Simple Snackables are Taking Off

How Delta Air Lines’ bite-sized reporting is the future

Illex
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Change through Communication

Snackable reports
- What are they
- Why they’re great
- How to create them
- Potential impact
Everyone’s too busy!
Practice what you preach
Distill what you’re delivering

- One or two pages
- Visually appealing
- Easy to interpret
Distill what you’re delivering
The key to a good Snackble...

1) Trust
The key to a good Snackble…

2) Translate
The key to a good Snackble…

3) Template
Maximize value through engagement
Changing the way we communicate will...

- Challenge outdated industry perceptions and the death by chart stigma that we hear about,

- Attract young people to the industry, which is something that gets brought up a lot as a challenge

- Raise the profile of marketing within big corporations by the perceived ‘extra value’ from the sharable and easily digestible format

- Ultimately it will also refine the quality of deliverables and really push thinking to the next level by emphasizing quality over quantity; over time we should start to see a trend in quality of deliverables because you have to work hard to distill the true value of all those charts and numbers.
Happy Snacking!