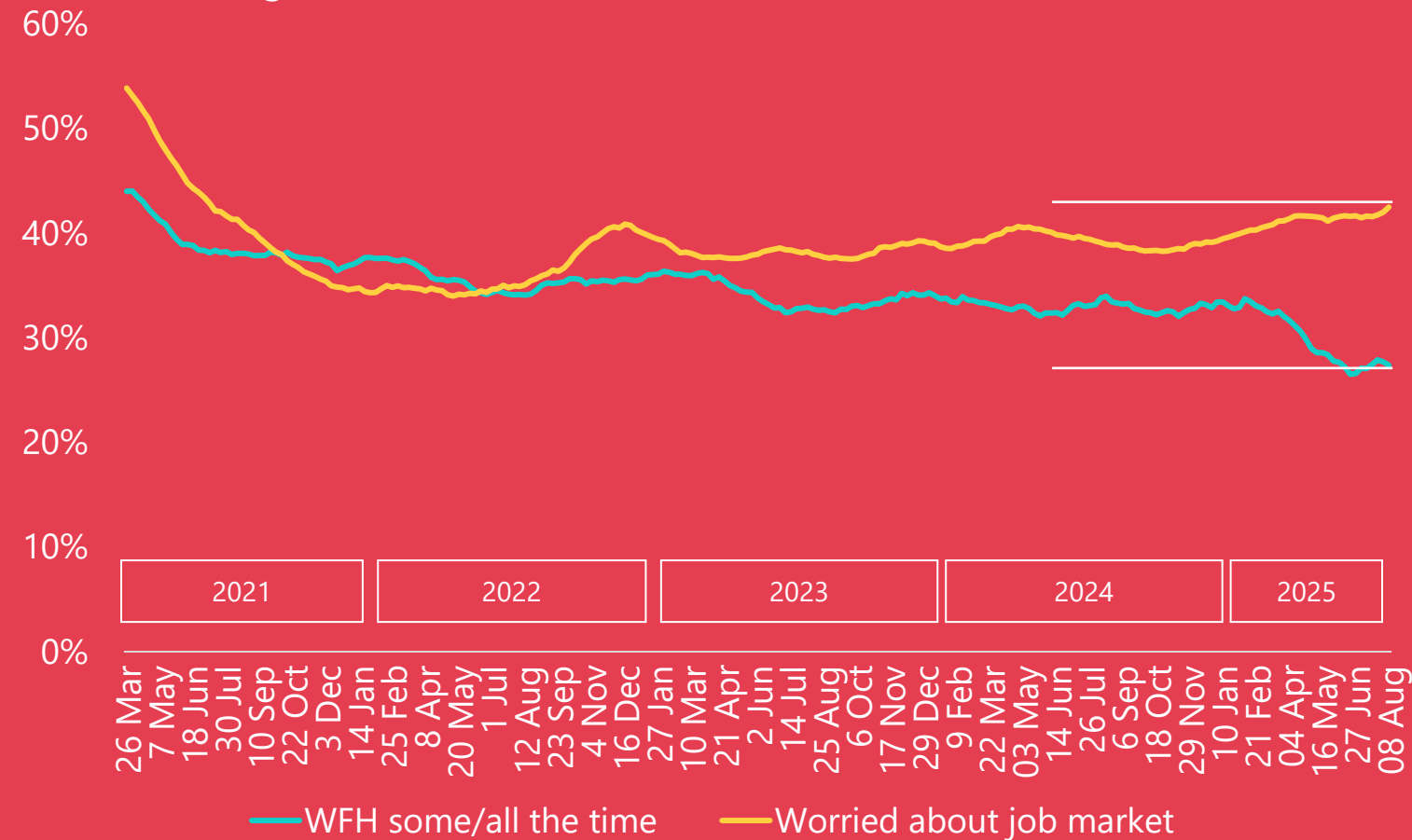
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Be selective about codes

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Job worries vs place of work

12-weeks rolling



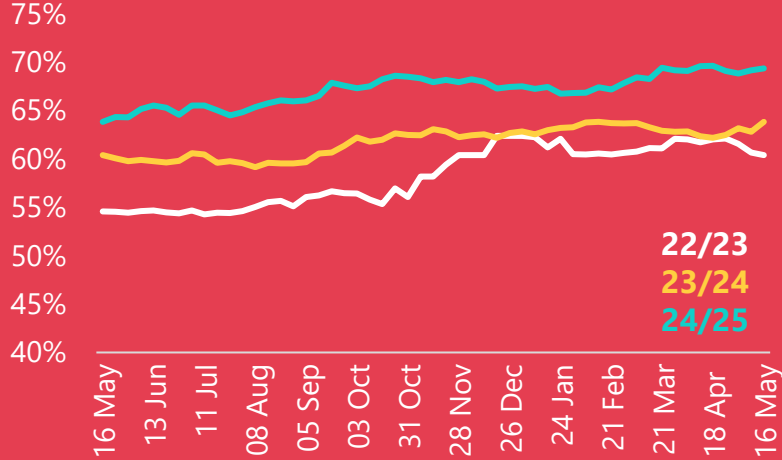
Combine questions, join the dots

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Government priorities

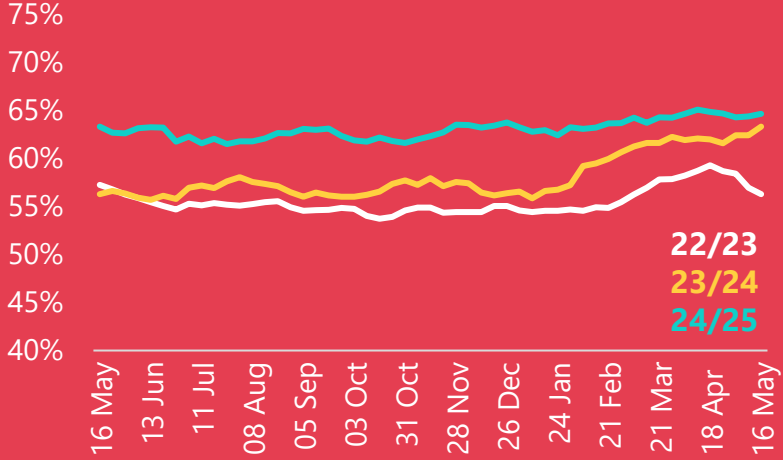
Control
immi-
gration*

Protect
resources



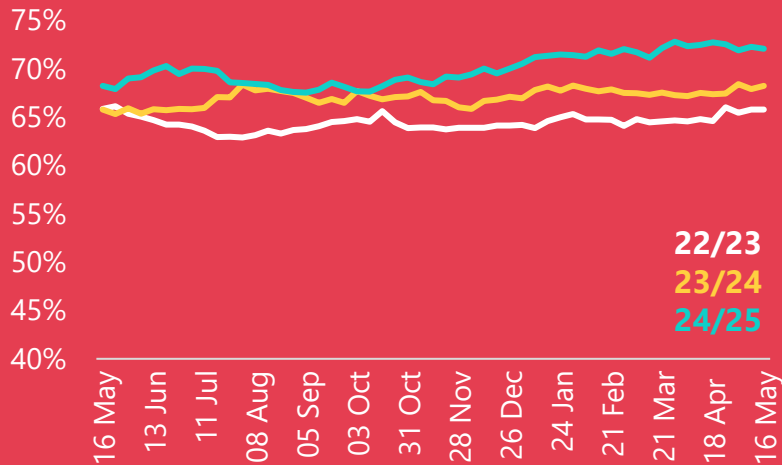
Build
armed
forces*

Defend
ourselves

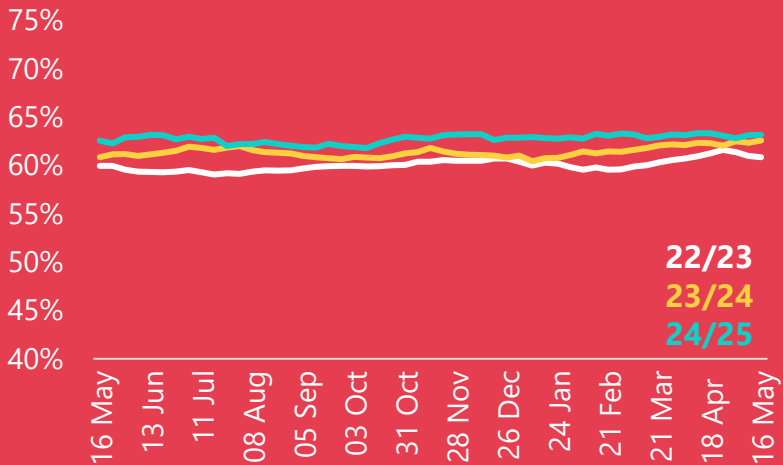


Reduce
unemploy-
ment*

Cut
benefits

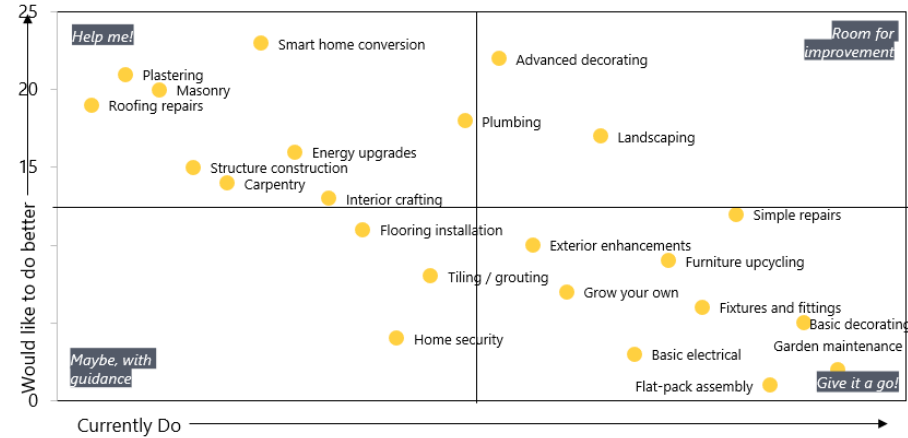


All
priorities*



Q19b
*8-week rolling

DIY projects versus perceived ability

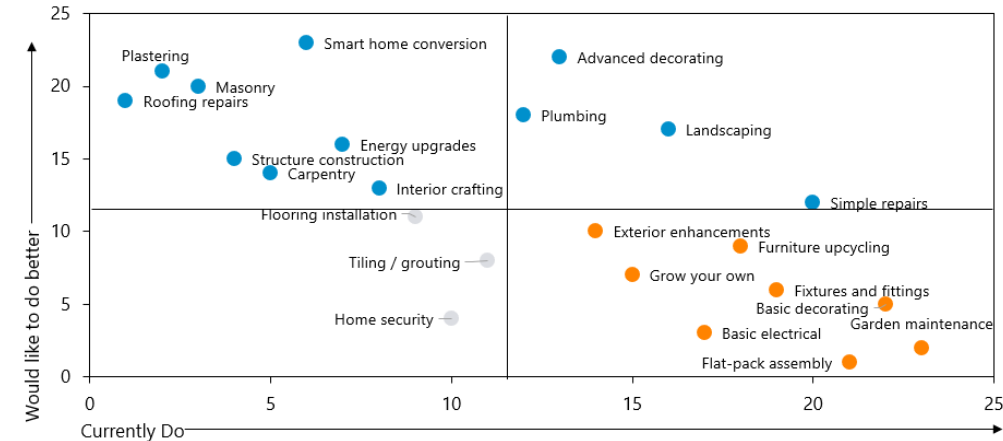


Many sense a skills gap and become hamstrung by concerns over needing to make costly reparations

“ I shy away from decorating because I'm always worried that I'm going to mess it up and it's going to be a waste of money. I have this fear that I've picked up from my mum... a fear of it not being perfect

“ I wanted to rip out the kitchen and start again, but I just couldn't decide what I wanted. And I was so worried about making a mistake and making a costly mistake that I just never did anything with it

DIY projects versus perceived ability



Many keen to learn more



Often technical jobs where there's right/wrong ways to approach the job (and higher costs/risks attached to failure)

Often good enough already



Often jobs relating to taste where you make the rules or where instructions provided are failsafe

Looks livelier!

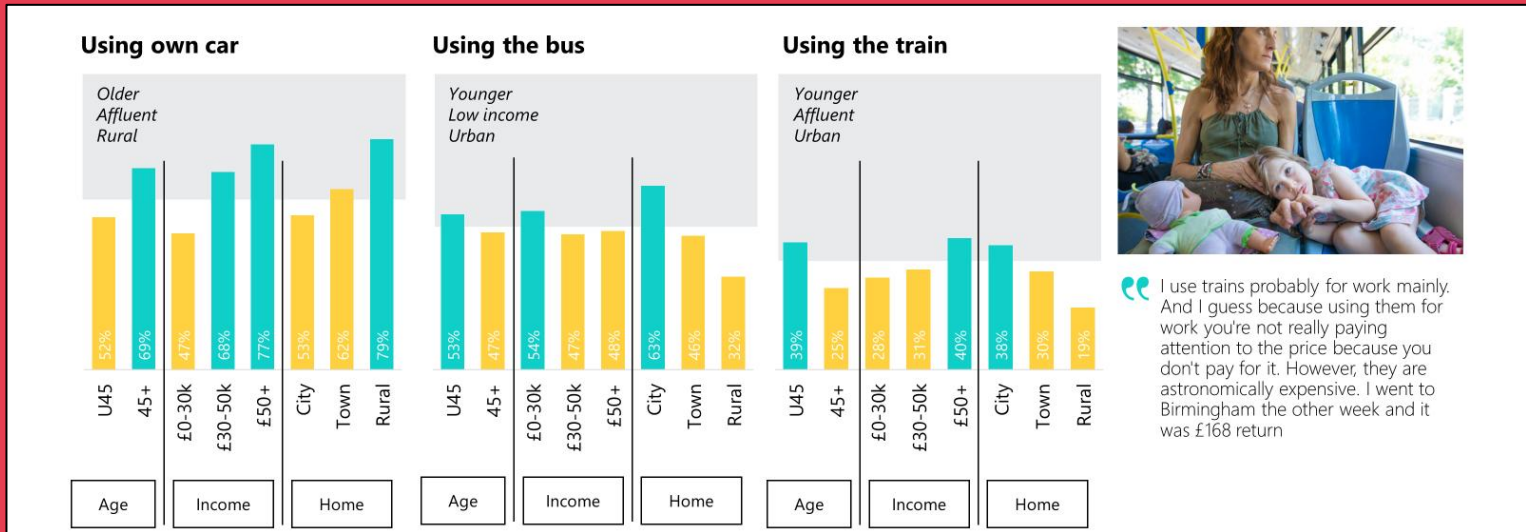
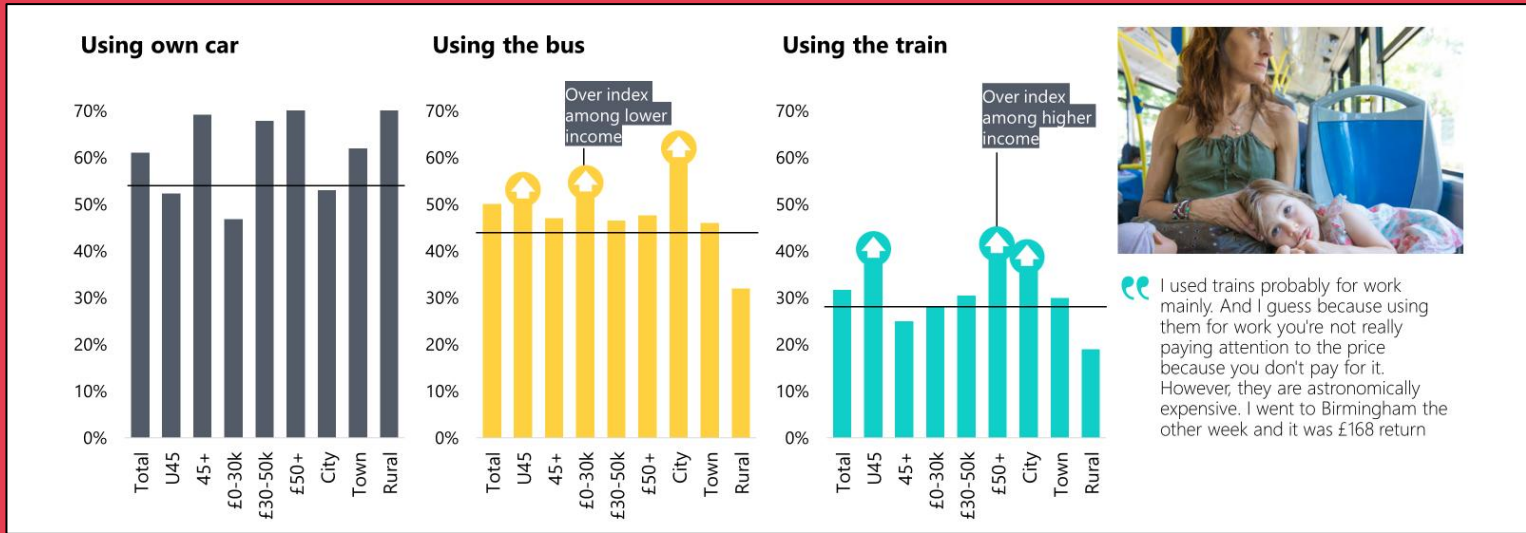
Use colour to zone

Guides navigation

Highlights key data points/differences

Draw attention

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Streamlined – no total column

Colour replaces arrows

Transport differences clearer

Sub-groups labelled

Takeouts listed

Spell out messages, then streamline

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*Fly on the wall?
Imperfections?
Emotions?*

Staged, idealistic, detached

Immersive, real, grounded

Be selective with imagery

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5. Speak it to life

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Overgeneralisation bias from friend to foe



Tell micro stories

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The office feels more normal now and the kids have settled into school better than I thought they would.

We've been trying to sit down for dinner at night – even if it's only on the sofa. Now I know the weekly schedule of afterschool things, I'm getting in my stride and looking for new ideas.

Comforts: the ideal mix of familiar and new



Fresh TV series launch – totally new concepts and the return of old favourites. These provide a relaxing way to end busy days and be together, even if we're not talking!

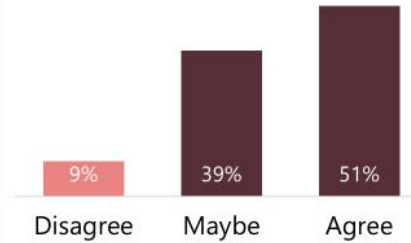


Aspire to proper meals – more home cooked and on the healthy side with all-in-one dishes that allow us to pack in seasonal veg more easily and are comforting to eat in a bowl on the sofa

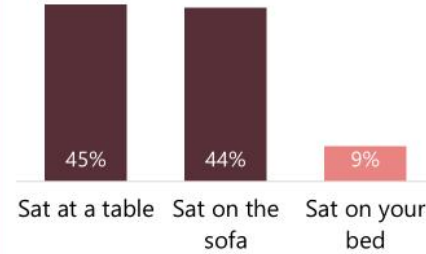


Small updates to sofa spaces (coffee table styling) to feel cosier and more immersive – we don't want to-do lists and chores staring at us whilst we're relaxing

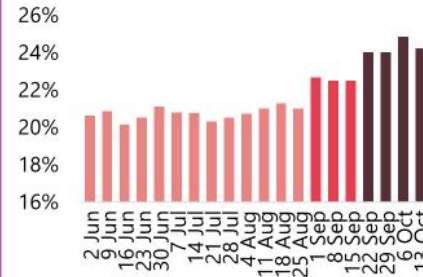
Food provides comfort



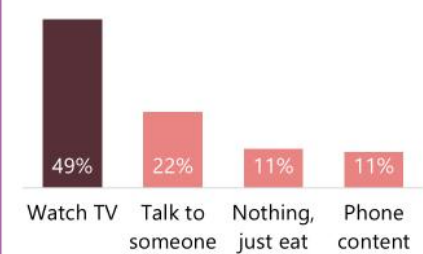
Where eat evening meal



Searched for recipes



Who eat with



Narratives to tap into

- Treat yourself to something new
- Find new rituals and connect with others through food
- Inspire new ways of thinking or healthy routines
- New ways to engage in the break – making the most of ad-breaks on TV
- Celebrate the small wins of getting back in the routine
- Snuggle up with food for the soul
- Hearty schedule-busting recipes for autumn
- Living well, eating well: hearty food for a warm heart

9-15 Sep

Comfort food with a twist



Talk in 'narratives'

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Pilot & co-pilot roles
Discuss, ask, react
Lean into natural
energy/mannerisms
Improv rules: make
each other look good
450+ hours!



Get a buddy

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On demand



Coming soon



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