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The five principles of
data-driven content

With the rapid growth of fast moving consumer content, it's easy to get lost in a sea of channels, tools and topics. *(Don't get us started on cats!)*

That's why we've distilled 5 guiding principles to help steer your brand towards remarkable visual content – one that will attract, inform and engage audiences through a balanced strategy, no gimmicks.
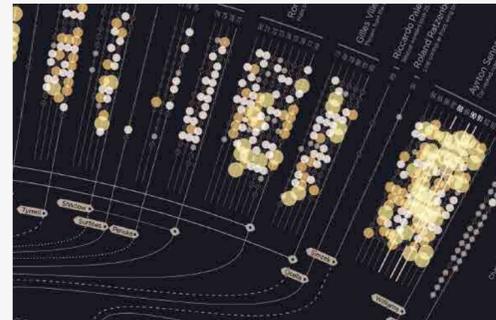
1 Reach specific audiences

Thanks to the web, we're bombarded by the equivalent of 174 newspapers' worth of information each day. So as much of it as possible needs to be relevant.

In this interactive site on insurance we designed for MAS, each user defines their own options to receive advice on policies tailored to their individual life circumstances.

See more

Source: Telegraph
http://www.telegraph.co.uk/news/science/science-news/8316534/
Welcome-to-the-information-age-174-newspapers-a-day.html

2 Create immersive experiences

How deadly is Formula One racing? We sifted through 66 years of data on driver fatalities and safety features to produce this detailed visualisation for ESPN.

This kind of immersive content demands engagement and attention in a world where 55% of people spend less than 15 seconds on each web page. Show less, explain more!

See more

Source: Chartbeat via Time
http://time.com/12933/what-you-think-you-know-about-the-web
-is-wrong/

3 Add colour to reports

Graphics for specialist reports must be clear and precise – but never dry – and aid memory and understanding. People remember 65% of information in text and images three days later, compared to only 10% of information in text.

We produced these colourful illustrations and data visualisations on the impacts of climate change in the Pacific for CGIAR, an organisation dedicated to poverty eradication and food security.

See more

Source: Randy Krum in Huffington Post
http://www.huffingtonpost.com/randy-krum/the-key-to-infographic
-ma_b_6510744.html

4 Drive campaigns for change

With over 8 billion daily views on Facebook alone, video is the ideal format for reaching large audiences across borders. Getting people exercising is no small feat.

In this motion infographic for ISCA's Europe-wide NowWeMOVE campaign, we used hard-hitting statistics to show why it's so crucial for people to move around more.

See more

Source: TechCrunch
http://techcrunch.com/2015/11/04/facebook-video-views/

5 Spark watercooler moments
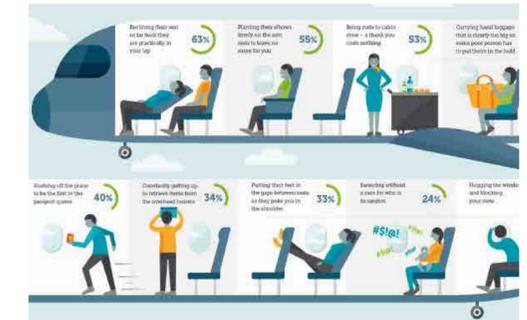
Large luggage, loud talking, window hogging. We revealed the 10 worst habits of fellow plane passengers in this fun infographic, featured in the Daily Mail, Independent, Huffington Post and Metro and shared widely on social media.

Infographics are the perfect format for this kind of content: one study by Slideshare found infographics got over three times as many social media shares as other document types.

See more

Source: Slideshare
https://blog.slideshare.net/2013/09/11/infographics
-are-more-viral

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