

A close-up photograph of a hand using a pin to pop a large, iridescent bubble. The bubble is in the process of bursting, with a splash of water visible to the right. The background is dark and filled with many small, shimmering bubbles. The text 'Pop' is written in large white letters, and 'Make your data pop.' is written in smaller white letters below it.

Pop

Make your data pop.

Cut


Numbers are chocolate for the brain. Too much, and you get sick. Cut the number of data points you'll share.

Connect

Connect it to something that is easily understood.

Create

Create a memorable story that's easy for others to share.

A close-up photograph of a hand using a pin to pop a bubble. The bubble is large and translucent, with a significant splash of water erupting from the point of contact. The background is dark and filled with many small, shimmering water droplets, suggesting a recent shower or a wet surface. The lighting is dramatic, highlighting the textures of the skin, the bubble, and the water droplets.

Pop

Millionaires vs Billionaires.

Cut

Ave millionaire worth 1.6 mil.
Ave billionaire worth 4.1 bil
Bezos: 175 bil,
1 mil vs 1 bil

Connect

It's hard to relate to a billion dollars. It's easy to relate to time.

Create

1 million seconds is about 11 days. 1 billion seconds is about 32 years. The difference is massive. That's why we should ask billionaires to do more.

A close-up photograph of a hand using a pin to pop a large, iridescent bubble. Another red bubble is popping nearby, creating a splash. The background is dark and filled with many small, shimmering bubbles.

Pop Mental Illness.

Cut

In the US, mental illness affects 1 in 5 Americans every year. $\frac{1}{5}$ children seriously ($\frac{1}{25}$ adults) More than 50% will be diagnosed in their lifetime..

Connect

20% is too abstract. 1 in 5 is better. We all know at least 5 people. 1 out of 5 friends strikes at the heart.

Create

Think of 5 people closest to you. One of them is likely experiencing mental illness this year.

Pop Tips

Accuracy

Precise numbers give credibility but are harder to remember.

Instead of percentages, try 1 out of ____.

Create impact

Connect your numbers to familiar and loved things, like family and favorite activities.

Show significance

Show how big or small the number is by contrasting it with something else.

Pop

Questions to ask yourself

Are these numbers large or small?

Is there an emotional punch?

What image does it make?

What's surprising about it?

How memorable is it?

How will people react?

Practice



You did it!

You didn't have to download this packet.
To read this far. To take time and more
importantly, attention, out of your day.

But you cared. Cared enough to want to
make a difference.

The world needs more people who care
like you. To step up. To take the leap.

With gratitude.

- Anwell Tsai
Founder and CEO of Brantio
www.brantio.com

What's next?

Make it happen!

Play the Pop Challenge

www.brantio.com/pop

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