



REVISED EDITION ■

The five principles of data-driven content



For forward thinking organisations

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.

That's why we've distilled a new edition, to steer your brand towards telling honest stories clearly - at a time when audiences lack confidence in brands and crave the truth.

Reach your specific audience



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](#)

Drive thought leadership



Data visualizations, photography, and charts are the formats and features most likely to draw [readers] to content. We develop stand out stories through a balance of rich media and honest insights to build brand authority.

After all, creating genuine thought leader content and gaining respectable media attention requires timing, depth and solid research.

[See more](#)

Amplify your message



Snackable content helps meet the demand for easy-to-find information without losing search engine visibility.

We develop smart, fast moving toolkits that deliver a variety of dynamic formats and messaging optimised to amplify your message across the right channels and make your campaigns work harder over a sustained period.

[See more](#)

Deliver innovation through data



Audiences crave deeper understanding, from exploring the cast on their favourite TV show to getting context on performance to inform better business decisions. Product teams can deploy new approaches to data gathering, decisioning and delivery to create dynamic experiences.

We integrate our data-led expertise within your existing digital product to feed curious minds and give your platform a market advantage.

[See more](#)

Implement change



We expect that, by 2020, 80% of organizations will initiate deliberate competency development in the field of data literacy, acknowledging their extreme deficiency.

We set up departments with systems & playbooks to become self served - whether that be generating insight on demand, communicating data to a broader audience or complete digitalisation.

[See more](#)

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

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

Source: Forbes
<https://www.forbes.com/sites/johnrampton/2016/03/27/5-reasons-marketers-should-create-snackable-online-content/>

Source: Deloitte
<https://www2.deloitte.com/insights/us/en/focus/tech-trends/2019/personalized-marketing-experience-reimagined.html>

Source: Gartner
<https://www.gartner.com/smarterwithgartner/cdos-must-take-the-lead-to-improve-data-literacy/>

