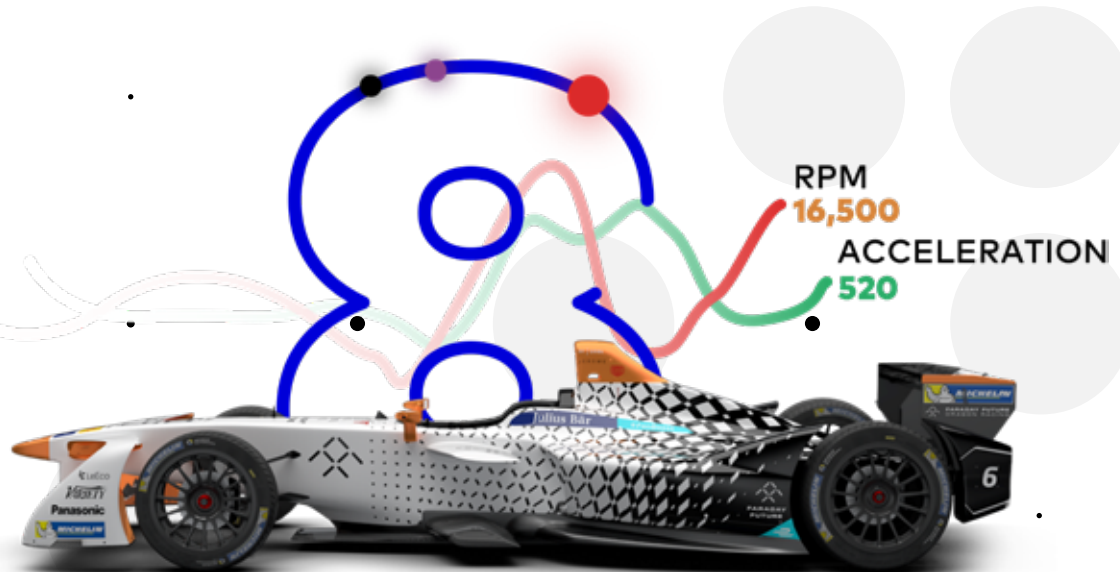


AUTUMN / WINTER 2019



Our offering



infoqrs

Strategy. Data. Design.
Clear. Beautiful. Supported.

Welcome

With data visualisation and charts being the formats and features most likely to draw readers to content*, the opportunity with data has never been greater. Matched with the rising climate of misinformation and disinformation, accurate insight has become a cornerstone for organisations to tell honest stories clearly and help build brand integrity.

Our latest directory is designed to act as a reference guide for you, showcasing the whole spectrum of visual products that we deliver for our clients – from strategic thinking to creative work, and everything in between.



Source: Quartz Global Executives Study 2018
<https://insights.qz.com/ges/2018/>

How we achieve it



Stories

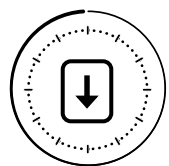


In an age of teeming news feeds, dwindling attention spans and saturated markets, the need to capture the imagination of your audience has never been greater.

Scrollable stories

Combine multiple content formats, such as video, images and copy, in one compelling scrollable story.

- A highly effective way to build up a story visually, allowing the user to interact at every stage
- Ideal for bringing editorial stories to life or for visualising step-by-step processes
- Cost-effective and efficient to create, with shorter lead times compared to a custom interactive build



Timeline
4-8 weeks

“Collectively and individually infogr8 have brought a wealth of knowledge about how we interpret and showcase the rich data we have in interesting & innovative ways, enabling us to communicate with our user base in a much deeper way. They are clearly very passionate about the service they provide and this is demonstrated.

Dan Maurice
Senior Campaign Producer, Sony PlayStation



[See case study →](#)

Infographics

Present the facts in a visually stunning illustrated information graphic, developed to suit your story and your brand identity.

- Allows your audience to consume your content in a fast, engaging way that makes them more open to clicking through to longer-form content
- Ideal for PR-able stories and acts a visual companion to support a press release, helping to increase cut-through and reach
- We work with our clients to develop a meaningful data map to plan and validate the story before transforming it into a custom visual



Timeline
2 weeks



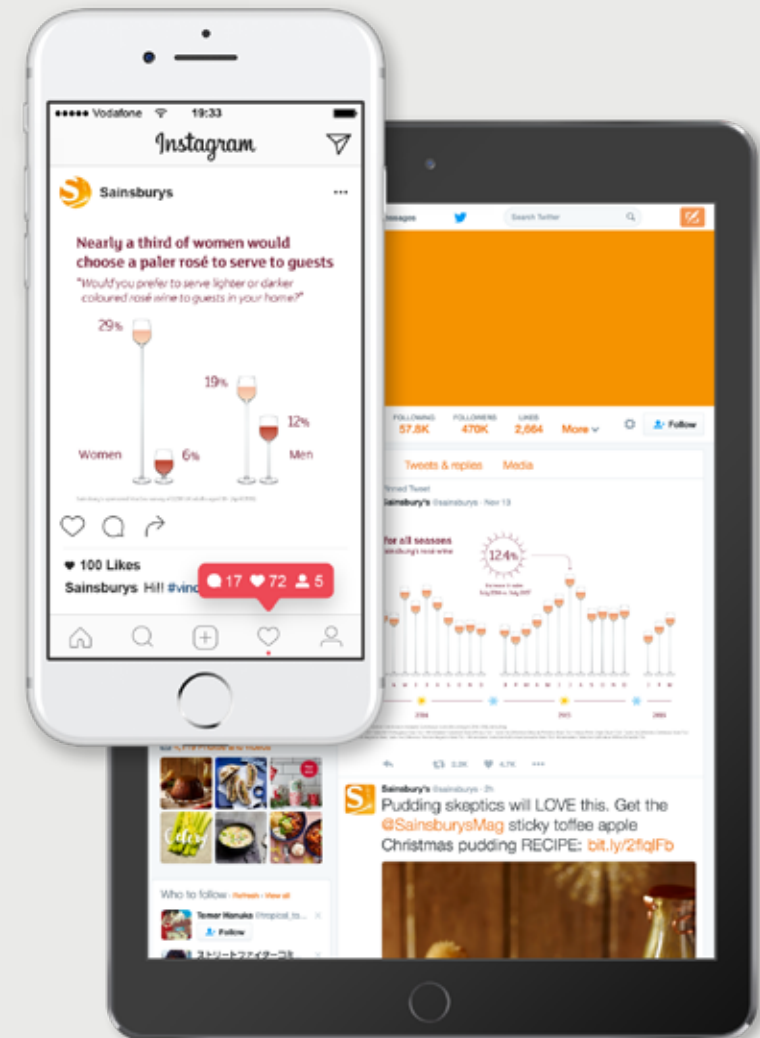
Social content

A set of up to 8 short animated videos to use on social channels, each up to 15 seconds long. We create fast moving content formats in the form of micro content, data cards, Gifographics and datagrams.

- A distinctive new format that will give your content standout and enhance brand perception
- Communicates complex information in an attractive and intuitive way, with no clicks required
- Our approach takes detailed or real-time data, news or information to rapidly transform it into a datagram – ideal for sustaining presence and conversation with your audiences



Timeline
1 week

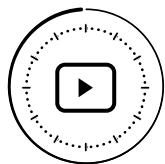


See case study →

Video animation

Tell your story in one of the most striking ways possible using broadcast-quality animated video.

- Achieve instant resonance with your audience using a narrative-driven animation that communicates more than words or images alone
- Option to integrate a 3-dimensional animated environment to deliver an even more immersive experience
- Highly repurposable and often straightforward to cut down, animations can work across almost all channels



Timeline
4-8 weeks

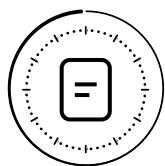


See case study →

Reports

Transform your annual report into an easily digestible and visually stunning asset for both online and print.

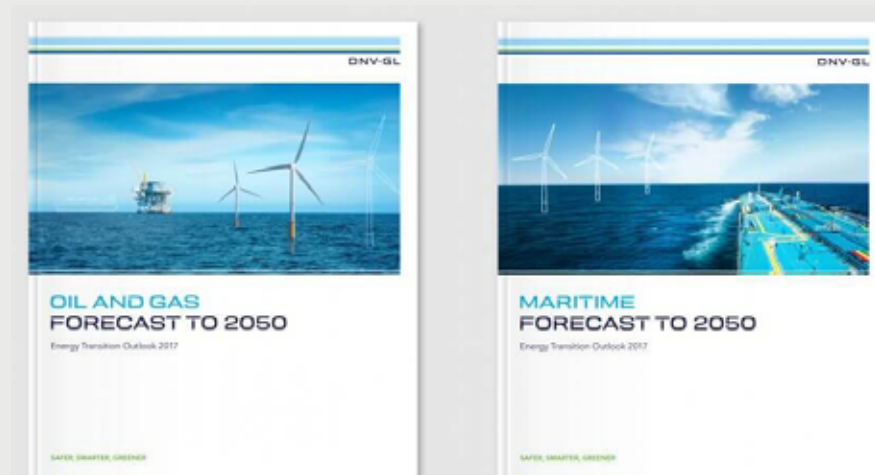
- Communicate your business stories and data in accessible ways using insightful charts and meaningful visuals
- Contains fewer pages than traditional annual reports, yet displays more content
- Engage stakeholders and improve sentiment around your annual report



Timeline
4-8 weeks

“ The Outlook, and its companion publications looking at the implications of our forecast for the Oil & Gas and for the Power & Renewable Industries have already seen over 20,000 downloads – a record for DNV GL. In addition, the contents featured in over 300 press items in the first five days after launch, including on Reuters and twice in the FT.

DNV GL's directors



See case study →

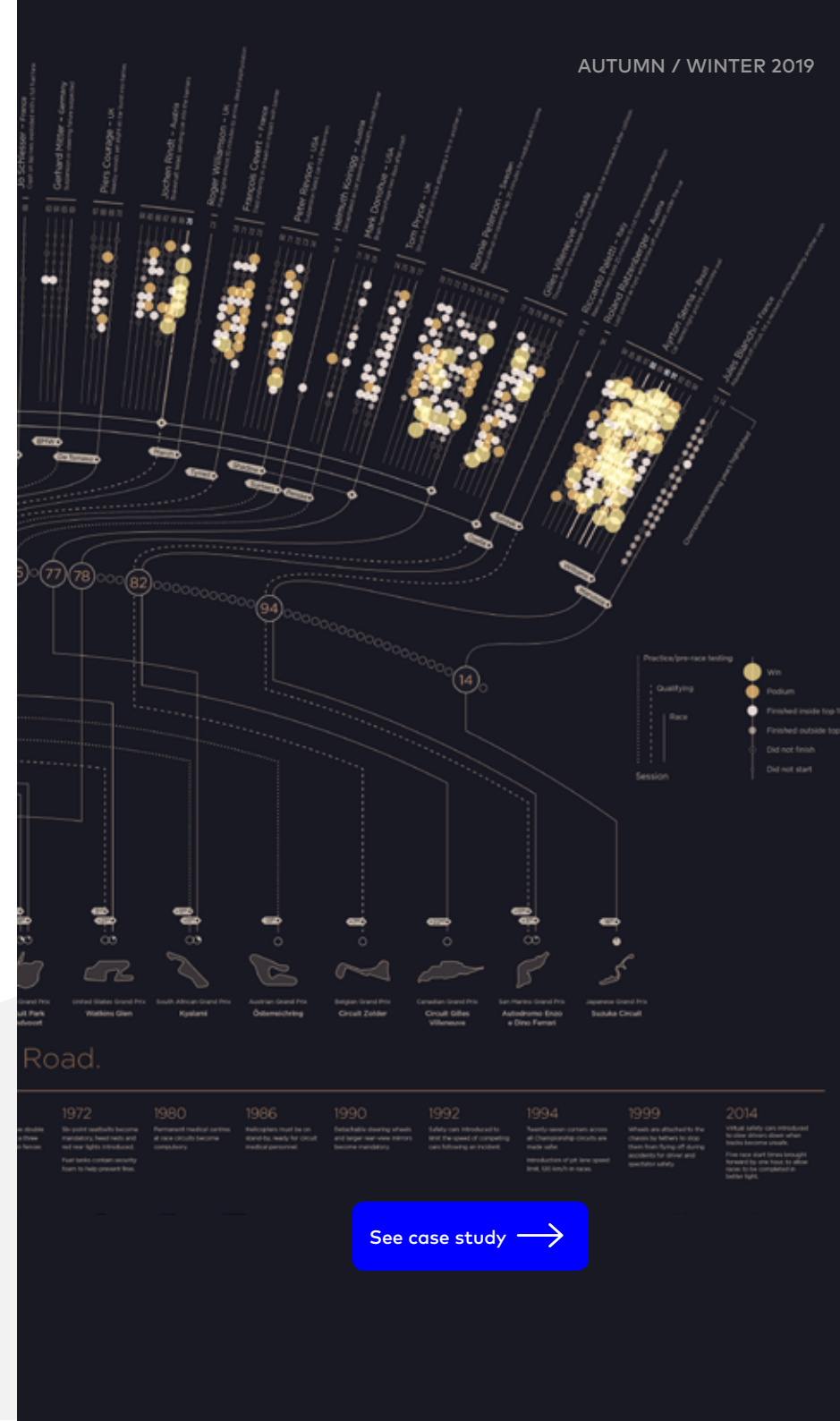
Data visualisation

Present quantitative data within a creative visualisation that your audience can enjoy engaging with.

- A static asset where data is presented with a clear narrative
- Allows the audience to rapidly identify trends across multiple data sets, rather than read through data laboriously
- Can be a beautiful standalone art piece ideal for physical spaces, and a powerful hero piece to support other content



Timeline
2-4 weeks





Digital products



Data can be scary, but presented in the appropriate interface it can also unlock some of the most informative and impactful decisions of our time. It just depends on how you use it.

Proof concept

Our specialist consultants go into your business, analyse what current state looks like to deliver an evidence based outcomes report that gets wider teams onboard.

- Delivers a fast strategic foundation that establishes audience needs, commercial objectives and in-house capabilities
- De-risks the solution ensuring the proposed roadmap is validated and any time consuming, costly initiatives are alleviated
- Brings cohesion when multiple stakeholders and workstreams are being delivered that require a consistent approach

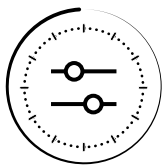


Timeline
1 week

Interactive module

Embed a custom interactive module onto a key web page to deliver multiple layers of information above the fold.

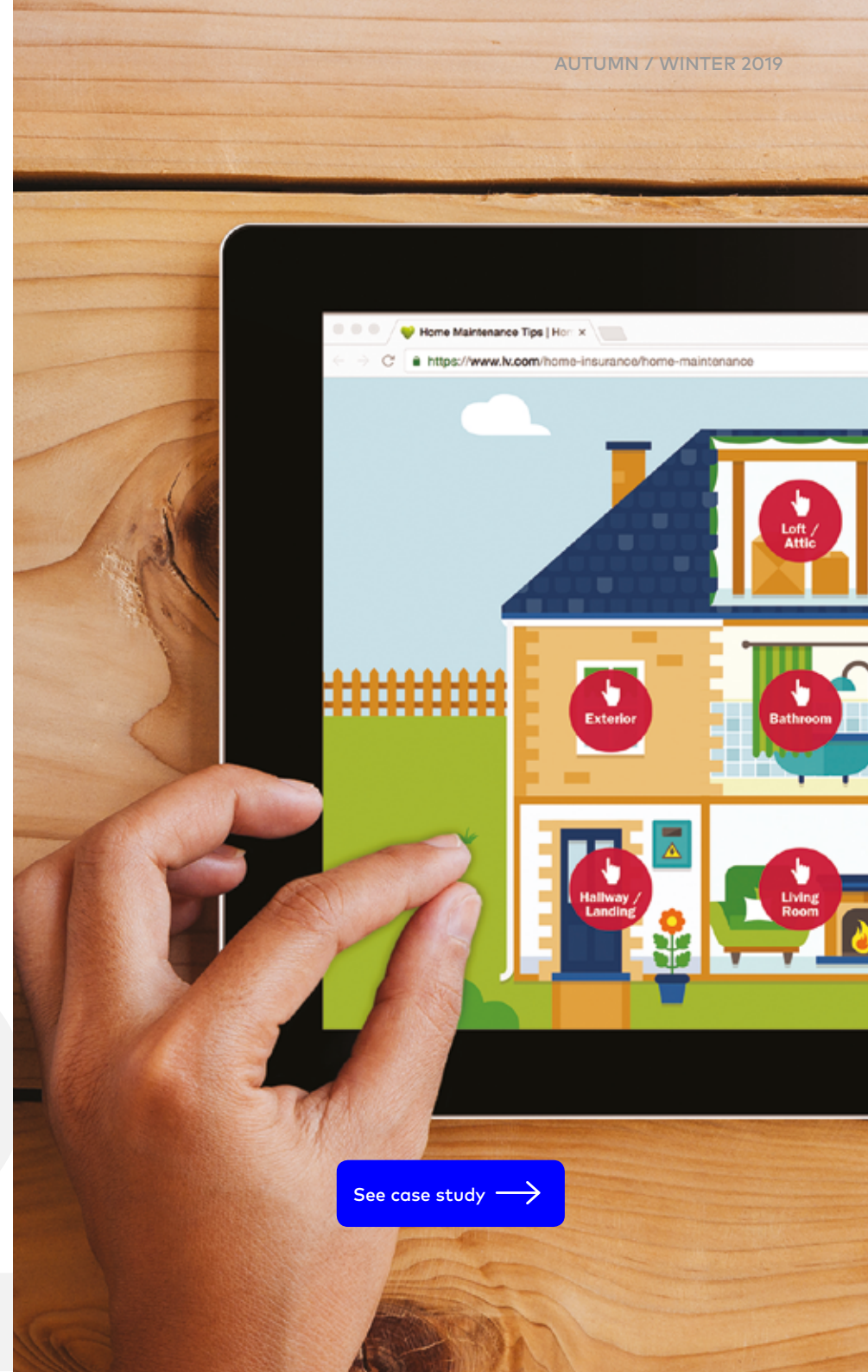
- An ideal way to showcase complex data in one single asset that sits above the fold
- Enables you to spotlight your hero topics
- Enhances your site's UX, enabling users to quickly understand and interact with your data in intuitive ways



Timeline
4-8 weeks

“ infogr8 were extremely helpful and catered to our business needs to deliver a truly outstanding asset we are very pleased with..

Ross Bishop
Senior Digital Marketing Professional, LV=

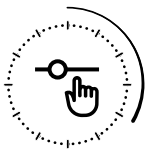


See case study →

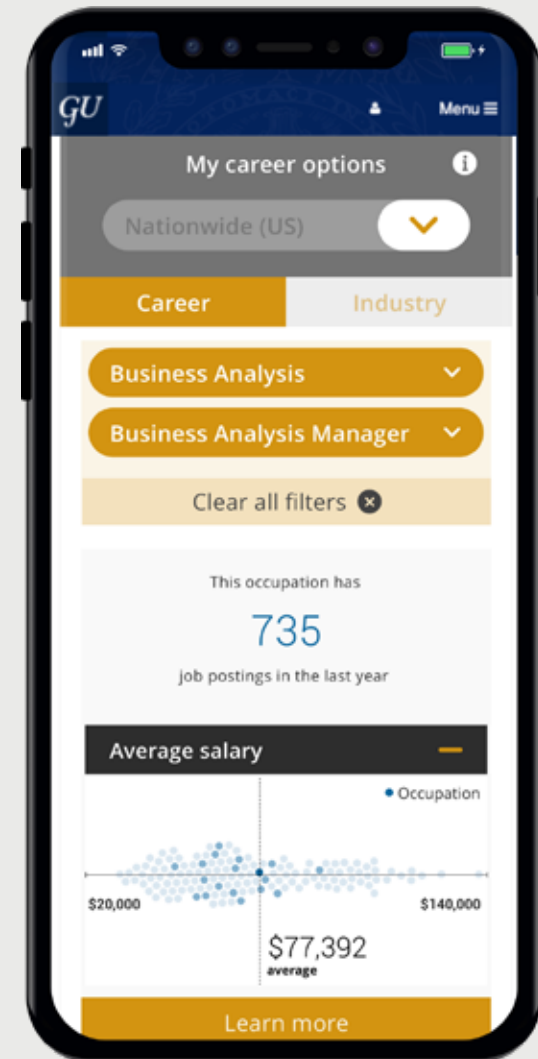
Interactive tools

Help your audience discover the information they need using interactive web-based tools such as widgets and calculators.

- Functional evergreen assets that can attract traffic and support your domain authority
- Boosts dwell time and interaction levels with your brand's content
- Quickly and effectively facilitates a user's direct need, or solves their pain points



Timeline
2-4 weeks

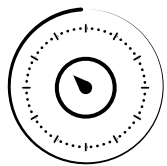


[See case study →](#)

Dashboards

Develop a static or dynamic data-driven dashboard for viewing and contrasting the metrics that matter to you.

- Customisable and intuitive interfaces make it easy to drill down and make decisions based on data pulled in from your proprietary feeds
- Mobile-friendly dashboards provide instant insight on the move and at a glance
- We consult with your team to define a meaningful visual hierarchy before producing your dashboard solution that combines form with function



Timeline
8 weeks



[See case study →](#)

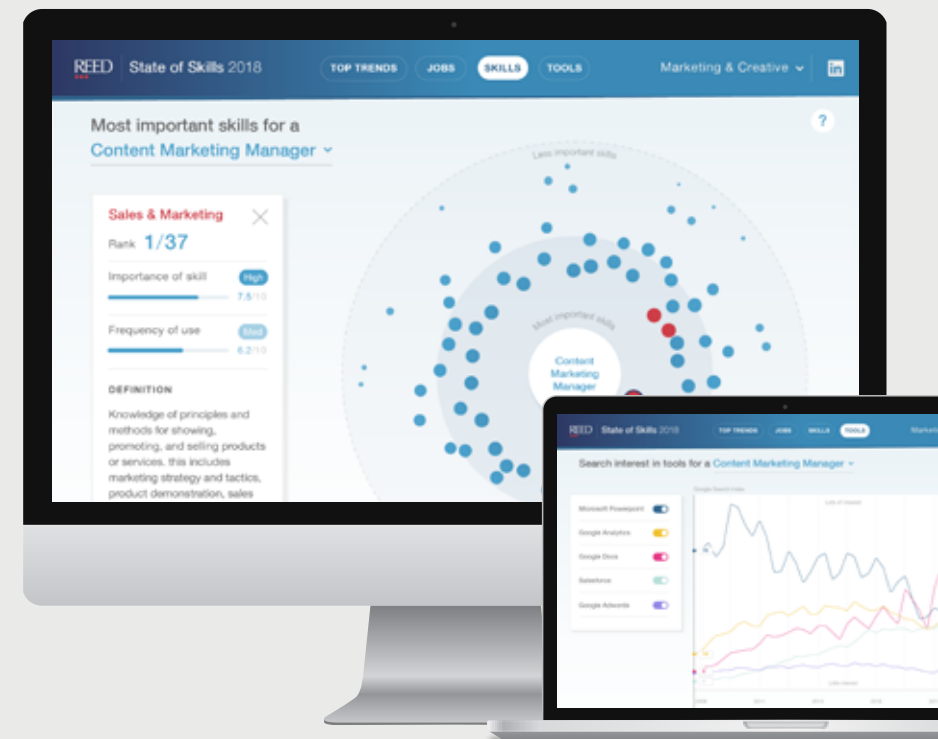
Data led website

Use a dynamic, custom-built website to presents data-led information in clear, meaningful and beautiful ways.

- An effective way to bring your data to life in a way that puts the audience in control
- Particularly suitable for when you have lots of data, or a highly data-literate audience
- We develop custom microsites to suit your requirements, integrating elements such as real-time data updates to provide your users with an exploratory, connected experience



Timeline
12 weeks +



[See case study →](#)

Interactive installation

As the Internet of Things makes digital control increasingly commonplace, a meaningful visual interface invites your audiences to explore, control and play with data.

- Captivates attention in physical environments while also acting as a post-experience conversation starter, both in person and online
- A tactile aid for presenters at conferences, events and demos
- An attractive and intuitive way of presenting relevant, timely information that is tailored to your specific requirements



Timeline
12 weeks +

“It looks phenomenal. We did some last minute training this morning for those who will be staffing the booth. While demo-ing, I occasionally looked up from the screen to the audience. I kept seeing nodding, smiling faces. That never happens to me when I speak in public. And I certainly never see expressions of “wow, that is cool”. Which I kept seeing.

Robert Cuffe
Head of Statistics, ViiV Healthcare

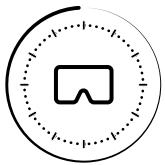


[See case study →](#)

Virtual and augmented reality

Embrace one of the formats of the future by creating a customised virtual reality experience to give your brand true standout.

- Amaze and delight your users with immersive and unique VR experiences
- Create believable and interactive versions of real-life situations to educate, inform and inspire
- Be at the forefront of creating innovative and compelling experiences that can also drive PR coverage



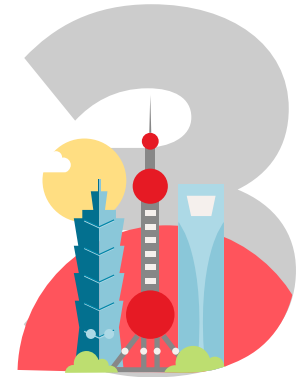
Timeline
12 weeks +



See case study →



Strategy



The business landscape is changing faster than ever before and data has become the game-changer. But how do you tame, implement and measure it in an age of buzzwords, format fads and mystifying metrics?

Workshop

Start to define your content strategy with a collaborative and interactive workshop led by our strategy team.

- Scalable and adaptable, our workshops can be tailored for your needs – covering anything from a short-term content campaign plan to a business-wide content marketing strategy
- Can be delivered for up to 20 members of your team, either at your office or at a recommended 'thinking space'
- An infogr8 creative will scribe during the workshop, developing a real-time visual representation of the key themes and messages covered



Timeline
1 week

“

I thought it was excellent and it was a privilege to have all that talent here in our office. Obviously helps that there seemed to be such a common vision from the outset, but getting everything lined up so efficiently was hugely useful for me.

Paul Miller
Head of Digital Strategy, Vuelio

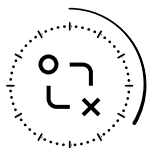


[See case study →](#)

Content strategy

Plan and execute your content effectively with a detailed content strategy document that works in parallel with your existing marketing strategy.

- Contains the framework you need to create and distribute well-planned content with a clear purpose
- A practical guide that can be used across departments for all types of content creation
- Created through a process of close collaboration with your team to establish and define your audience and commercial objectives, using that insight as the content strategy's foundation



Timeline
4 weeks

“ infogr8 have done a great job of really listening to our needs and requirements, and developed engaging infographics for the partners we work with. infogr8 are able to help us project manage Infographic ideas from conception right through to delivery, and always on hand to assist with brainstorming new and interesting angles. Their passion for what they produce is infectious, and their kind and caring personality makes me feel my work is always in trusted and reliable hands.

Lucy Mitchell-Kennelly
Content Manager, Money Advice Service



[See case study →](#)

Data strategy

Prep, plan and utilise your data to inform and enable better business decisions. For your teams, customers and future clients.

- Track the right insights in order to focus on the right goals
- Enables you to present clearer, more accurate insight
- Opportunities on how the data can be best communicated for wider audience buy in

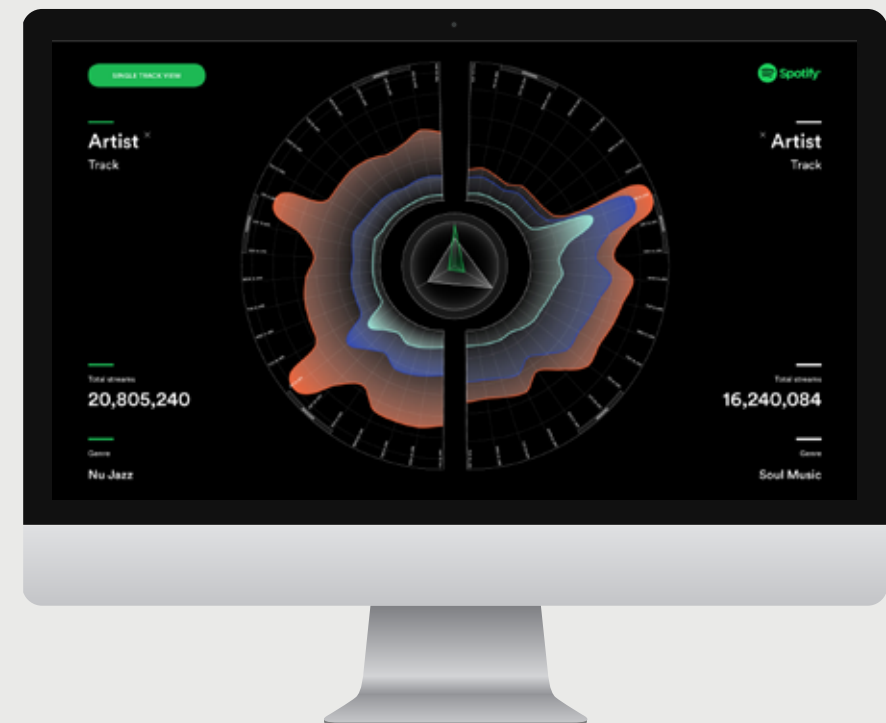


Timeline
2-4 weeks

“

infogr8 has a unique ability to step back and view a story differently, thus enabling an original picture to emerge that can tell a story more effectively.

Will Page
Chief Economist @ Spotify

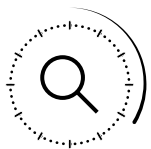


[See case study →](#)

Research

Commission a bespoke piece of research using our full service research capabilities – including data collection, surveys and the crafting of underground stories.

- Uncover invaluable insights, providing accurate material for a range of content assets
- Original research enhances your brand authority and reputation
- Rich insights help to shape and support your marketing campaigns, creative approach and overall business strategy



Timeline
2-4 weeks

“ They created 3 stunning Infographics and a report for Asset Mapping. Their designs changed a very complex problem to an easy to understand concept. They worked very hard and pulled out all stops to get the report done on time.

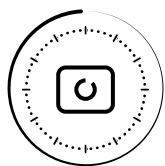
Bill Cle
Marketing Director, Asset Mapping



Playbook

Answer the strategic needs of the business with an actionable data-led playbook that covers culture, planning style and application across the digital ecosystem.

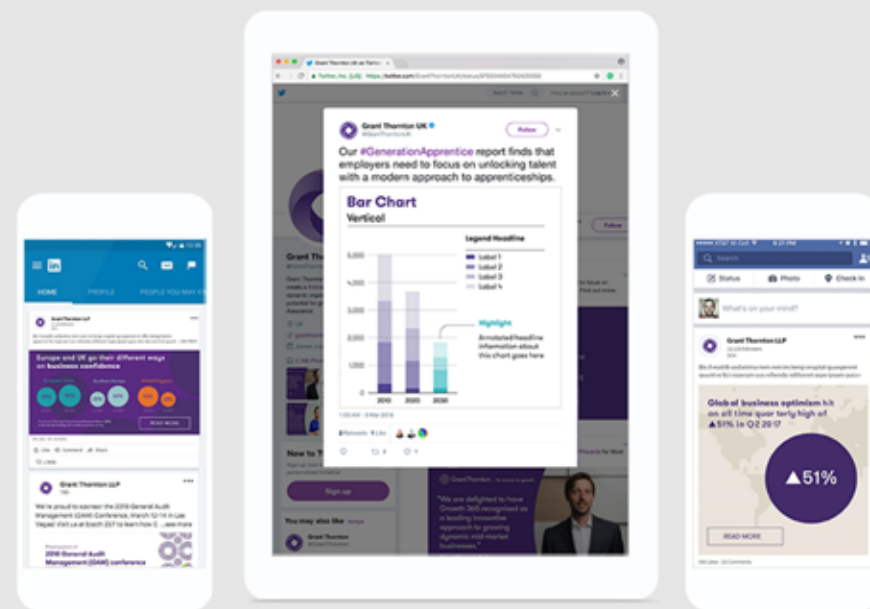
- Contains the framework you need to communicate and distribute well-planned content with a clear purpose
- A practical guide that can be used across departments for all types of content creation
- Created through a process of close collaboration with your team to establish commercial objectives, using this insight as the content strategy's foundation



Timeline
8-16 weeks

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Dan Maurice
Senior Campaign Producer, Sony PlayStation




See case study →


infogr8 help organisations tell honest stories clearly

In media to inform audiences, in products to help
drive better decisions for your teams, customers
and future clients.

Learn more about how we partner with
our clients to achieve great results

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