Features of a Successful Product Presentation

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ABSTRAKT

Tato bakalářská práce se zabývá znaky úspěšné prezentace produktu a skládá se ze dvou částí. Znaky úspěšné prezentace produktu jsou definovány ve čtyřech kapitolách v teoretické části a následně aplikovány v analytické části na firmě Zinzino. Cílem této práce je zjistit, zda zástupci firmy Zinzino prezentují produkty dle zásad úspěšné prezentace produktu. Stejně tak, zda samotné prezentace vykazují tyto znaky. Firma Zinzino má širokou škálu spokojených zákazníků, čímž se zvyšuje nutnost prezentovat produkty efektivní formou. Neefektivní prezentace může vést k nepochopení hodnoty, kterou se firma snaží předat svým zákazníkům, což může ovlivnit samotný prodej a zájem zákazníků.

Klíčová slova: prezentace produktu, příprava, tvorba slidů, komunikace, virtuální prezentace

ABSTRACT

This bachelor's thesis deals with the features of successful product presentation and consists of two parts. The features of successful product presentation are defined in four chapters in the theoretical part and then applied in the analytical part on the company Zinzino. The aim of this thesis is to find out whether Zinzino representatives present products according to the principles of successful product presentation as well as whether the presentations themselves exhibit these features. Zinzino has a wide range of satisfied customers which increases the need to present products in an effective way. An ineffective presentation can lead to a misunderstanding of the value the company is trying to convey to its customers which can affect sales and customer interest itself.

Keywords: product presentation, preparation, creating slides, communication, virtual presentation

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I hereby declare that the printed version of my bachelor's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

CONTENTS

INTRODUCTION

With growing competition and overall supply, it is crucial for companies to stand out from the crowd and offer products with added value. Generally, people are surrounded by an immense amount of information and therefore, companies must attract customers' attention through effective product presentations. A successful product presentation follows certain features, that guarantee the company can reach its goal.

This bachelor's thesis deals with such features of a successful product presentation. Hence, the aim of the theoretical part is to collect and describe elements of successful product presentations that could help companies create effective product presentations and reach their goals. Furthermore, the thesis provides a detailed guide that succours with the process of preparing the presentation. The first chapter introduces the steps that the speaker/company must take before creating slides to succeed and promote products effectively. The second chapter provides useful tips on how to create effective slides and reveals the principles that the speaker/company should adhere to. The third chapter emphasizes how non-verbal communication influences the audience/customer and their attention. Additionally, the last chapter modifies features of effectual product presentations for virtual product presentations to maintain success online as well.

The analytical part of the thesis first introduces the company Zinzino. Secondly, it offers the methodology chosen for the research and later moves on to the analysis itself. For the practical part, 3 company representatives (speakers) and 3 product presentations were chosen to demonstrate, whether the features of a successful product presentation are followed. Each presentation is analysed based on the areas described in the theoretical part. Thereafter, each performance and each speaker are evaluated separately and an overview of the mistakes that occurred in each presentation is provided.

The goal of the analytical part is to find out whether the company's members follow the features of a successful product presentation listed in the theoretical part. Furthermore, it is observed whether the presentation slides follow the rules of successful product presentation as well.

I.   THEORY

1 PREPARING (FOR) A SUCCESSFUL PRODUCT PRESENTATION

Product presentations are one of the most important genres in business (Jurado, and Ruiz-Madrid 2015, 252). These presentations can vary depending on the communicative situation but share the same purpose: to persuade the addressee of the excellence of the product (Jurado, and Ruiz-Madrid 2015, 252). Preparing a successful product presentation is a challenging task. This chapter provides useful tips that help the speaker/company create a successful product presentation, but firstly, the term product presentation must be defined. According to the Online Cambridge English Dictionary (2023), sales (product) presentation is: "*A talk giving information about a product or service that you are trying to sell, intended to persuade people to buy it.*" However, giving a sales presentation is a more complex task than only providing information to persuade customers to purchase products.

First, a speaker must determine the presentation's main goal (objectives) and the value the presentation should deliver to the audience. In the case of product presentation, the speaker's objectives can include, for example, how to introduce the product positively, showing the product's benefits, pointing out advantages, and giving reasons why the customer (audience) should buy it (Bloomsbury 2022, 11). The speaker must determine what information will be presented, which is based on the purpose of the presentation (Ledden 2017, 102) and the occasion (Theobald 2022, 28), how it will be presented to the audience, and who will attend the presentation (Rotondo and Rotondo 2011, 13). Analysing the audience thoroughly is a crucial step that can influence a product presentation's success, and the speaker should not underestimate it. Salespeople should move away from what they are selling to whom they are selling the product to become more effective and subsequently more successful (Cicala, Smith, and Bush 2012, 85). When the research is conducted and all necessary data are collected, it is time to create a presentation structure. A successful product presentation should engage consumers (the audience) and make them feel that they need the product (Bradbury 2007, 1). This is why the language should be simple and understandable. However, competition is high, so companies must show why they are better than others. As Bradbury says, one way to make a company stand out from its competitors is to persuade potential customers through effective product presentation (Bradbury 2007, 1).

1.1 Data collection

Data collection is one of the primary steps in creating a presentation, nevertheless, it can be also demanding. As Bradbury says, when we use an insufficient amount of information, the audience wastes time listening to such a presentation; however, too much information

weakens the speaker's speech (2007, 13). The presentation should include adequate data to inform the audience about the essentials, and if the speaker wants to provide more details, they can create handouts (Theobald 2022, 37). Research done by Cicala et al (2012, 83-84) proves the thought mentioned above and claims that both buyers and sellers feel that salespeople need to be knowledgeable about their products and the company to provide an effective sales presentation and not waste each other's time. Therefore, what is important to say to the audience, based on the goal of the presentation, is the question the speaker must answer before collecting the information. In general, speakers try to present as much information as they hold in their minds but is all this information necessary?

Knowing the purpose of the presentation, more precisely what we want to achieve by conveying specific information, audience attitudes and needs is essential for an attractive and informative presentation (Bradbury 2007, 9). Furthermore, the speaker should ensure that they are familiar with the basic information about the product, for example, its current name, price, when it will be available, and how it works (Bloomsbury 2022, 13). In addition, the presentation should convince the audience to buy the product promoted by the speaker. In this case, it is essential to provide specific information that motivate the audience to take this step (Hospodářová 2007, 32).

When classifying information for the presentation, it can be divided into two groups: "need to know" and "nice to know." As these terms indicate, "need to know" includes information that is crucial for the audience for understanding the goal of the presentation while "nice to know" information is additional and can be omitted (Rotondo and Rotondo 2011, 18). When data are collected, the speaker must interpret them to the audience in an explanatory way, meaning not only reflecting the data collected but explaining them, turning them into information that the audience can understand (Knaflic 2015, 36). Finally, including interesting information, trivia, personal experiences, and topicality in a presentation can raise positive feelings in the audience and create a sense of belonging, which is helpful while presenting (promoting) a product (Theobald 2022, 38).

1.2 Audience research

Data collection, specified in Chapter 1.1, is the first step while creating a product presentation. Secondly, knowing the audience is also vital for creating a successful product presentation and will influence the choice of content and the presentation format (El Sabbagh, and Killu 2015, 1373). It is essential to know who will participate, the audience's view, and what the audience expects (Bradbury 2007, 42-43). Furthermore, analysing the

audience is important when it comes to the use of humour, politics, and ethnicity (Sabbagh, 1373) but also to induce the right atmosphere and gain audience's sympathy (Bradbury 2007, 42). On top of that, knowing the audience will help the speaker to anticipate the reactions and expectations and to find the most suitable way of presenting the information (Rotondo and Rotondo 2011, 19-20).

Audience research is essential because not every audience is the same (Bradbury 2007, 42). The main idea is lost if the speaker does not appropriately evaluate the audience and uses a significant amount of inappropriate information (Ledden 2017, 33). The speaker should persuade the audience to buy a product that the speaker presents, focus the presentation on the audience, its situation, problems and needs, and show them how the product will help them (Rotondo and Rotondo 2011, 21). Likewise, it is essential to say what the audience likes to hear to attract attention and address the listener's preferences (Budhale 2021, 20).

Since the audience must frequently participate in the presentation obligatorily, the speaker should not suppose an audience interest (Ledden 2017, 45). In such cases, the speaker's role is to tell the audience why they should listen and what benefits the presentation will bring them (Ledden 2017, 45). Another opinion is provided by Bradbury who notes that if the speaker does not know who will attend the presentation, they should start the presentation with a general overview and proceed slowly with a more detailed description of a specific topic (2007, 12). Ledden also claims that it is not always possible to know the audience profile, its needs, and expectations; in such cases, the speaker should present information suitable for listeners with a low level of knowledge, and then aim for listeners with a higher level of knowledge (2017, 79).

As mentioned already, the speaker sometimes does not know the audience properly (personally) and knows only if the audience is composed of specialists or non-specialists, the proportion of women and men. In such a case, the speaker should ask what the audience knows about the presentation's topic and what they want to obtain from it (Hospodářová 2007, 30). Theobald also advises trying to speak to a few audience members to get the picture about them in order to create a more appealing presentation (2022, 37).

Moreover, speakers should also be aware of the communication gap, which is the difference between what the speaker wants to say and what the speaker said versus how the audience understands the given information (Bradbury 2007, 43). In that case, clarifying the statement and providing more examples to illustrate the arguments help reduce incomprehension (Bradbury 2007, 43).

Often, people must attend a presentation compulsorily, for example as part of their training, so the role of the speaker is to gain the audience's attention and give the audience a reason to listen (Bradbury 2007, 43). According to Theobald (2022, 8), the speaker can influence how they are perceived by an audience based on preparation, understanding and active work with strengths and weaknesses.

People remember only 20 % of what they hear, 30 % of what they see, 50 % of what they see and hear, and 70 % of what they do (Shabiralyani et al. 2015, 226). For that reason, a successful presentation should include all these senses (Bradbury 2007, 51). According to Ledden, the speaker should actively find connections between the presented information and the audience's needs to gain consistent attention (Ledden 2017, 57). In addition, using the word "you" helps connect information given to the audience with their values and needs (Ledden 2017, 58).

A successful presentation should also consider appropriate timing. As mentioned above, people pay attention for 25-40 minutes, and then they need time to process information; if not, such information will not be memorized (Bradbury 2007, 53). After 24 hours, people forget about half of the information they hear, and after 48 hours, the other half (Hospodářová 2007, 45). Therefore, it is crucial to prepare a presentation oriented toward the audience by using interesting data and giving them space to ask questions or take action to memorize the information better.

1.3 Presentation Structure

When the goal is clear, thoughts are settled and the speaker knows which information will be mentioned and to whom, it is the right time to start creating a presentation composition (Bradbury 2007, 57). Being prepared and having a clear vision of the structure is essential when talking to the audience because a speaker can easily slip and repeat the information mentioned (Bradbury 2007, 57). Before creating specific parts of the presentation, making an outline can be helpful in order to classify information (Rotondo and Rotondo 2011, 24). Generally, presentations contain three main parts: an introduction, body, and a conclusion. Furthermore, dividing information into structural sections helps the brain to comprehend and memorize the information (Yalçın, and Yalçın 2010, 481).

The introduction should start with a natural and honest greeting (Ledden 2017, 83). After that, the speaker should briefly introduce themselves and convince the audience about their adequate competence in presenting a particular product (Hospodářová 2007, 36). Secondly, the speaker must inform the audience about how long the presentation will take

and whether the questions could be asked at the end or during the presentation (Bloomsbury 2022, 24). However, the beginning of the presentation has to attract attention, so the speaker has to be creative and build a connection with the audience (Rotondo 2011, 27); for example, by using a specific teaser such as a question, story, quote, or statistics (Ledden, 2017, 47-49). In addition, Rotondo claims that the introduction should include an agenda and clarify the goals and objectives of the presentation (2011, 26). The introduction must be carefully planned because the audience expects to get information contributing to their perception of things (Yalçın, and Yalçın 2010, 481). Therefore, they can easily lose attention. At the same time, an introduction should cover 10 % of the duration of the presentation (2010, 485).

Furthermore, Theobald mentions that, in the beginning, the speaker should inform the audience about what they will tell them, present the information, and finish by summarizing the information mentioned (2022, 33). This is an effective technique by which the speaker creates a logical presentation structure and the audience will remember the presentation's key points. In addition, repeating the key terms three times during the presentation helps the audience memorize the content.

The body is the most complex part of the presentation. One of the possible strategies for creating presentation content is to note all the points the speaker wants to make and order them logically, which helps to develop the framework of the presentation (Bloomsbury 2022, 15). Bradbury provides a series of advice that can be useful when dealing with information structuring. The first is to use stickers. Each sticker holds an idea (theme) and the speaker switches the stickers until a perfect structure is created. Finally, the speaker evaluates if the information is comprehensible and follows the logical sequence (Bradbury 2007, 57-58). The speaker should consider whether the structure (scenario) contains all the information needed, and if everything necessary is mentioned (Bradbury 2007, 59).

Further, Ledden works with the rule called 3×3, which is based on the idea of developing the three main topics and using three convincing pieces of information that support each statement given. Ledden claims that such structure helps the speaker sound intelligible and organize data. In addition, Rotondo (2011, 24) advises creating main points based on the speaker's knowledge of the audience, and the time devoted to the presentation. Another view is to provide one idea per sentence (Bloomsbury 2022, 25). Different views are provided by Yalçın and Yalçın who claim that the body should include five main points (2010, 482).

The last part is the conclusion which summarizes the information given, thanks the audience for their attention, and provides space for the questions (Ledden 2017, 85). Many

business presentations fail because the speaker does not end the presentation properly, so the customer does not buy the presented product (Bradbury 2007, 64).

At the end of the presentation, the speaker should summarize what was said because it will be the third time the audience hears the information, so the information will be easily memorized (Hospodářová 2007, 38). The summarization is crucial for the information to be effectively conveyed. Similarly, the question-and-answer session shows whether the message has been comprehended by the audience (Yalçin A. and Yalçin N. 2010, 482). The conclusion is also essential because people generally remember the first and last information heard in the presentation (Ledden 2017, 61). Therefore, Hospodářová advises memorizing the introduction and conclusion (2007, 39). The conclusion can consist of recommendations, questions, next steps to take, goals, etc. All of these can help create an impression (Rotondo and Rotondo 2011, 28). To make the conclusion worthwhile, the speaker should be brief but without rushing, emphasize the product's advantages (benefits), stress personal hopes for the product and, if possible, offer incentives (e.g., discount for early buying) (Bloomsbury 2022, 26). As Bradbury says, a good conclusion can help change an average presentation into a great one, but an incorrect conclusion can also turn a successful presentation into a miserable one (Bradbury 2007, 63). Rotondo notes that the introduction should attract attention, and the conclusion will cause the audience to feel or take action (2011, 28).

Ledden also mentions some principles that should help create the conclusion. She states that the audience should be informed about nearing the end of the presentation, summing up the main points, and saying goodbye with the words they will remember. In other words, it is important to tell the audience what the presentation gave them, or which action should be taken (Ledden 2017, 61). Bradbury claims that the speaker should provide answers to three main questions (what, when, and why); in this case, it is not necessary to announce the end of the presentation (2007, 63). The original way of ending the presentation can be by using short and apt quotes or poetry (Bradbury 2007, 69).

The speaker must be clear if they prepare a word-to-word scenario or leave the space for spontaneity (Theobald 2022, 44). Sometimes, people tend to write everything on paper to ensure that they do not forget anything important. For example, Bradbury also uses the idea of creating a detailed scenario that is adjusted to the speaker's needs, serves as a support, and makes the speaker more confident while presenting. Thus, when the speaker forgets a word, the scenario can remind them of particular words or parts of the speech. Theobald also offers this option as suitable for people who are very nervous when presenting, as it can help them to have some level of certainty; on the other hand, this kind of presentation does not

flow naturally. Moreover, when promoting a product, the audience might want to see slightly more spontaneity (2022, 45). According to Ledden, speech should not be prepared word by word because the speaker can quickly lose a train of thought which can also influence the speaker's ability to communicate with the audience (2017, 148).

On the other hand, Theobald mentions that, for an important presentation, the speaker might decide to talk without holding a script or notes and handle learning it by memory (2022, 45). Instead of learning the speech by memory or creating a detailed script, Ledden recommends note cards with key terms (2017, 124). This option is also mentioned by Theobald, stating that note cards (cue cards) can be easily used while presenting, and the audience does not even notice that the speaker uses them (2022, 31). After preparing the presentation's content and knowing its length, it is convenient to divide the time into smaller units and delimit each topic (section) (Bloomsbury 2022, 14). When the speaker knows the audience, collects information and sets information into a structure, the last step is to prepare slides or other visuals (Ledden 2017, 27).

1.4 Summary

The first chapter describes how a speaker can create an effective product presentation. Creating a presentation is not only about producing visuals and PowerPoint presentations. It is a long process in which the speaker must get to know the audience, collect the information, prepare the presentation structure, and after that create slides. The preparation part starts by defining the primary goal and purpose of the presentation and which value the presentation should deliver to the audience mentioned in Chapter 1.1. The speaker collects information and creates a structure to logically order information. Methods for collecting and ordering data are discussed in Chapter 1.3. The speaker should not forget to substantiate information with facts and evidence. Moreover, the speaker researches the audience (if possible) to know which information to use to convince the audience to buy a particular product and receive the audience's attention. Chapter 1.2 also discusses timing and provides tips that help the audience to memorize the information. After the speaker get to know the audience, collects information and sets the information into a structure, the last step is to prepare slides or other visuals. The following chapter deals with slide preparation and provides advice on how to create visuals for a successful product presentation.

2   EFFECTIVE SLIDES

Chapter 1 focused on collecting data, analysing the audience, and structuring a presentation. The next step is to create presentation slides.

Generally, people are surrounded by a massive amount of information, which means they are quickly tired of reading a long text or listening to long, boring presentations without enthusiasm. Product presentation must be informative and by using slides, the presenter should attract the audience's attention, show capability, and evoke the need to buy the presented product.

That is why the speaker (the company) must create a presentation that places the audience in the first place, a so-called audience-focused presentation. This presentation is based on the principles mentioned in Chapter 1: data collection, audience analysis, and presentation structure. On the other hand, most speakers rely on slides when presenting, which means that they only read slides full of text. As Leden mentioned: "Slide-Focused Presenting doesn't work because our modern world demands so much more of us and our presentations" (2017, 11).

2.1   Presentation design

There are several ways of presenting information. One of the most common methods is to use slides, for example in PowerPoint. It is essential to realize that slides are made for the audience, not the speaker (Leden 2017, 77). As visual tools (assistants), they should help the audience understand and memorize the information given (Ledden 2017, 77). Interestingly, 85 % of the audience will remember a visual presentation after 3 hours and 66 % after three days (Bradbury 2007, 84). This means that if the speaker wants the presentation to be memorable, it must contain visuals (Bradbury 2007, 84). "Visual material helps the audience grasp the main idea perceptibly" (Yalçın, and Yalçın 2010, 483). Furthermore, customers want as much visual information as possible to aid decision-making (Boardman and McCormick 2019, 365). However, using visuals can be also tricky because if the speaker chooses incorrectly, it can distract the audience's attention or even ruin the presentation (Bloomsbury 2022, 56). The speaker should weigh whether the visuals back up the arguments or reinforce them, clarify a certain point, etc. (Bloomsbury 2022, 56).

Slides are made based on the presentation content (information) structure (Ledden 2017, 77). As Ledden claims, there is no correct number of slides, but slides should generally reflect the information given in a speech (Ledden 2017, 78). On top of that, slides are used to present additional details, so as not to distract the audience (Ledden 2017, 80). Theobald

claims that it is better to use more slides with few points rather than few slides full of information (2019, 58). According to Ledden, one slide should present one idea (concept) (Ledden 2017, 81) represented by five lines (not sentences) consisting of five words (not whole sentences) (Ledden 2017, 82). Similarly, Bradbury advises using three or four bullets with three to five words in each (2007, 95). Bullets should start with a noun or verb in the same tense and voice to be more concise and quicker to read (Rotondo and Rotondo 2002, 34).

Graphs and charts can help increase the audience's attention and retain the speaker's points and content (Rotondo and Rotondo 2002, 45). Interestingly, while tables interact with the human verbal system, graphs interact with the visual system, which is faster at processing information. This means that a well-designed graph gets the information across more quickly (Knaflic 2015, 59). Bradbury sticks with the principle of keeping them "brief and straightforward" (Bradbury 2007, 98) and using colours to emphasize differences or important parts (Bradbury 2007, 99). There are several types of graphs that differentiate based on the data presented.

Scatterplots can be useful for showing the relationship between two things because this type of graph allows one to encode data simultaneously on a horizontal x-axis and vertical y-axis to see whether and what relationship exists and are used more in the scientific field (Knaflic 2015, 60). Line graphs are used to plot continuous data, they imply a connection between the points and can easily show a single/two/multiple series of data (Knaflic 2015, 62). Another type of line graph is called a slope graph and it can be useful when comparing two time periods to show relative increases and decreases quickly (Knaflic 2015, 63). The bar charts are easy to read and simply report which category is for example the biggest or smallest (Knaflic 2015, 66). The bars should be arranged in ascending or descending order, not in alphabetical order (Bradbury 2007, 101), and pie chart descriptions should not be written in the graph but outside of the graph (Bradbury 2007, 101). On the other hand, when the speaker wants to present one or two numbers, it is not necessary to use a graph and instead, it is recommended to make a nice visual with the numbers (Knaflic 2015, 55). According to Knoflic (2015, 79), 3D graphs and pie charts should never be used, because data can be easily distorted (misunderstood by the audience). Additionally, pie charts are hard for people to read and it is difficult to tell which segment is bigger; even when the charts are accompanied by labels, the space they take up could seem bigger or smaller (Knaflic 2015, 79).

Colours are an essential factor which should be used as an intentional decision to highlight the important parts (Knaflic 2015, 133). Bradbury provides an overview of the purpose of colours. The red colour is used occasionally to emphasize the critical fact, yellow is used when the speaker wants to attract the audience's attention, dark blue is used for less necessary information, and green is the most visible colour if the light is poor (Bradbury 2007, 103-104). Similarly, Theobald advises not to use strong or block colours as a background and sticks with black lettering; alternatively, a neutral shade or dark blue. In contrast, light colours should not be used (Bloomsbury 2022, 56). Also, the colour grey can be used as the base colour instead of black to draw attention and create greater contrast (Knaflic 2015, 133). The speaker should also consider using company colours (Rotondo 2002, 72). The presentation and the speaker represent the company and specific products, which means that the slides must be original and creative and persuade the audience about the quality of the speaker and the product (Rotondo 2022, 75).

The font should be easy to read in as large a point size as possible (Theobald 2022, 56). A typical size of 36pt or larger is the ideal font size for a slide presentation (Sabbagh and Killu 2015, 1374). "Text in bullet points must be at least 24pt in size, and any added detail should be at least 18pt large" (Bloomsbury 2022, 53). Also, highlighting the important data helps to draw the audience's attention (Knaflic 2015, 145). "Bold, italics, and underlining should be used for titles, labels, captions, and short word sequences to differentiate elements" (Knaflic 2015, 145).

Talking about slides, the speaker should introduce and talk about a slide before clicking on a particular slide (Ledden 2017, 84). Secondly, a speaker is a person who leads slides, not the other way around (Ledden 2017, 84). Before the speaker presents information on the slides, the audience should get some time to scroll through the given slide, which will also raise their attention (Bloomsbury 2022, 55). Additionally, the speaker cannot turn their back on the audience.

Another point is provided by Theobald, who advises that the transition between slides should not be accompanied by animation. Ledden has a similar opinion: if the presenter wants to use animation, it should be used in one direction (right, left, centre) (2017, 83). On the contrary, Sabbagh and Killu claim that excessive use of animations can be very distracting. However, it can help to highlight key points when used appropriately (2015, 1374). Similarly, using the same template for the introduction and ending slides is a great way to catch the audience's attention (Bloomsbury 2022, 55).

2.2 Summary

The main aim of Chapter 2 is to show how to create audience-focused slides. The presentation should be memorable and supported by visuals. However, every benefit can have a disadvantage, and so do the visuals. It is essential to make them readable and relevant to the topic; visuals should not distract the audience but help memorize the information. As Theobald observes, the speaker can use any kind of visual to make the presentation look stronger, but it is useless if the content is weak.

The chapter also presents advice on how the slides should look, how much information they should contain and so on. Generally, it is better to stick with basic templates, dark colours, and simple, non-distracting designs. The font should be easy to read in as large a point size as possible. The speaker should weigh up using the company's colors and other properties in the presentation. The following chapter introduces problems (and solutions) connected to non-verbal communication and mentions the most common mistakes made during the presentation.

3 DELIVERING A SUCCESSFUL PRODUCT PRESENTATION

3.1 Non-verbal Communication

It is generally observed that people make an opinion about others within a few seconds of seeing them, and according to Bradbury, the first impression influences how the audience perceives the whole presentation (2007, 72). Interestingly, 55-65 % of the meaning is communicated by body language, and 38 % comes from the tone of voice, which leave only about 7 % of the meaning to be conveyed by the words the speaker used (Bloomsbury 2022, 71). Therefore, these three elements need to support each other and be congruent (Budhale 2021, 88). According to research, verbal part of the communication is used to convey information, while the non-verbal part is used to express values, feelings and attitudes (Bloomsbury 2022, 71). Furthermore, gestures, head movements, and intonation contribute to the communicative purpose of this particular genre and deeply affect the way the message is perceived (Jurado, 252-253).

Non-verbal communication has significant power over a successful product presentation and more attention should be paid to the role of kinesics and paralinguistic features as the key elements in the defining traits of a successful product presentation (Jurado, 253). Generally, body language should be natural and undisturbing (Ledden 2017, 110). As Ledden claims, the presenter should stand upright with legs slightly apart, toes pointing forward, and hips facing the audience (Ledden 2017, 111). Bradbury adds that there is no ideal stance; the speaker should feel comfortable while presenting (but as mentioned, the stance should not distract the audience), but the verbal and non-verbal language should correspond (2007, 139).

Similarly, many people use their hands to gesticulate. As stated by Bradbury, if it is natural (comfortable) for the speaker, then the use of hand gestures is not problematic (2007, 139). The speaker should be aware of using hand gestures and not let them take the audience's attention away from the speaker's message; for example, they should not put hands in the pockets (Ledden 2017, 101).

Eye contact is essential because it creates a feeling of trust and credibility (Ledden 2017, 93). It can cause audience members to feel a more personal atmosphere and be more receptive to the message (Bloomsbury 2022, 74).

Facial expressions can also influence the audience's emotions toward the speaker (Bloomsbury 2022, 76). If the speaker shows the wrong facial expression or does not change it for longer period of time, the audience can feel discouraged (Bloomsbury 2022,

76). On the other hand, occasional smiling can create favourable atmosphere (Bloomsbury 2022, 76).

Undoubtedly, clothing is also part of the nonverbal communication. As mentioned in Chapter 3.1, people make quick decisions about liking or disliking of others. This is why the speaker should adapt to the occasion and the audience. Of course, each person has a particular style that they like and the style should not be changed only because of others; it would be inappropriate if the speaker dressed too formally or, on the other hand, too casually. Generally, people tend to like people similar to them, so the speaker should adapt the dress code based on the audience and the level of formality (Bloomsbury 2022, 77). After all, the speaker should not forget that they present a message (a particular product), not personality (Bloomsbury 2022, 77).

Anxiety can also influence the speaker's performance. At the beginning of the presentation, most people think about all possible negative scenarios that can occur, which, of course, does not help. Stress is a natural response of our bodies and serves as an automatic survival mechanism that provides energy to fight or run away (Ledden 2017, 104). "Stress can be reflected as fiddling with clothes and hair, avoiding eye contact with the audience, moving from foot to foot, and talking fast" (Ledden 2017, 105). In such cases, besides training and working on oneself, Ledden advises to be prepared, perform mindful breathing, use card notes, and build confidence by gaining more experience (2017, 110). Theobald also recommends becoming aware of gestures caused by the stress to get body language under control because "it is better to deal with the cause than the symptoms" (2022, 99). Interestingly, "if the speaker looks nervous, rather than getting people's sympathy, such a speaker tends to make the audience inclined to feel hostile towards him/her" (Bloomsbury 2022, 72).

Moreover, some speakers feel uncomfortable when they come into a room full of people. Bloomsbury advises to remain in the room first and to check the space and equipment, which helps to calm down and adapt to the space (2022, 71). In addition, the speaker should be natural, which means using gestures as in everyday conversations, but in a way that does not distract the audience (Bloomsbury 2022, 73).

3.2 Verbal Communication

The speaker must prepare the speech as precisely as they prepare the content for the presentation. Generally, the speaker should avoid using filler words, or at least be aware of their use and try to omit them, since repeated and excessive use of filler words weakens

speech credibility. It can also indicate a lack of preparation, knowledge, or passion (Ledden 2017, 96).

Pauses during the speech can help the speaker to take a breath and give the audience a little time to process the message and "relax" (Ledden 2017, 84). However, Ledden also advises pausing at the beginning of the presentation when emphasizing a crucial point, or when the audience sees the slide for the first time and needs time to familiarize themselves with it (2017, 98).

It is generally understood that the speaker should not speak too fast or too slow (speech rhythm), but it is also vital to concentrate on other factors such as tone of voice – the speaker should not sound too friendly or be too bossy, and should not swallow words (Bloomsbury 2022, 76). "Tone of voice makes message friendly and accessible while retaining its authority" (Bloomsbury 2022, 79 The speaker must be heard even in the back of the audience. Nevertheless, not everyone can rely on voice power. In such cases, the microphone can help (Warriner 2022, chap. 7). However, the speaker must articulate intelligibly and adequately.

Volume can also highlight specific words or phrases and significantly impact the audience (Corporate Speech Solutions 2015). Generally, the speakers talk more loudly to highlight crucial information or gain attention. Furthermore, varying volume can add significance to the message, help engage the audience and maximize the impact of each point (Corporate Speech Solutions 2015). Similarly, the speakers use stress to emphasize essential points (Warriner 2022, chapt 7). The speaker should also pay attention to intonation and lower the voice at the end of declarative sentences (2022, chapt 7).

3.3 Summary

When the presentation is prepared and ready to be presented, there is the one last thing to focus on – the non-verbal communication. As mentioned in this chapter, people make an opinion about someone during the first few seconds of seeing them, which means the speaker must bear in mind the pros and cons of their performance, for example, be aware of hesitation, gestures, posture, eye contact, etc. Non-verbal communication can influence the audience's perception, and it is good to know that only about 7 % of the meaning is conveyed by the words the speaker uses (Bradbury 2007, 71). The chapter provides valuable tips from many authors to help understand how the audience perceives the speaker and what can be improved. On top of that, the speaker must know how to dress to look appropriately and be viewed positively.

4 VIRTUAL PRESENTATION

Previous chapters deal with the principles of a successful presentation. These are preparation – being aware of the main goal of the presentation, analysing the audience properly, knowing who will potentially participate, collecting an appropriate amount of information and ordering it logically, using adequate verbal and non-verbal communication, and last but not least, creating visuals. Moreover, the presentation does not have to be presented only face to face. These principles are rather general and can be also applied to online presentations like the one which can be seen in this chapter. Furthermore, while presenting online the speaker must engage the audience "with shorter attention spans and [keep in mind that] the presentation will be probably recorded for an archived webinar to be viewed again and again" (Gartner-Schmidt 2022, 20).

Throughout the last few years, the virtual presentation started to rise in popularity, mainly because of the coronavirus pandemic, when companies were forced to move product presentations online. Furthermore, Gartner-Schmidt provides data gathered by the management consulting firm Gartner Inc. which claims that by 2024, only 25 % of business meetings will happen in person (2022, 21). Therefore, companies should put more attention to preparation while creating a virtual presentation. It is not enough to simply share screens, use slides full of text, and read notes (Gartner-Schmidt 2022, 21).

Moving product presentations online makes it impossible to physically touch or try out the product which creates a need for a quality online presentation to help customers in their decision-making process (Boardman and McCormick 2019, 365). The presentation created for the face-to-face meeting does not fully work for online conferences because of differences between these types of presenting (Harper 2020). For example, the speaker must adapt to the fact that the audience is not in the room, and according to Gartner-Schmidt, audience engagement is the key (2022, 22).

Normally, while presenting in person, body language plays a significant role because the presenter interacts with the audience through slides and simultaneously directs audience's attention (Harper 2020). Also, the presenter typically stands near the slides so the audience can look in one place to see both the presenter and the slides (Harper 2020). Crucially, while presenting in person, the speaker sees whether the audience is bored or tired and can easily change the pacing or interact with the audience (Harper 2020). The virtual presentation is different. In order to create a successful virtual product presentation, companies have to adjust presentations to an online setting. More importantly, it is crucial

to figure out how to translate the interaction of a face-to-face presentation to an online space (Courveille, 46). For example, when someone has a question during the offline presentation, they raise a hand and asks. In the online presentation, the speaker must inform the audience how to interact when someone has a question. That is by using a group chat, by using the button of the raising hand, etc. The speaker should be creative and come up with alternative ways to adapt in-person activities to online space (Courville 2015, 46).

4.1 Preparing a successful virtual product presentation

Although there are differences between online and offline presentations, online presenting has the same three elements like face-to-face presenting: a speaker, slides, and the audience (Harper 2020). On top of that, preparing an online presentation also comprises of creating a presentation structure similar to a face-to-face presentation – introduction, body, and conclusion (Van de Wate and Verlinden 2019, 5). As mentioned in Chapter 1 in the introduction part, the speaker should introduce themselves, outline what will be mentioned and engage the audience. Furthermore, "the speaker should demonstrate what the underlying problem is, what solution can be offered, and why the information is relevant" (Van de Wate and Verlinden 2019, 5).

In the main body, the speaker presents information prepared. Both Ledden, Van de Wate and Verlinden advise choosing three points that the speaker should further develop (Van de Wate and Verlinden 2019, 5). Nevertheless, the speaker should include adequate amount of information and keep in mind what the key message is that they want to communicate to the audience (Gartner-Schmidt 2022, 22). Similarly to a face-to-face presentation, the speaker can outline their speech to know what they want to mention. Also, the speaker should not read the full script of their speech but rather create notes that will guide them throughout the presentation (Van de Wate and Verlinden 2019, 20). Higher emphasis is put on the presentation length. Brene Brown recommends planning the talk, cutting it by half, and then cutting it by another 50 %. Generally, the speaker should include as many concrete examples as possible. Furthermore, telling a story related to the topic of the presentation helps the audience to understand what is being presented (Yalçın, and Yalçın 2010, 482). In the conclusion, the speaker should repeat the main message and explain why it is relevant to the audience (Van de Wate and Verlinden 2019, 5).

When presenting online, slides are visible on a screen and presenters are no longer in the room with the audience but are viewed in a small window on a tiny screen, which makes their presence and personality more difficult to convey (Harper 2020). Therefore, the speaker

might present from a stage and be streamed worldwide or even present from home. Similarly, the audience might be composed of thousands of people around the globe or of a few people working from home and it is impossible to fully know who will participate. Moreover, the relationship between a presenter and slides changes. While in a face-to-face presentation the audience can see the speaker and slides close to each other, during an online presentation the audience has to look back and forth from slide to presenter which challenges the audience's attention (Harper 2020).

For that reason, non-verbal communication plays the crucial role. The speaker must vary the voice in volume, speed, and tone, which helps to hold the audience's attention during an online presentation (Courville 2015, 27). According to Gartner-Schmidt, clear speech, prosody (pitch inflection), projection, pauses, patterns of stress, and intonation are key voice and speech techniques while delivering virtual presentations" (Gartner-Schmidt 2022, 27). The speaker should vary the volume, tone, and pace of their voice to add authority, interest, and emphasis to the content and keep the audience continually engaged and attentive (Mandel Communications, 2021). "When the problem is set up, the speaker could speak in a slower and lower tone and then speed up with a higher tone when offering the solution" (Van de Wate and Verlinden 2019, 12). Furthermore, gestures, body posture, and movement, even when the audience can't see them, influence both vocal projection and inflection, which means the more the speaker involves hands, arms and body, the more energized and confident their voice will sound (Mandel Communications 2021).

Above that, the speaker should not forget to include pauses. Pauses allow listeners to process what the speaker said and help the audience not feel overwhelmed with information. That is why the information should be ideally broken up every 5-8 minutes so that the attention levels do not sag too much (Harper 2020). Pause also enables the speaker to take a breath and focus on the speech so as not to use unnecessary filler words or non-words to reach credibility and makes it easy for the audience to listen. Furthermore, during the pause, the speaker can interview participants and introduce content in response to pre-planned questions to keep the audience engaged (Harper 2020).

It can be harder to convince the audience while presenting online because the audience sees only the speaker's head and part of the upper body (Van de Wate and Verlinden 2019, 10). On the other hand, a webcam reflects a speaker's posture and hand gestures and can help convey a message because the speaker can occasionally demonstrate or show something (Van de Wate and Verlinden 2019, 18). Generally, the speaker should position their head and shoulders centrally in the frame and make sure they are well-lit from

the front (Van de Wate and Verlinden 2019, 10). Eyes should level with a web camera to make eye contact with the audience (Harper 2020). Webcams should be used mainly for introduction, conversation, and answering questions, but can be switched off when presenting slides (Harper 2020). On the contrary, while presenting in a sales meeting, speaker's camera should be turned on to create social pressure for the audience to do the same (Harper 2020). If the speaker struggles to look into the webcam, they can put their own video screen below the laptop camera (Van de Wate and Verlinden 2019, 10). Besides, standing up when presenting is better because it makes the speaker more convincing and confident it is also more important while presenting without slides (2019, 11).

However, moving online often leads the unobserved audience members to feel liberated to behave however they want and it is harder for the presenter to get the audience's attention (Harper 2020). That is why the presenter must keep the audience engaged and create slides that would be effective and compelling in an online setting (Harper 2020). Such slides include visuals and interactive elements (Courville 2015, 20). "Both live and virtual audiences have shorter attention spans and increased distractions, developing a powerful story is key for audience engagement" (Gartner-Schmidt 2022, 22).

Additionally, the speaker should engage the audience through discussion or by using the chat box where the participants can post comments or ask questions (Van de Wate and Verlinden 2019, 8). Another way is to let the audience vote via a poll, which is a useful way how to receive information about what the audience thinks (Van de Wate and Verlinden 2019, 9). "Some programs such as Zoom allow to set up breakout rooms which allow the speaker to place participants in groups in a separate virtual space which is ideal to have an assignment worked out or having a discussion with one another" (Van de Wate and Verlinden 2019, 9). If the speaker wants to emphasize specific information or some specific results more thoroughly handout or link should be provided (Van de Wate and Verlinden 2019, 9).

4.2 Eliminate distraction

The speaker should choose a neutral, not distracting background. There is also a possibility to use filters that will set the background, which is useful while presenting from home. On the contrary, it is not recommended while giving a presentation because sometimes an arm or part of the face may disappear into that background (Van de Wate and Verlinden 2019, 21). Not every speaker has an opportunity to choose a room for online presenting but if it is possible, the room should be small and ideally consist of a few cushions or furniture to

reduce echo (Harper 2020). Furthermore, during the presentation, the speaker should turn all notifications off to ensure no one will see the message while sharing the screen, and avoid overall distraction (Courville 2015, 52).

Another important thing is to maintain clear audio. "Headsets can make a meeting feel too formal; where possible, the speaker should use a standalone USB microphone and computer speakers that look natural and provide great results" (Harper 2020). However, the speaker should test the set-up thoroughly, because sometimes a high-quality headset provides participants with less echo than in-built speakers (Harper 2020). Using a microphone can be "better than a laptop's built-in microphone" and headset (Van de Wate and Verlinden 2019, 18). The speaker should anyway test the sound beforehand and ask colleagues whether their voice sounds well from the microphone.

Internet connection is crucial for online presenting. It is impossible to conduct an effective meeting if the Wi-Fi cannot handle screen sharing or using a web camera (Harper 2020). Moreover, a problem with internet connection can be on the participants' side. According to Courville, it can be useful to use multiple slides instead of animations to accomplish the same effect and ensure that even participants with unstable internet connections will see slides (2015, 49).

Another distraction and waste of time is searching a website or typing passwords and logging into a system, the speaker should prepare links and browser tabs in advance (Courville 2015, 53). Sometimes, the speaker wants to share additional information or link and in such a case, the speaker should freeze the screen while finding the information and then un-pause it to make it visible to everyone (Courville 2015, 53). Also, the speaker can put slides in a "slideshow" mode beforehand, which means the audience will immediately see full slides when the screen is shared, it looks more professional than opening the PowerPoint screen and selecting the slideshow function manually (Van de Wate and Verlinden 2019, 19). Finally, "investing in a fast computer with extra processing speed, a professional microphone, external camera, and a direct link from the computer to highest-speed internet is well worth the investment" (Gartner-Schmidt 2022, 24).

4.3 Creating compelling content

In a face-to-face presentation, slides support the speaker's speech and the speaker themselves in the presentation. However, in an online presentation, slides play a more significant role because they are bigger in size than webcam video (Couville 2015, 26).

As was mentioned in Chapter 2, slides are an important part of the presentation and should include with minimum of the text, more precisely a few bullet points with the main idea, not whole sentences. Because when audiences try to process too many written words and spoken words simultaneously, cognitive overload occurs, resulting in a decreased comprehension (Gartner-Schmidt 2022, 22). Furthermore, research done by Richard Mayer, found out that audiences retain information best when words and relevant pictures are used rather than words alone, which means PowerPoint presentations make it easier for audiences to build connections between words and pictures (Gartner-Schmidt 2022, 22).

Sabbagh and Killu share the same opinion about text-heavy slides. Additionally, they provide data from research done by Garner and Alley (2011) claiming that bullet points can be avoided because they have been shown to be an ineffective way of delivering information (2015, 1374). More aesthetic designs are not only perceived as easier to use, but also more readily accepted and used over time (Knaflic 2015, 161). According to Gartner-Schmidt (2022, 21), "PowerPoint is best used for visual storytelling" and it should not look like a written document. More crucially, visuals are critical for communicating advertising messages and enhancing consumers' desire for depicted products (Zhang, Xiao, and Nicholson 2020, 593).

Talking about visuals, studies have shown that the provision of accurate and detailed visual information of products decreases consumers' perceived risk of shopping online and helps them in their decision-making (Park et al., 2005). Furthermore, different visual product presentations affect different areas of the brain during consumers' decision-making processes (Jai et al., 2014). Product videos have also an impact on users' attitudes toward the product, the website and the level of satisfaction (Boardman, and McCormick 2019, 367). Research has also shown that product videos are more effective than images and can increase consumer trust and the customers feel more confident about what they are buying (Karimov et al., 2011).

What information should be included is based on the main goal of the presentation and target audience and must be set in the very beginning (Van de Wate and Verlinden 2019, 4). Gartner-Schmidt mentions a principle borrowed from technical fields called signal-to-noise ratio (SNR) which relates to slide design and reflects the ratio of relevant to irrelevant elements and information on a slide (2022, 22). The goal is to have the highest SNR on a slide (2022, 22). Also, while creating slides, the speaker should know what the slide should tell the audience and therefore where they want the audience to look first (Courville 2015, 50). Additionally, slides must not only look clean but should change every 30 seconds to

keep the audience's attention, because text-heavy slides that stay on screen for a long time plus the speaker's monotonous voice cannot guarantee a successful online presentation (Harper 2020). As mentioned in Chapter 1.1., not every piece of information must be written on the slide, which can be applied to online presentations too. It can be helpful to create a guide (handout) that will include additional information (Courville 2015, 51). Similarly to Ledden, Gartner-Schmidt advises using one idea per slide not to lose connection with their audience (2022, 22).

According to Van de Wate and Verlinden, while presenting a specific photo (visual), it is important to add text because the slide remains on people's screens for some time and their attention will slowly fade, that means text (several words only) gives the audience visual support (2019, 15). Interestingly, when pictorial and textual stimuli are both presented, people's comprehension behaviour is largely text-driven and they rely on text information for a reference to set their expectations, so, for example, the information from advertising slogans in visual ads attracts attention and is processed (Zhang, Xiao, and Nicholson 2020, 597).

It is also important to mention that "when a product is presented in a stationary format, the influence of a contextual background on imagery fluency is stronger than that of a plain background" (Zhang, Xiao, and Nicholson 2020, 595). Similarly, Gartner-Schmidt presents an Assertion-Evidence slide design, which is defined as a slide with a full-sentence headline stating the main message of the slide (the assertion), supported with visual evidence (e.g., a photo, graph, chart) to influence the presenter's understanding of presentation content (2022, 23). This technique also alerts the audience if they get distracted (2022, 23).

The use of colours for face-to-face and online presentations has the same principles which are summarized in Chapter 2. The speaker should avoid using too many colours and instead choose two colours to create order in slides. On the other hand, if the speaker wants to emphasize the most important message within the slide content, more colours sparingly used can draw the audience's attention.

Similarly to face-to-face presentation, the speaker has to pay attention to adequate font size. As mentioned in Chapter 2.1., font size should be readable and at least 24pt in size, the same rule is applied to the online presentation (Courville 2015, 51).

The speaker should leave space on the slide for his video screen in the top right corner (Van de Wate and Verlinden 2019, 13). It is also possible to turn off the slides and come into full view to explain something in more detail (Van de Wate and Verlinden 2019, 13).

Finally, after creating slides, the last step is to test whether slides are compatible with the platform where the presentation will take place, which means whether font, colours and visuals are processed well (Courville 2015, 48).

4.4 Summary

Chapter 4 provides an overview of features that are important in order to maintain a successful virtual presentation. As the chapter demonstrates, some features of face-to-face product presentation can also be applied to virtual presentation. However, some elements are different. A speaker must pay attention to these differences, starting by creating effective slides for online presentations, engaging the audience through a webcam, and familiarizing oneself with the technique and videocall platform. Besides, the speaker must pay attention to verbal and non-verbal communication, which is different in online presenting. For example, the speaker must adjust the speech rate, look into the camera, increase pauses, increase prosody and so on.

Although presenting online can seem to be more demanding, one of the advantages of a virtual presentation is the intimacy between the presenter and the audience because the speaker is closer in proximity to the audience, but more crucially, the audience can stay in a comfortable place (such as their home) and feel more relaxed (Gartner-Schmidt 2022, 24). Therefore, remembering the features of a successful virtual presentation mentioned in Chapter 4 is essential.

II.   ANALYSIS

5 METHODOLOGY

The practical part of the thesis defines the main goals of the thesis and introduces the research method. The thesis aims to analyse selected presentations and representatives of the company Zinzino to determine whether the company presentations and representatives follow the features of a successful product presentation.

Presentations are evaluated based on the categories described in the theoretical part – presentation structure, speakers' verbal and non-verbal communication and slide design. Furthermore, qualitative content analysis is used to help create unbiased analysis. Qualitative content analysis is "an approach to analysing documents and texts that seeks to quantify content in terms of predetermined categories and a systematic and replicable manner." (Bryman 2016, 290). Therefore, this research method can be used for spoken and written texts and visuals (Bryman 2016, 283). As well, simple (unstructured) observation was used to collect data about speakers' speeches. Simple observation is a non-participant observation where the observer has no influence over the situation being observed (Bryman 2016, 273). Furthermore, unstructured observation does not entail the use of an observation schedule for the recording of behavior (Bryman 2016, 273). Instead, the aim is to record in as much detail as possible to analyze the behavior of the person being observed (Bryman 2016, 273).

Presentations are firstly analysed according to the information structure (introduction, main body, conclusion) and as to whether they include adequate information substantiated by facts and evidence. Secondly, slides are analysed based on text, font, colours, visuals, background, and animation.

Speakers' speeches are evaluated in terms of verbal and non-verbal communication. Additionally, information about each speaker is provided. The result should reflect on whether both presentations and speakers follow features of a successful product presentation.

5.1 The goal of the thesis

The main goal of the thesis is to show whether the company Zinzino creates product presentations according to the features of a successful product presentation mentioned in the theoretical part. At the same time, it is the goal to determine whether company representatives follow these features too.

5.2 Zinzino Ltd.

Zinzino is a global direct sales company from Scandinavia specializing in test-based, personalized nutrition and scientific skincare. It is a public limited company with shares

listed on Nasdaq First North. The company provides scientifically proven nutritional supplements in more than 100 markets worldwide. Furthermore, Zinzino owns the Swiss biotech skincare brand HANZZ+HEIDII and the Norwegian research and production units BioActive Foods AS and Faun Pharma AS (Annual Report 2022).

Zinzino allows its customers to test their blood through BalanceTest, a confidential, anonymous and artificially based dried blood spot test completed at home. The test validity and accuracy are consistent with the most rigorous medical methods and are independently managed and analysed anonymously by Vitas. Vitas is a GMP-certified chemical analysis contract lab based in Oslo with 25 years of experience providing high-quality, custom chromatographic analytical services based on cutting-edge knowledge and technology. Moreover, the company has been a collaborative partner of the World Health Organization (Zinzino 2023).

The Zinzino BalanceTest is a simple and effective way to track customer health and nutritional needs based on the current Omega-6:3 ratio. The test measures 11 fatty acids in the blood, including essential Omega-3 levels (index), and provides six health markers (based on Omega-6:3 level). The BalanceTest also reveals protection value, cell membrane fluidity, and mental strength. Furthermore, the customer obtains detailed, individual recommendations on achieving a better balance in life through diet and exercise and tailoring food supplement needs. Customers are advised to re-test every four months to compare their before and after status, monitor progress, and get proof that the Zinzino BalanceOils affect their bodies. The Omega-3 test takes a few minutes, and the results are ready within three weeks (Zinzino 2023). Furthermore, as the research done by Clayton and Ladi shows, purified fish oil supplements do not work because they miss the essential ingredient – polyphenols, "leaving the omega-3 highly unsaturated fatty acids exposed and prone to conferring oxidative and inflammatory stress" (Clayton and Ladi 2015, 351). Zinzino is aware of this fact and therefore offers BalanceOil which consists of polyphenols making the product effective.

According to Zinzino, 500 million people are taking Omega-3 supplements today, and Zinzino's database of fatty acid dried blood spot samples is one of the world's largest. The company also claims that 97 % of the people who take the BalanceTest discover Omega-6:3 ratios that are out of balance until they start using or switch to BalanceOil+, which contributes to normal brain, heart, and immune system function (Zinzino 2023).

Zinzino also allows monitoring vitamin D levels throughout the year and determining whether the customer needs nutritional support to improve vital vitamin D levels.

6 ANALYSIS OF SELECTED PRESENTATIONS

This Chapter provides data collected from presentations and speakers' speeches analysis. All presentations were presented online in English.

Moreover, Dave Ives and Karla Nelson Wolf use the same presentation template. Ives's presentation is from 2022, while Wolf's is from 2023. Except for minor details, these presentations are resembling. Interestingly the presentation template used by Ives and Wolf serves as a universal template for all Zinzino representatives worldwide. According to the company: "While there may be some variations to cater to specific countries, the core structure and content remain the same," and "The product presentation template in the US is generally similar to the one in the UK, except for certain country-specific details such as currency or product availability."

Since representatives use this template worldwide, the need for quality presentation escalates.

6.1 Presentation by Dr. Colin Robertson

Dr. Colin Robertson has been involved in human performance and sport science his entire professional career. He has worked in every aspect of strength and conditioning, sports science, clinical exercise physiology, and nutritional support from rugby to wrestling to wheelchair basketball and countless sports at national and international levels of competition. Col is an accredited strength and conditioning coach (UKSCA), an accredited kinanthropometrist (body composition specialist), and a qualified nutritionist (Zinzino 2023).

Today, he is best known for linking the evidence based on elite sports science and clinical health practice to everyday exercise activity and nutritional behaviour. Col is well-published amongst the peer-reviewed scientific literature and has authored (and co-authored) leading impact papers on nutrition, chronobiology, athlete preparation, and the changing state of health in Western Industrialised Nations (Zinzino 2023).

Robertson's online presentation is in English and takes 37 minutes. Generally, the background is not disruptive; no one enters the room, the audio is clear, internet connection is stable (except for a few seconds). The speaker does not search for information; he has everything prepared. By this presentation, he aims to introduce company products and thoroughly describe the benefits of the product – ZinoGene+. The speech was given online in 2022 and a video record is available on YouTube and Zinzino TV.

6.1.1 Presentation structure

Firstly, the presentation structure is observed. As was mentioned in the theoretical part, the introduction should start with an honest greeting (Ledden 2017, 83), which is fulfilled when the speaker is introduced by Hilde Saele, together with Orjan Saele, the founder of Zinzino. Then Dr. Colin Robertson thankes Hilde for the introduction and introduces the topic and content of his presentation.

Afterward, the speaker shares personal comments and stories connected to ZinoGene+. He repeats that the product is strong but he does not give any concrete examples of why yet. Also, the beginning of the presentation is chaotic because the speaker digresses from one point to another – jumping from talking about a product to the fear connected with getting out ahead, which could be caused by the stress or insufficient preparation of the introduction. The speaker emphasizes product positivity and the need to build product confidence. He also mentions the benefits the presentation will bring to the audience as stressed by Ledden in Chapter 1. These are filling any information gap about the product and understanding the purpose of the product and its functionality. Then the speaker informs the audience that questions could be asked at the end of the presentation and starts to screen slides as he urges "to keep [him] on track". Subsequently, he briefly introduces the outline and provides a few sentences for each point (slide 2). Throughout the presentation, the slides are readable, and the speaker leaves the space on the slide for his video screen in the top right corner as recommended in Chapter 4.3 by Van de Wate and Verlinden.

In the main part, the speaker introduces Zinogene+ and its positive impact and devotes significant time to explaining the difference between chronological and biological aging in the context of normalizing the aging process. More precisely, he explains how Zinogene+, due to its restorative power and essential ingredients, can fulfil the gap between biological and chronological aging by helping to remove dead cells from the human body.

The speaker's preparation and knowledge of this topic were visible. He follows Yalçın, and Yalçın's recommendation from Chapter 4.1 and provides the necessary information – product ingredients, effect, how it affects processes in the human body, and explains them in simple terms, for example, by using comparisons – such as dead cells compared to zombies. When explaining why Zinogene+ contains multiple types of a specific active agent, he provides a professional answer: "Because the way they support each other enhances the bioavailability of each other," and simultaneously he provides a comparison to pasta: "You do not get only pasta without sauce."

Complex terminology is also described in an easy-to-understand language – e.g. apoptosis, a process of getting rid of cells (old cells elimination). The same understandable language is also used to explain why senescent cells elimination is necessary – to push these senescent cells out to create space and allow those normal cells to thrive and flourish.

Furthermore, the speaker supports his speech while providing a paper about senolytic agents selectively inducing apoptosis of senescent cells – published in Nature, one of the highest scientific peer-reviewed journals in the world – to prove his words and demonstrate product effectiveness (slide 9).

Above all, he emphasizes that the company offers a product with scientifically proven functionality that is essential for everybody. The speaker also addresses the audience by telling them for which group category the product becomes a necessity.

In the end, the speaker summarizes what was mentioned, thanks the audience for their attention, and provides personal advice about taking a product as emphasized by Ledden in Chapter 1.3. Unfortunately, the space for questions was not filmed in the video.

6.1.2 Verbal and non-verbal communication

When emphasizing info, the speaker raises the voice volume, stresses important parts/information, and does not talk too fast/slow as suggested by Courvile in Chapter 4.1. He also pauses in the middle of the presentation – to revise and connect the information already given – trying to connect the ingredients used and the context of senescent cells.

When the speaker explains something, he uses hand gestures and moves his body forward and backward to make the speech (thought) more powerful as described in Chapter 3.1 by Jurado. Regarding the filler words, the speaker used a few at the beginning of the presentation – "um," "ah" and "like." When the speaker talks about beliefs or achievements, he uses "we/us" to address the whole company, not only his opinion. The speaker positions his head and shoulders centrally in the frame, and his eyes are levelled with a web camera, giving the impression of making a contact with the audience as mentioned by Van de Wate and Verlinden in Chapter 4.1.

6.1.3 Slides analysis

Secondly, a visual and contextual form of the slide is analysed. The presentation has 19 slides. Slides reflect the information given by the speaker.

The first slide includes the speaker's name, a picture of the product (also slide 19), and its name. The second slide outlines the presentation, where each point is written correctly in infinitives.

The first observed feature is text. The slides contain bullet points with keywords, making them look clear as described in Chapter 4.3 by Gartner-Schmidt. Exception is to be found on slides 4 or 17, where the author uses whole sentences, which is unnecessary because the processes on the slides were explained without the need for whole sentences. On the other hand, as the author mentions, presentation is available to anyone, and retrospectively, reading and recalling the information can be helpful. Besides, the slides are not full of text, so the audience cannot be overwhelmed by the amount of information on the slides.

The font is readable because the speaker uses mostly black lettering as recommended by Theobald in Chapter 2.1. On slide 5, the speaker applies purple to fit the visual, and white is used for the dark background on slides 9, and 12 making the text readable too. The bold font is used (slides 5,19) to draw attention to the information as described by Knaflic in Chapter 2.1.

Secondly, slide design is observed. The choice of white background and black font is strongly functional, providing the information readability (e.g., slides 3, 6). Sometimes, while explaining the product's ingredients or body processes, the author uses visuals as a background to strengthen the information given – e.g., describing senescent cells, pointing out curcumin and its colour (slides 10-16). Slides 4 and 5 also includes visuals to show apoptosis which helps to memorize the information provided by the speaker. Similarly, the visual on slide 7 helps to understand stem cells better. As Bradbury's observation is mentioned in Chapter 2.1., if the speaker wants to create a memorable presentation, it must contain visuals. Furthermore, according to Courville (2015, 20), visuals help to engage the audience.
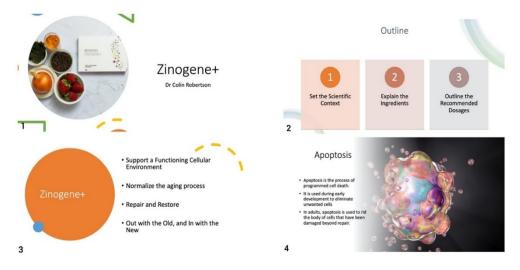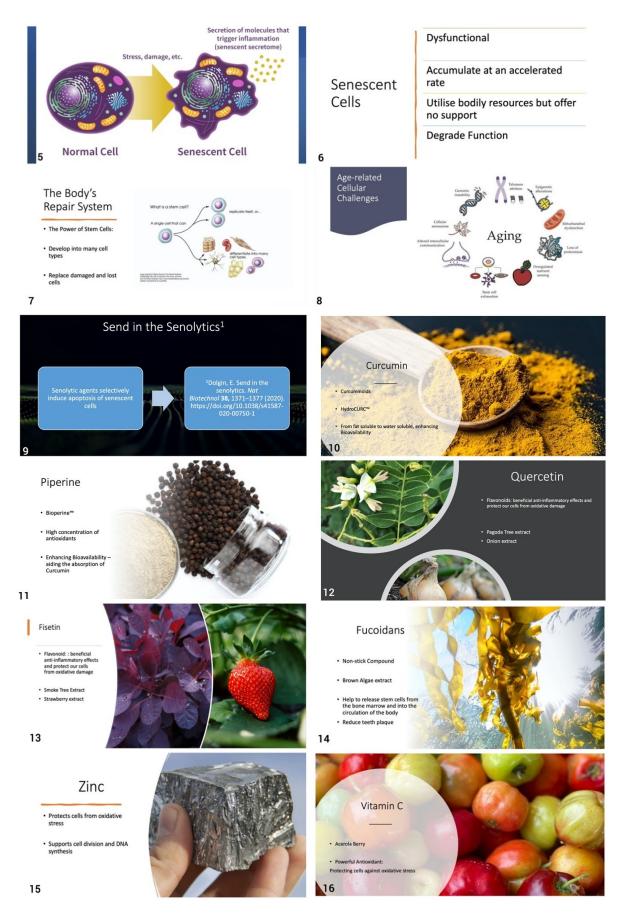

Figure 1 Robertson's presentation (slides 1-4)

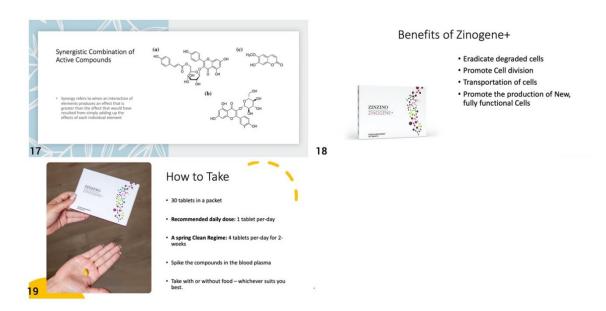*Figure 2 Robertson's presentation (slides 5-16)*

Figure 3 Robertson's presentation (slides 17-19)

6.2 Presentation by Dave Ives

Dave Ives is an entrepreneur, public speaker, coach and mentor in health and wellness. He is also a well-known Zinzino representative who lived in the United Kingdom.

Ives's online presentation is in English and takes 35 minutes, and 79 people across Europe are present. The topic of the presentation is the product BalanceOil and its effectiveness supported by scientific data. Additionally, the speaker briefly presents other company products. The video recording is available on YouTube. Generally, the background is not disruptive; no one enters the room, the audio is clear, internet connection is stable. Furthermore, the speaker does not search for information and has everything prepared.

6.2.1 Presentation structure

In the introduction part, the speaker first greets everyone and introduces himself. Then he points to the fact that the audience comprises of different European members and welcomes everyone. Afterwards, the speaker describes the purpose of the presentation: to get information about the company and its products, educate the audience about hidden inflammation, and introduce the potential business opportunity. He does not mention the precise outline of the presentation but informs the audience that "a best-in-class all-natural pharmacy nutritional product" will be introduced. Right away, he provides information about the company and a personal story. This all is part of the introduction, which takes nearly 5

minutes. At the very beginning, the speaker provides a lot of information, which is demanding. The introduction could be shorter.

The main part starts when the speaker introduces the company and emphasizes that "even though people have access to more data than ever before, they are yet the unhealthiest they have ever been," and therefore, people should ask why that is so (slide 2). The speaker fleshes out the topic, talking about the poor-quality food people consume, leading to the hidden inflammation caused by the unbalance of omega-3 and 6 (slides 4-6). The speaker also provides evidence for his claim that the average ratio of omega-3 and 6 in the United Kingdom and Europe is out of balance (15:1), and the US scores even worse. No continent on this planet is healthy, a statement which results from the company test accumulation of over half a million people. Trying to explain inflammation, the speaker compares it to the fire that destroys people's homes (meaning bodies).

Most time is devoted by the speaker to the product called BalanceOil. He introduces the product's name and how it works and provides data showing that half of 1 million tests were done and there is a 360 000-customers-increase monthly. Besides, he talks about why the customers should test their blood and start to use products (slides 10-11), how they will see results, and provides his personal experience with the test and the product (slides 13-16). The speaker states reasons why the human body needs BalanceOil – normal brain function, normal heart function, and normal immune function. All are approved by EFSA (European Food Safety Authority) (slides 17-19, 30).

The speaker claims this product can help unbalance omega-3 and 6, which most of us have, alongside scientists working on the BalanceOil. Mainly Dr. Paul Clayton created a product line that, within 120 days, helps people restore omega balance by improving cellular level (slide 20). Dr. Paul Clayton discovered that omega-3 in nature is never found alone – it has a chaperone called a polyphenol, an antioxidant that protects omega-3. Other manufacturers remove this antioxidant during the cleaning process. Therefore, fish oil oxidizes before getting to the cellular level because it cannot work at its capacity. On that account, Zinzino puts polyphenols back into the BalanceOil (to other products too). According to the speaker, this makes the company's product more effective than others on the market (slide 22, 27). The claim is accompanied by the fact that BalanceOil stays potent well more than 24 hours, which is the time it takes to get to the cellular level, proven by the blood test after 120 days (slides 21-22, 28). Furthermore, the company guarantees cash-back if the blood test shows the product's ineffectiveness, which has never happened yet. The speaker presents BalanceOil variations as well (slides 22-25).

The speaker also emphasizes that Zinzino owns its research and development and that every process and element of its manufacturing is certified from beginning to end (slide 26). The speaker claims that Zinzino is one of the most environmentally responsible companies because it is a member of the Friends of the Sea (sustainability while harvesting).

Nearing the end of the presentation, the speaker talks about the importance of intestinal health and tries to explain the role of the microbiome (slide 32). The speaker promotes other supplements as well – XTEND+ and Viva and makes a few points to each. Finally, the speaker summarizes what the presentation brings to the audience, thanks them for their attention, and says goodbye.

6.2.2   Verbal and non-verbal communication

Throughout the presentation, the speaker raises the tone of voice and puts stress, for example, while explaining omega 3 and 6 ratios (11:00-12:00) to emphasize information as suggested by Courville in Chapter 4.1. His speech is dynamic. He changes the voice intensity. To show information to a good advantage, he increases the voice volume in a certain part and then lowers the voice as pointed out by Van de Wate and Verlinden in Chapter 4.1. The speaker does not use filler words frequently. On the other hand, he sometimes repeats words when formulating a sentence. Furthermore, the British accent in speaker's speech is visible (e.g., dropping the r sound after the vowel). The speaker sometimes uses informal expressions: "Let's kick off," "Here is the thing."

The speaker positions his head and shoulders centrally in the frame, and his eyes are levelled with a web camera, giving the impression of making a contact with the audience as suggested by Van de Wate and Verlinden in Chapter 4. Additionally, the speaker is joking about his age: "After using Zinzino regularly, I started to look only 62 rather than 74. I am just seeing who is following me there." The speaker uses hand gestures and nodding mainly while explaining which helps the way the message is perceived as stressed by Jurado in Chapter 3.1.

To make the audience engage, the speaker gives questions such as - "Is health important to you?", "Have you ever heard...?" Further, the speaker uses "you" to address the audience, which according to Ledden (2017, 58) helps connect information given to the audience with their values and needs. Additionally, the speaker engages the audience through the chat box where the participants post comments and can ask questions as proposed by Van de Wate and Verlinden in Chapter 4.1.

6.2.3 Slides analysis

The presentation has 41 slides and the slides reflect the information given by the speaker. One thought is represented on one slide. Furthermore, slides change fast, which helps to catch the audience's attention. The speaker also uses animation during slide transitions which helps to highlight the key points as mentioned by Sabbagh and Killu in Chapter 2.1. Ives uses a gradual unveiling of visuals as his speech goes on. Thanks to this, he does not reveal the upcoming information and therefore attracts the audience's attention (slides 5, 7).

The first slide has a background created by the visual (happy family) that helps to push the thought presented – "We want to feel good, stay fit and be healthy." The audience hears the information and can see the visual, which helps to reflect the product's positivity in their minds and keep the audience engaged as mentioned by Courville in Chapter 4.1.

The second slide includes two sentences: "At the same time, health-related problems are increasing," where the speaker highlights "health-related problems" using red colour. As mentioned by Bradbury in Chapter 2.1, red is used to stress crucial information. The second sentence (question) attracts the audience's attention by using bold font. The speaker uses bold font on more slides (3, 4, 6) to stress important data as Knaflic recommends in Chapter 2.1.

Talking about colours, the speaker uses colours throughout the presentation. On slide 5c, the green font colour symbolizes positivity, and the yellow and red font represents negativity in omegas ratios. Colours are also used in visuals; on slide 8, red shows danger zones in an example of an icebreaker.

On most slides, the speaker uses mainly a light background with a dark font which is recommended by Theobald in Chapter 2.1. However, for example on the second slide, he uses visual background.

Generally, the speaker uses short sentences rather than bullet points. This cannot be considered a mistake, because according to research done by Garner and Alley mentioned in Chapter 4.3, bullet points can be avoided since they have been shown to be ineffective. Slides are not text-heavy but sometimes, instead of whole sentences, the bullet points would make the slide more precise; for example, the fourth slide – "Full of vitamins, minerals, phyto and micronutrients, beta-glucans, fibres, healthy fats and a good balance of Omega-6 and Omega-3." Occasionally, instead of words, the speaker uses percentages in bold to emphasize essential information which according to Knaflic (2015, 55) can be even more effective (slide 12).

The speaker also screens a bar chart in ascending order, which is comfortable to read, and the audience can easily understand the data. Bars have different colours – red bar reflects negativity, yellow is a colour that should attract attention, and green colour symbolizes positivity as described by Bradbury in Chapter 2.1. Unfortunately, the graph is incorrect because it misses quantities on the vertical and horizontal axis.
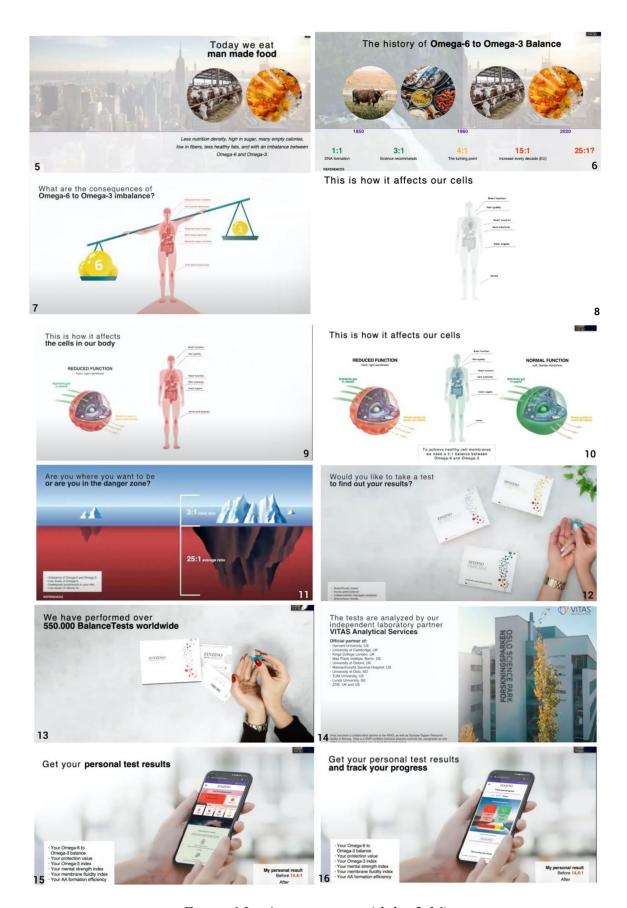

Figure 5 Inital and Final slide

Figure 4 Ives's presentation (slides 1-4)

Figure 6 Ives's presentation (slides 5-16)

Figure 7 Ives's presentation (slides 17-28)

Figure 8 Ives's presentation (slides 29-39)

6.3 Presentation by Karla Nelson Wolf

Karla Nelson Wolf is an entrepreneur, teacher and counsellor working for Zinzino for 11 years. She lives in Minnesota, United States.

Her online presentation is in Egnlish and takes 23 minutes and includes 41 slides; the video recording is available on YouTube. Generally, the background is not disruptive; no one enters the room, the audio is clear, internet connection is stable. Furthermore, the speaker does not search for information. She has everything prepared. The speaker uses similar or the same slides as David Ives.

6.3.1 Presentation structure

In the introduction, the speaker introduces herself and the presentation topic – Zinzino. Then she provides a personal story about how BalanceOil helped her and her son. In contrast to Dave Ives, her introduction is considerably shorter.

Firstly, in the main part, the speaker talks about how human eating habits have changed throughout the years, and even though people have more information about their bodies, they are sicker than ever (slides 1-3). Then she explains that human membranes comprise of omegas and that the food people eat influences cell membranes. Subsequently, the speaker asks, "Did you know that you are supposed to have the exact same amount of each?" to engage the audience. She provides information that during the Industrial Revolution, mass production led manufacturers to use the cheapest ingredients (plant-based oils, full of omega-6) to produce food as quickly and at the lowest cost as possible, which affected people to start having more omega-6 than omega-3 in their bodies (slides 4-6). She also provides data that the average ratio in the United States is closer to 25:1 (omega-6:omega-3). Afterward, she explains how imbalance affects cells alongside with brain, skin, joints, etc (slide 7).

The speaker also compares stiff cells to a car in order to help the audience understand stiff cells (7:30). She says: "Stiff cells cannot let vitamins and minerals in; they function as a machine; if the gas cannot get into a car, the car cannot go. Moreover, still, the toxins cannot get out." Therefore, stiff cells cause hidden inflammation (slides 8-10).

She also describes the balance test, how it works, and that it is sent and analysed by an independent laboratory called Vitas (slide 13). The speaker also mentions that the company tested 1 million people, and data shows that the world is out of balance, more precisely, 97 % of people and 99 % in North America (slide 14-15).

The speaker further informs the audience about the blood results the customer gets, which consists of a 20-page detailed personal report about the omega-3 and 6 ratio.

Then the speaker mentions that 95 % of people taking the test for the second time have a 3:1 or lower ratio (based on the company data). Nevertheless, she forgets to mention that it was after taking the BalanceOil.

Additionally, she refers to a study by Kernan Durbrick (12:38) – on how fish oil works and that eating fish does not help people reach an omega balance. Since, Zinzino discovered that fish oil must be accompanied by polyphenol (antioxidant) to ensure that it does not get rancid, which is why the product is effective in contrast to other fish oils on the market (slide 19).

The speaker also presents BalanceOil variants (capsules, vegan option) and describes how the product functions (slides 22-26). She screens the company's certificates as well (28).

On slide 30, she provides three main benefits of the products.

Lastly, she presents other products (slides 32-37) – Zinobiotic – a prebiotic that gives food to good bacteria, not the bad ones, and heals the guts and the overall body. She also provides information to Xtend, Viva, health protocol set – making a comparison, where a body is represented as a stuck computer, and the health protocol serves as a reset button.

Additionally, she shows the ambassadors who use products, for example Sarah Hector (athlete) who won a gold medal (slide 38).

Finally, the speaker mentions that Zinzino is a global company offering products in more than 140 countries (slide 39). In conclusion, she thanks for the attention, makes a summary, and ends with the words: "Inspire change in life." This follows the principles mentioned by Ledden in Chapter 1.3, stating that the speaker should end the presentation with words everyone will remember.

6.3.2   Verbal and non-verbal communication

The speaker uses simple, brief, easy-to-understand language ("I am just gonna mention," "I can tell you personally," "If you are not crazy about taking…") with a few specialized terms. In contrast to Dave Ives who used more complex speech, including more specialized terms.

She uses a lot of hand gestures and facial expressions (e.g., smiling), mainly while explaining terms or providing personal stories. She also changes the voice volume to emphasize important parts as suggested by Courville in Chapter 4.1.

Her speech is enthusiastic, full of positive emotions (laughing) and energy which is, according to Yalçın, and Yalçın (2010, 484), one of the key factors in convincing the audience. She does not use many filler words ("so," "well"). She provides personal stories and opinions more frequently than the speakers analysed above (e.g., 10:20). The speaker asks questions ("How can you know?" "Right?/Correct?"). She positions her head and shoulders centrally – eyes are levelled with a web camera which makes direct eye contact with the audience as pointed out by Van de Wate and Verlinden in Chapter 4. The speaker also uses "you" to address the audience which, according to Ledden (2017, 58), helps connect information given to the audience with their values and needs. Additionally, the speaker engages the audience through the chat box where the participants post comments and can ask questions as proposed by Van de Wate and Verlinden in Chapter 4.1.

6.3.3 Slides analysis

As mentioned earlier, the speaker uses slides similar to Dave Ives; some are identical (e.g., 1-4, 8), and some have the same design but different visuals (e.g., 5-7). Nevertheless, the slide order differs. The presentation has 41 slides. Slides reflect the information given by the speaker and one thought is represented on one slide. Furthermore, slides change fast, which helps to catch the audience's attention. The speaker also uses animation during slide transitions which helps to highlight the key points as mentioned by Sabbagh and Killu in Chapter 2.1. Similarly to Ives, the speaker uses a gradual unveiling of visuals as her speech goes on. Thanks to this, she does not reveal the upcoming information and therefore attracts the audience's attention (e.g., slides 8-10).

The second slide is similar to Ives's presentation. It has a background created by the visual (happy family) that helps to push the thought presented – We want to feel good, stay fit and be healthy." The audience hears the information and can see the visual, which helps to reflect the product's positivity in their minds. Slides are composed of visuals which makes them compelling and keeps the audience engaged (Courville 2015, 20).

The third slide includes two sentences – "At the same time, health-related problems are increasing," where the speaker highlights "health-related problems" using red colour, like Dave Ives. As mentioned by Bradbury in Chapter 2.1, red is used to stress crucial information. Also, the second sentence (question) attracts the audience's attention by using bold font. The speaker uses bold font (e.g., slides 3-4, 8) to stress important data as Knaflic recommends in Chapter 2.1.

Talking about colours, the speaker uses colours throughout the presentation. On slides 10-11, red represents the danger of stiff cells; on the other hand, green represents healthy cells. Colours are also used in visuals. On slide 12, red shows danger zones in an example of an icebreaker.

The speaker does not use the same background pattern. Sometimes she uses visual background (2, 15, 32). However, the light background with the dark colour font is employed on most slides which is recommended by Theobald in Chapter 2.1.

Generally, the speaker uses short sentences rather than bullet points. Slides are not text-heavy, but sometimes, instead of whole sentences, the bullet points would make the slide more precise. For example, the fifth slide – "Full of vitamins, minerals, phyto and micronutrients, beta-glucans, fibres, healthy fats and a good balance of Omega-6 and Omega-3," or slide 39. Sometimes, instead of words, the speaker uses percentages in bold to emphasize essential information (slide 16). The font is readable, mainly in black lettering, and visible on all pages exactly as Courville recommends in Chapter 4.1. The speaker also uses evidence slide design (e.g., slides 15, 18, 20). It is a slide with a full-sentence headline supported by visual evidence, which influences the presenter's understanding of the presentation content, as mentioned by Gartner-Schmidt in Chapter 4.3.

The speaker also screens a bar chart in ascending order, which is comfortable to read, and the audience can easily understand the data. Bars have different colours – red bar reflects negativity, yellow is a colour that should attract attention, and green colour symbolizes positivity as described by Bradbury in Chapter 2.1. Unfortunately, the graph is incorrect because it misses quantities on the vertical and horizontal axis. Also, slide 29 could contain less text - only 3-5 main health benefits.
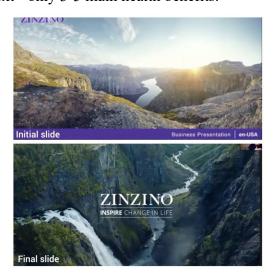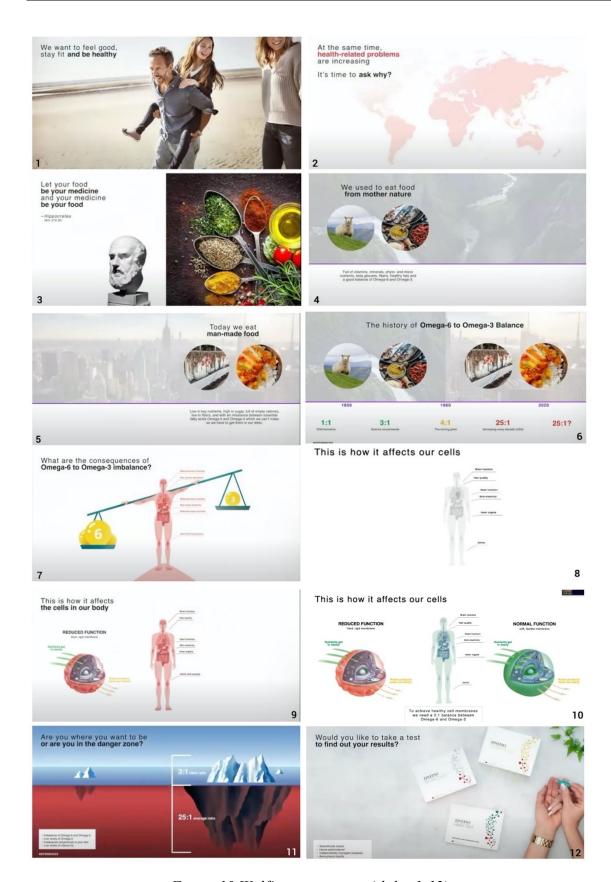

Figure 9 Inital and Final slide
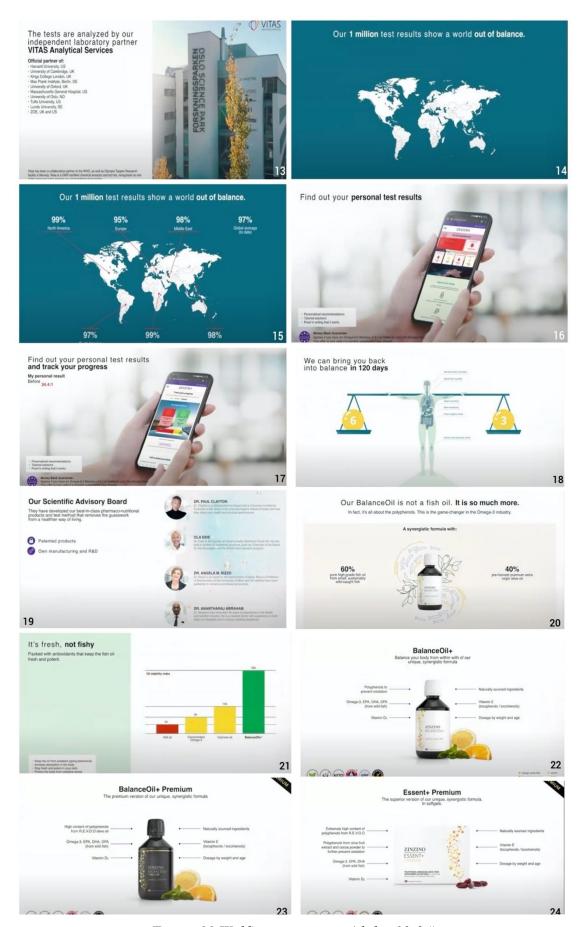
Figure 10 Wolf's presentation (slides 1-12)
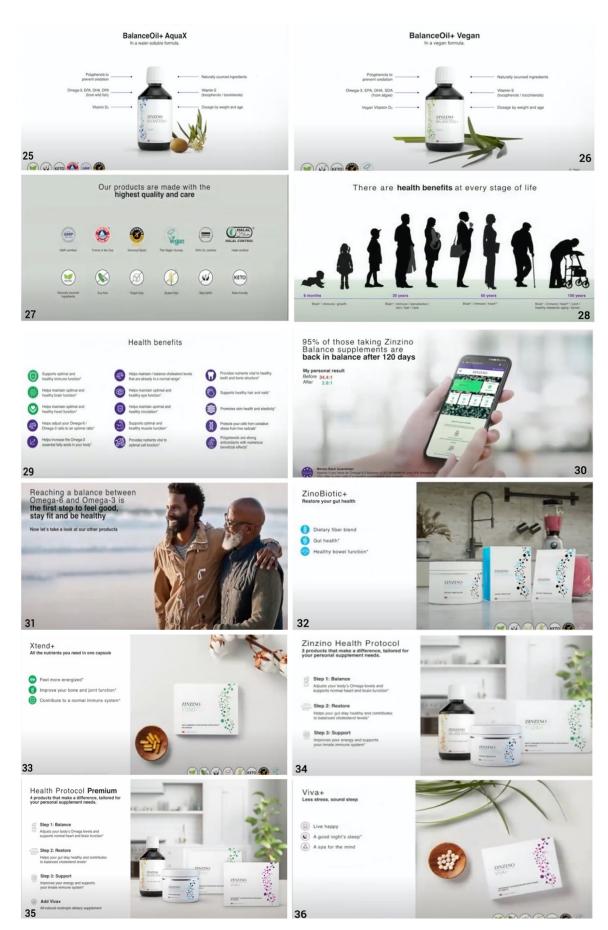
Figure 11 Wolf's presentation (slides 13-24)

Figure 12 Wolf's presentation (slides 25-36)

Figure 13 Wolf's presentation (slides 37-39)

6.4   Summary

Dr. Colin Robertson's presentation has a clear structure – the introduction, body, and conclusion. In the introduction part, the speaker presents the benefits of the presentation and introduces the outline, informing the audience about the Q&A part. The speaker makes claims based on evidence and facts that he substantiates, showing he is familiar with the product. He also provides interesting facts, research, and stories that make his speech more attractive. He explains complex information in an uderstandable manner.

On the other hand, the introduction part is chaotic. The speaker jumps from one thought to another until he starts to follow the slides. At the beginning, the speaker does not inform the audience about the presentation length or later about nearing the end.

In the beginning, there is an interruption. One of the translators accidentally turns the microphone for a few seconds. Moreover, the speaker's camera is turned off for a few seconds (twice,) and it happens once the speaker freezes. The speaker engages the audience by repeating keywords related to the main idea ("powerful product"). He gives the audience food for thought, which is also a type of engagement.

The speaker maintains a logical flow of information, uses clear language, simplifies data, cites authorities (Dr. Paul Clayton), uses body language, and slides correctly. Slides are clear, colour-coordinated, and accompanied by visuals. In general, it is a presentation at a great level with only minor shortcomings (mentioned above).

Dave Ive's presentation has a clear structure – the introduction, body, and conclusion. The speaker makes claims grounded on evidence and facts that he substantiates. He also provides interesting facts and stories that make his speech more attractive. The speaker

includes fundamental information about products accompanied by scientific data. Additionally, he recommends a book by Dr. Paul Clayton that can help the audience understand the topic discussed throughout the presentation and provides beneficial information about healthy lifestyle.

The speaker changes the tone of voice, puts stress on important information, and intentionally looks into the camera to make an eye-contact with the audience. His speech is accompanied by hand and face gestures. The speaker also asks questions to maintain the audience's attention and help them memorize the information.

On the other hand, in the introduction, the speaker does not tell the audience how long the presentation will take, nor provides information on when the questions can be asked. Further, he does not notify the audience about nearing the end of the presentation. The presentation takes about 35 minutes without pause. In general, it was a presentation at a great level with only minor shortcomings (mentioned above).

Karla Nelson Wolf's presentation has a clear structure – the introduction, body, and conclusion. The speaker makes claims grounded on evidence and facts that she substantiates (talking about unbalance of omega-3 and 6). She also provides personal stories that make her speech more attractive.

The speaker changes the tone of voice, puts stress on important information, and intentionally looks into the camera to make an eye-contact with the audience. She also asks questions to make the audience engaged and focused. Her speech is accompanied by hand and face gestures. Furthermore, she provides concrete examples of Zinzino ambassadors. In conclusion, she says goodbye with words everyone can easily remember: "Inspire change in life." Even though the speaker uses slides similar to Dave Ives, she provides slightly different information, explanations, and personal experience, making both presentations original and enriching.

In the introduction, the speaker does not tell the audience how long the presentation will take, nor provides information on when the questions can be asked. Moreover, she does not notify the audience about nearing the end of the presentation. No pause is included.

As mentioned above, the speaker uses the same or slightly graphically different slides as Dave Ives. In contrast to Dave Ives, she uses more simple language provides personal stories rather than facts or evidence. For example, Karla does not explain why the Zinzino BalanceOil is better than others on the market. On the other hand, Dave provides a precise reason. Karla only mentions that the fish oil must be accompanied by the polyphenols to be effective but does not mention that the company itself found out this information. She also

talks about omega-3 and 6 balance and ratio, but she introduces the BalanceOil at the end of the presentation. In general, it was a presentation at a great level with only minor shortcomings (mentioned above).

6.5 Zinzino Lookbook

Zinzino creates product presentations not only for presenting purposes but also as a printed version where customers can find the products, the company's general beliefs, the company's researchers, and more. Zinzino Lookbook has 36 pages and a pdf version of the material was accessed. In this analysis, mainly the overall look should be taken into consideration and it should be discussed whether features of a successful product presentation are observed. These are the use of colours and visuals, font size, font colour, and text on slides.

The first page includes only the description "Zinzino Lookbook" in silver lettering, which the company also uses on its products. The first and last page have the same design which, according to Bloomsbury, is a great way to catch the audience's attention as mentioned in Chapter 2.1. The second and penultimate page are blank.

The third page presents the company motto written in black font and on white background. The following slides incorporate visuals reflecting Nordic nature. Generally, neutral and not disturbing colours are used as an intentional decision to highlight the message company wants to deliver. The font is readable, in black lettering, and visible on all pages exactly as Courville recommends in Chapter 4.1.

The ninth page presents photos of the members of the Zinzino Scientific Advisory Board who are involved in the company product research. Incorporating photos of the researchers might strengthen the company's credibility and responsibility for selling high-quality supplements. Furthermore, the page includes a photo of an independent lab where customers' blood tests are analysed. All information provided on this page is written in two sentences. The text does not play the main role on this page, nor on other pages, instead, visuals do. Nevertheless, as discussed by Van de Wate and Verlinden in Chapter 4.3., in such cases the text carries a visual role. Similarly, this product presentation follows the Assertion-Evidence slide design, defined as a slide with a full-sentence headline stating the main message of the slide (the assertion), supported by visual evidence which influences the presenter's understanding of the presentation content as mentioned by Gartner-Schmidt in Chapter 4.3.

The presentation includes quotes that are mainly presented on the background reflecting nature and as argued by Rotondo in Chapter 1.3., they help create a connection with the audience. In contrast, the quote on the tenth page is depicted on the bold background to point to the fact that customers' "journey awareness begins with one drop of blood".

The following page consists of two-sentence description of the blood test accompanied by the visual.

The company also emphasizes that its products are natural and backed by science. In addition, the company provides a list of certificates their products have. They provide information about the types of tests the customer can take, pointing out the fact that there is a monthly delivery, which is an environment-friendly way. The remaining pages present the company's products accompanied by one short sentence for each product.

Generally, pages are clear and (slides) contain minimum text. The products have the main role, the text is used only where necessary as accompaniment. The company provides high-quality product visuals, showing also ingredients used. The colours used are natural and fit the concept of nature.

The company also provides social websites where Zinzino is active. The last page includes the logo of the company in silver lettering.

CONCLUSION

The bachelor's thesis aimed to collect and categorize features of a successful product presentation and apply them in the analytical part of the thesis to the company Zinzino.

As mentioned above, the practical part of the thesis first described the qualitative content analysis used for the analytical part and the company itself. Three presentations and three speakers were selected. Presentation slides and speakers' performance were analysed according to the features of a successful presentation mentioned in theory.

Firstly, Dr. Colin Robertson's speech and presentation were observed.

The presentation had a clear structure – the introduction, body, and conclusion. Although the introduction part was chaotic for a moment, the speaker mentioned all the important information and furthermore, he made claims grounded on evidence and facts that he substantiated, showing he was familiar with the product. He explained complex information in an understandable way. Additionally, the speaker was aware of verbal as well as non-verbal communication and used it to his good advantage. However, the speaker forgot to mention the presentation length and notify the audience about nearing the end of the presentation. All in all, he performed according to the features of a successful product presentation.

The slides were also clear, colour-coordinated, and accompanied by visuals. The text was not overused and only two slides contained whole sentences, which was unnecessary. Owing to the background and colours used, the font was readable. In conclusion, the presentation fulfilled the features of a successful product presentation.

Secondly, Dave Ives's speech and presentation were observed.

The presentation had a clear structure – the introduction, body, and conclusion. The speaker made claims grounded on evidence and facts that he substantiated. The speaker included fundamental information about products accompanied by scientific data and recommendations. He was aware of non-verbal as well as verbal communication. His speech was accompanied by hand and face gestures. The speaker also asked questions to maintain the audience's attention and help them memorize the information.

However, the speaker forgot to mention the presentation length and notify the audience about nearing the end of the presentation nor provided information on when the questions can be asked. Other than that, he performed according to the features of a successful product presentation. The slides were clear, colour-coordinated, and accompanied by visuals. The text was not overused. Owing to the background and colours used, the font

was readable. As a result, the presentation fulfilled the features of a successful product presentation.

Lastly, Karla Nelson Wolf's presentation was observed.

The presentation had a clear structure – the introduction, body, and conclusion. The speaker made claims grounded on evidence and facts that she substantiated. The speaker included fundamental information about products accompanied by personal stories and facts. She was aware of non-verbal as well as verbal communication. Her speech was accompanied by hand and face gestures. The speaker also asked questions to maintain the audience's attention and help them memorize the information. Identically to the other two speakers, she forgot to mention the presentation length and notify the audience about nearing the end of the presentation. Other than that, she performed according to the features of a successful product presentation. The slides were clear, colour-coordinated, and accompanied by visuals. The text was not overused. Owing to the background and colours used, the font was readable. All in all, the presentation fulfilled the features of a successful product presentation.

Although the speakers made minor mistakes, it can be said that all the speakers were adequately prepared and performed according to the features of a successful product presentation. Slides were designed according to these features as well.

Additionally, the Zinzino Lookbook analysis was done. It proved, that the company followed the features of a successful product presentation analysing the amount of text used, the use of high-quality visuals, quotes, natural matching colours, readable font, and suitable background. Even though, the text is limited, the company was able to provide enough data in straightforward, simple language to deliver the desired message.

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