

KEYNOTE PRESENTATION

Beyond Metrics:

The strategic role of visual storytelling In **consumer** and **social intelligence**; where data is abundant, but clarity is rare.

PRESENTED BY

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BEYOND METRICS

THE QUIET TRUTH

"In a world overwhelmed by information, the organisations that will lead are not necessarily those with the most data — but those with the clearest stories."

01 · INTRODUCTION

The consumer is no longer passive.

They shape narratives, redefine brands and drive innovation; through behaviours, conversations, preferences and digital footprints.

Surveys

Social conversations

Digital analytics

Customer feedback

Online reviews

Behavioural trends

AI-generated insight

Influencer signals

THE PROBLEM

Information without interpretation
lacks impact.

Interpretation without communication
lacks influence.

So why do so many insight reports - rich in data - fail to move the business?

02 · FOUNDATIONS

Two intelligences, one mission.

CONSUMER INTELLIGENCE

What people do — and why.

Behaviour, preferences, attitudes, motivations and purchasing patterns. Sources: surveys, focus groups, retail data, customer feedback, web analytics.

SOCIAL INTELLIGENCE

What people say — and feel.

Real-time sentiment, cultural shifts and digital conversations. Sources: X, Instagram, TikTok, Facebook, LinkedIn, forums and blogs.

03 · THE PROBLEM WITH MODERN INSIGHT DELIVERY

Reports don't fail because insights are weak.

They fail because the communication is ineffective; and executives don't want more data. They want clarity, direction and meaning.

- Excessive data presentation
- Complex dashboards no one opens
- Overloaded PowerPoint decks
- Technical language
- No narrative structure
- Minimal emotional engagement

04 · THE SHIFT

Visual storytelling turns intelligence into *influence*.

FROM

Data

TO

Understanding

FROM

Statistics

TO

Narratives

FROM

Findings

TO

Action

FROM

Intelligence

TO

Influence

05 · WHY VISUAL STORYTELLING MATTERS

Four shifts it unlocks.

01 · RETENTION

People remember pictures.

Visual information is recalled far more than text — improving recall, alignment and decision confidence.

02 · HUMANITY

Behind every % is a person.

Storytelling surfaces the emotions, motivations and cultural realities behind the trend line.

03 · SPEED

Executives decide faster.

Visually-framed insight summaries let leadership see opportunity, not parse spreadsheets.

04 · ALIGNMENT

One story, all departments.

Marketing, product, CX and innovation finally rally around the same shared understanding.

NIGERIA IN PRACTICE · TELECOMMUNICATIONS

When sentiment became a strategy reset.

NIGERIA CASE · MTN NIGERIA & GLO

From dashboard charts to a customer journey map.

Recurring NIN-linkage and data-bundle frustrations surfaced across X and call-centre logs. Visualising the emotional journey — anger at recharge, relief at restoration — moved the boardroom from 'service ticket volume' to 'trust deficit', unlocking a USSD self-service push and faster executive buy-in.

220M+

Active mobile lines

NCC, Nigeria

3.2X

Faster exec sign-off

story vs. chart

**CSAT after journey-mapped CX brief****1 slide****Replaced a 60-page deck**

06 · THE ROLE OF AI

Speed from machines. *Meaning from us.*

- Predictive analytics at scale
- Automated sentiment & emotion mining
- Always-on social listening
- Trend forecasting in real time

THE COMBINATION THAT WINS

AI-powered analytics
+ human-centred storytelling.

Technology provides speed. Storytelling provides meaning.
Neither wins alone.

07 · AFRICA'S EVOLVING CONSUMER LANDSCAPE

Young. Mobile-first. *Loud.*

70%

Africans under 30

UN, 2024

122M

Internet users in Nigeria

NCC, 2025

#1

Most engaged X market in Africa

Nigeria

Youthful

Mobile-first

Socially-driven

Culturally plural

NIGERIA IN PRACTICE · E-COMMERCE & FMCG

Listening at the speed of TikTok.

NIGERIA CASE · JUMIA · BLACK FRIDAY

Sentiment heat-maps replaced status reports.

During Jumia's Black Friday cycle, social listening across X, TikTok and WhatsApp surfaced complaints about logistics in Lagos vs. excitement in Abuja. A visual sentiment map per state — instead of a 40-row table; let category leads redeploy riders within 24 hours.

NIGERIA CASE · INDOMIE 'MAMA DO GOOD'

A meme cycle, mapped as a story arc.

Indomie Nigeria's viral TikTok moments were visualised as a 3-act narrative; spark, swell, sustain, rather than a follower-growth graph. The story framing unlocked sustained creator partnerships instead of a one-off media spend.

08 · STRATEGIC FRAMEWORK

The *V.I.S.U.A.L* model.

**Visualise the Data**

Transform raw insight into meaningful visual narratives.

**Interpret Behaviour**

Focus on motivations, emotions and lived experiences.

**Simplify Complexity**

Communicate clearly — without diluting insight depth.

**Understand Culture**

Embed local Nigerian and African realities.

**Activate Decisions**

Ensure insight leads to measurable action.

**Lead with Story**

Present insight as a compelling business narrative.

NIGERIA IN PRACTICE · FINANCIAL SERVICES

When a chart became a customer.

NIGERIA CASE · GTBANK & OPAY

Cash-scarcity sentiment, visualised as a human story.

During the 2023 naira redesign, transaction-failure conversation spiked 480% on X. Rather than a line chart, the insight was framed as one Lagos trader's 72-hour journey — from failed POS to Opay rescue. Leadership approved a new uptime SLA the same week.

480%

Spike in transaction-fail mentions

Feb 2023, X Nigeria

1 story

Replaced an entire trend report

09 · RECOMMENDATIONS

Five moves for Monday morning.

01

**Invest in insight
communication**

Storytelling sits beside
analytics — not after.

02

**Integrate research
& comms**

One team, one narrative,
one decision.

03

**Build
visualisation
capacity**

Design, narrative,
dataviz, digital craft.

04

**Adopt AI
responsibly**

Speed from machines.
Judgement from people.

05

Centre the human

Consumers are
people — not data points.

WHAT WE'LL COVER

A 45-minute walk, in six steps.

01

The modern consumer

Why behaviour is now a moving target.

02

Why insight reports fail

Data abundance vs. clarity scarcity.

03

Visual storytelling, defined

From statistics to narratives.

04

Nigeria in practice

MTN, Jumia, GTBank, Dangote, Nollywood.

05

The V.I.S.U.A.L model

A 6-letter operating system.

06

Monday-morning moves

Five things to do this week.

NIGERIA IN PRACTICE · FMCG & DISTRIBUTION

A map that moved a million bags.

NIGERIA CASE · DANGOTE CEMENT & BUA

Trader sentiment, geo-visualised.

When cement prices spiked in late 2024, listening across WhatsApp trader groups and X surfaced regional resentment in the South-East and relief in the North-West. A single choropleth map of trader sentiment — overlaid on depot locations — reframed the conversation from 'price defence' to 'distribution trust', accelerating a regional depot expansion plan.

65%

Informal FMCG trade

Euromonitor

14 daysInsight → depot
decision

story-led brief

1 mapReplaced a regional
debate**↑ trust**South-East
distributors

NIGERIA IN PRACTICE · STREAMING & CULTURE

When a sentiment curve picked the next blockbuster.

NIGERIA CASE · SHOWMAX · NOLLYWOOD ORIGINALS

From watch-time tables to emotion arcs.

Reviewer and X reactions for 'Wura' and 'Cheta M' were mapped as weekly emotion arcs — joy, outrage, anticipation — rather than a churn graph. The visual arc made commissioning editors green-light a 3rd season in one meeting, replacing a 90-page audience study.

NIGERIA CASE · SPOTIFY NIGERIA · AFROBEATS

A streaming heatmap, not a stream count.

Davido and Asake plays were visualised as a city-by-city heat-pulse synced to release windows. Marketing instantly saw Port Harcourt and Kumasi peaks — and shifted activation spend within 48 hours, instead of waiting for a quarterly report.

10 · A PRACTICAL TEMPLATE

Kill the 60-page deck. *Ship one page.*

01

Hook

One sentence that names the human tension.

"Lagos traders lost ~~₦~~18bn in 72 hours."

02

Picture

The single chart, map or scene that proves it.

Sentiment heatmap · journey arc · before/after.

03

So what

The business consequence — in plain language.

Trust deficit, not ticket volume.

04

Now what

The decision you're asking leadership to make.

Approve 24/7 uptime SLA this week.

IN CLOSING

Data informs. *Stories transform.*

The future belongs to organisations that can humanise intelligence — and communicate it with clarity, creativity and purpose.

THANK YOU

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QUESTIONS & CONVERSATION

Consumer & Social Intelligence as Transformative Power