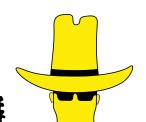# Thank you

536 submitted a Data Task

We asked you to...
• Pick a brand
• Find some numbers
• Make it memorable

Here are a few that James picked out, we will share them on the Open House site

Well done everyone!

ANAMIKA BANERJEE

1. PICK A BRAND

Airbnb

2. FIND SOME NUMBERS

Effectively, every second, an average of 6 Airbnb guests check in.

3. MAKE IT MEMORABLE

While you read this sentence, hunched over your laptop, procrastinating your relentless to-do list, 60 people have begun their holidays on Airbnb.

James says...
The reframe takes a simple fact and turns it into something vivid and relatable and uses scaling up from "6 per second" to "60 while reading this" to help make the information more memorable.

M&CSAATCHI
OPEN HOUSE

GILL WELSH

1. PICK A BRAND

2. FIND SOME NUMBERS

3. MAKE IT MEMORABLE

Lily's Kitchen

For decades, scientists have studied how dietary restriction, without malnutrition, can increase life span and delay the onset of multiple age-related diseases in some mammals.
* A 14-year life span study in Labrador Retrievers showed that when fed to maintain a lean body condition from puppyhood, and throughout life, dogs live better, longer lives.
* The median life span of lean-fed Labrador Retrievers was extended an average of 1.8 years (15%).
* Maintaining optimal body condition throughout life can delay the onset, and reduce the severity, of osteoarthritis in dogs.
* Lean dogs also showed delayed onset of other chronic and age-related diseases.
The average cost for a 12kg bag of kibble from the top 10 UK dog food suppliers is £24 (Source: Battersea Dogs Home)
It cost £97 for a 12kg bag of Lily's Kitchen Chicken & Duck Dry Food, a complete, balanced, grain-free recipe made with freshly prepared chicken with duck, plus vegetables, fruits, Lily's botanical blend and the required vitamins and minerals your dog needs.
A 10kg dog needs 150g dry food a day (535 calories)
12kg = food for 80 days
£24/80=£0.30 a day for average kibble
£97/80=£1.21 a day for Lily's Kitchen kibble
£1.21-£0.30=£0.91

If you love your dog, you'd probably give anything for more years with them. Turns out, giving your best friend a longer, healthier life costs less than £1 a day.

James says...
The reframe is effective because it appeals to the deep emotional connection between pet owners and their dogs, and also frames the cost as minimal /manageable. a single, rounded figure: "less than £1 a day," making it clean and easy to understand without decimals.

M&CSAATCHI
OPEN HOUSE

CIARA WARD

1. PICK A BRAND

Apple

2. FIND SOME NUMBERS

In 2023, Apple reported 383 billion U.S. dollars in revenue.
Apple's iCloud has over 850 million users worldwide.
Apple sold a total of 234.6 million iPhones in 2023.
49 million iPads were sold in 2023.
22 million Mac and MacBook units were sold in 2023.
Apple Music has 93 million subscribers.
Apple TV+ has 47 million subscribers.
The App Store ecosystem facilitated $1.1 trillion in developer billings and sales in 2022.
Apple Inc. spent a record 29.92 billion U.S. dollars on research and development in its 2023 fiscal year.
Apple is the most popular smartphone brand in the UK as of June 2024.

3. MAKE IT MEMORABLE

If iCloud was a country, it would be the third largest in the world with a population of 850 million.

James says...
The reframe avoids unnecessary decimals, and the comparison to a country with such a massive population is eye-catching -framing iCloud as "the third-largest country" immediately emphasises its huge scale and is easy to grasp.

M&CSAATCHI
OPEN HOUSE

ISA GEBLESCU

1. PICK A BRAND

Rude Health

2. FIND SOME NUMBERS

A dairy cow produces 25l of milk a day. If 1 million people fully switch to alternative milks, this could save around 6,600 to 10,000 dairy cows per year (based on the assumption that one cow feeds 100 to 150 people with its milk)

3. MAKE IT MEMORABLE

Rude Health- Leaving 10000 cows unemployed every year

Rude Health- Helping 10000 cows retire early every year

James says...
The reframe uses humor and relatable phrasing to turn a number about switching to alternative milks into a memorable and engaging message. The playful use of "retirement" / "unemployment" for cows makes it soundbite-worthy, and provkes a novel idea.

M&CSAATCHI
OPEN HOUSE

STACEY MCINTOSH

1. PICK A BRAND

Nike

2. FIND SOME NUMBERS

Nike market share in 2022: 22.1%
Nike annual revenue in 2023: $51.36bn
Nike retail stores globally: 1,045
Nike employees globally: 79,400
Nike membership numbers in 2022: 160 million
Athletes and entities promoting Nike from Sep 2021 – Aug 2022: 16,900
Nike annual gross profit for 2024: $22,887bn
Number of pairs of Nike Air Jordan shoes produced in 2022: 60 million
Percentage of Nike leadership positions held by women: 43%
Number of pairs of Nike shoes sold in 2022: More than 780 million

3. MAKE IT MEMORABLE

Nike sells 26 pairs of shoes every second.

James says...
This reframe distils a large, complex figure into a simple, memorable, and relatable statistic that emphasises Nike's scale in a powerful way. The use of "every second" makes attention-grabbing, while the number "26 pairs" keeps it tangible.

M&CSAATCHI
OPEN HOUSE

SHRABASTEE MITRA

1. PICK A BRAND

Patagonia

2. FIND SOME NUMBERS

Brand Awareness: Patagonia has 57% aided brand recognition in the US, using both its logo and name in a 2022 survey (Statista Consumer Insights). With a 10% market share, it competes with The North Face, Columbia, and Eddie Bauer (2023).
B Corp Impact: Patagonia scored 166 on the B Corp Impact Assessment, compared to the median score of 50.9, and was ranked the most reputable US brand in 2023 (Michigan Journal of Economics, BCorporation, Forbes).
Consumer Behavior:
Millennials: 90% of millennials prefer brands with strong environmental and social practices, and 95% will recommend such brands (Shelton Group, 2017).
Patagonia Customers: 61% of Patagonia customers consider themselves stylish, 69% are mindful of product origins, 67% prioritize environmental protection, and 54% buy Fairtrade (YouGov, 2017).
Sustainable Living: 95% of consumers aim to live sustainably, and internet searches for "eco-friendly" and "reusable" have surged (Faire, 2023).
Search Trends: Since September 2023, for every 79 searches for 'stylish,' there are only 7 for 'eco-friendly.' For 'Outdoor Jacket,' there are 10 searches for 'Stylish Jacket' but only 1 for 'Durable Jacket' (Google Trends).
Wear Rate: Clothing is now worn only 7-10 times on average, a 35% decline over the past 15 years (Earth.org, 2023).
Fast Fashion: 90% of fast fashion is wasted by consumers who cannot pull off the look (Boston University, 2022).
Fashion & The Planet:
Emissions: The fashion industry contributes 10% of global carbon emissions, surpassing international flights and shipping combined (Greenpeace).
Textile Waste: In the US, 11.3 million tons of textiles end up in landfills annually—equivalent to 81.5 pounds per person or 2,150 pieces per second (Earth.org). The US also generates 34 billion pounds of post-consumer textile waste yearly—about 1,511 Eiffel Towers.
Garment Production: Since 2000, global garment production has doubled, with people buying 60% more clothing. Less than 1% of used clothing is recycled into new garments (World Bank).
Brand Initiatives:
Recycling Partnership: Patagonia and Eastman are recycling 8,000 pounds of clothing waste using molecular recycling technology (Marketline, 2024).
Sustainable Choices: Patagonia works with fewer fabric options and suppliers to remain sustainable, enhancing resourcefulness (Forbes, 2023).
Organic Cotton: Patagonia uses organic cotton, reducing CO_2 emissions by 48% per kilogram compared to conventional cotton (Higg Materials Index, 2024). By Spring 2024, 16,500 pounds of pre-consumer JEPLAN materials will be used in their Better Sweater line (Patagonia).

3. MAKE IT MEMORABLE

1511 Eiffel Towers' worth of textile waste is tossed each year in the US—only 1% gets recycled.
You can change this with Patagonia.
One Eiffel Tower at the Olympics was epic. Let's keep it that way!

James says...
This reframe turns a complex and overwhelming environmental issue into a relatable, visual idea. The vivid comparison and contrast between the amount of waste and the recycling rate make it attention-grabbing and emotionally resonant. The Eiffel Tower metaphor adds a distinctive image to an abstract problem, making it easier to understand and share. An image of "1,511 Eiffel Towers" being thrown away grabs attention and highlights the massive scale of textile waste.

DIYA AJAY

1. PICK A BRAND

FlixBus: Cheap Coach Travel Across the UK and Europe.

2. FIND SOME NUMBERS

With an average emission factor of 27,8g of CO_2 per passenger km, traveling with FlixBus in Europe can cut one's carbon footprint by almost 6 times compared to driving and 8 times compared to flying. 1.1 Million tonnes CO2 avoided in 2023. FlixBus, FlixTrain, Greyhound, and Kâmil Koç — millions of travellers can explore over 5,600 destinations across the globe.

3. MAKE IT MEMORABLE

You helped avoid 1.1 million tonnes of CO_2, that's 200,000 cars off the road for an entire year.
Keep choosing FlixBus

James says...
This reframe simplifies the original data into an impactful, and relatable number. The comparison to "cars off the road" helps make the concept of CO_2 reduction much more tangible.

MEGAN TURTON

1. PICK A BRAND

Galaxy chocolate

2. FIND SOME NUMBERS

In 2020, a total of 3.5 million cocoa seedlings were distributed to farmers in West Africa through our suppliers. 1.2 million non-cocoa trees also were distributed to increase shade and biodiversity.

22.8 million Galaxy Smooth Milk blocks purchased every year

3. MAKE IT MEMORABLE

In 2020, for every 19 Galaxy Smooth Milk chocolate bars purchased, 1 tree was planted to increase biodiversity in West Africa.

James says...
The reframe translates complex environmental efforts into a relatable and memorable consumer impact. By linking the number of chocolate bars sold to trees planted, it presents a meaningful way for people to understand the positive outcomes of their purchases. The simplicity of the phrasing enhances its potential as a soundbite.

M&CSAATCHI
OPEN HOUSE

NIALL HENSHAW

1. PICK A BRAND

Huel

2. FIND SOME NUMBERS

Convenience Comparison Data

Meal
Huel Powder
Oatmeal, banana & honey
Chicken Bacon Club
Cheeseburger
Omnivore home-cooked meal
Vegan home-cooked meal

Time (Minutes) 1   6   0   0   40   30

3. MAKE IT MEMORABLE

Drink Huel and save 40 minutes every day.

James says...
The reframe is effective in emphasising convenience, one of Huel's key selling points. It simplifies the data comparison into an easily understandable message.

M&CSAATCHI
OPEN HOUSE

HASHAAM KHAN

1. PICK A BRAND

Airbus

2. FIND SOME NUMBERS

735 commercial aircraft delivered in 2023
€65.4 billion in revenues in 2023
Over 10% sustainable aviation fuel usage
Airbus' fleet is roughly around 13,000 aircraft globally
Approximately 778,000 passengers are in the sky at any given moment on Airbus aircraft
Reported revenue €28.8 billion in the first half of 2024
Company employs about 136,000 people globally
Airbus holds approximately 60% of the global market share in aircraft deliveries for 2023
Order backlog approximately 7,400 aircraft mid-2024
Airbus invested about €3 billion in research and development in 2023

3. MAKE IT MEMORABLE

A million passengers in the sky at any given moment

Every 12 hours a new Airbus rises to the skies

James says...
The reframe avoids complex numbers or decimals, making the figures clean and simple. It rounds numbers like "778,000 passengers" to a relatable "a million," which enhances impact.
"A million passengers in the sky" is a powerful image and feels significant. The idea of a new Airbus every 12 hours also gives a sense of the massive scale of Airbus's work.

M&CSAATCHI
OPEN HOUSE

WEEK 2 DATA & INSIGHT TASK

1. PICK A BRAND

Spend 5 minutes to think about this.
Pick one. Don't overthink it.

Some questions to prompt your decision.

- The last brand of snack you bought?

- A brand you've always wanted to try but haven't yet?

- A brand you recommended to a friend or family member?

- A brand you've seen an advertisement for that caught your eye?

- A brand that you feel emotionally connected to?

2. FIND SOME NUMBERS

Spend about 20 minutes on this.
Aim for 10 numbers.

Your numbers don't need to come from rigorous data analysis. There will already be lots of published numbers.

You could try looking at:

- YouGov | What the world thinks
- News sites (BBC, Sky, Sun, DailyMail)
- The brand website
- Advanced Google search *(('Brand you picked' AND (statistics OR "annual report" OR percentage OR "market share" OR data OR "financial report" OR survey)) filetype:pdf | filetype:doc | filetype:xls*

3. MAKE IT MEMORABLE

Spend about 15 minutes on this.
Reframe one or two to make memorable.

Some questions to guide you:

- Round to zero without losing meaning?
- Drop the decimal points?
- Is it big enough to deserve attention?
- Can it be scaled (up or down)?
- Does it 'feel' relatable? (but not suspicious)
- Are the units easy to grasp?
- Is it catchy? Can it use alliteration, rhyme, repetition, or contrast so it becomes a 'soundbite' that sticks in people's memory?

M&CSAATCHI
OPEN HOUSE