

A SCRIBERIA CASE STUDY

News UK

DEVELOPING THE
SUPERPOWER OF VISUAL
DATA COMMUNICATION



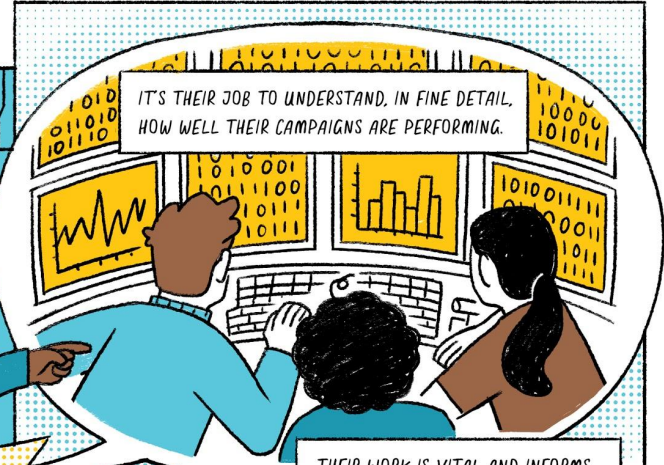
AS STRATEGIC PROGRAMMES DIRECTOR
AT NEWS UK AND WIRELESS GROUP,
LIZZIE UNSWORTH LEADS...



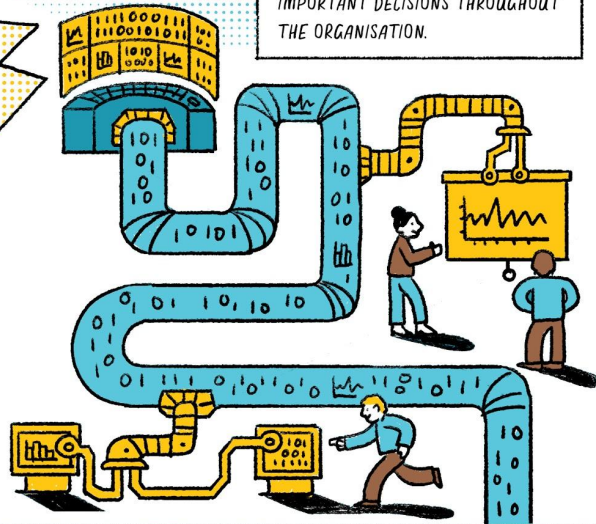
...A CRACK TEAM OF RESEARCHERS
AND DATA ANALYSTS.

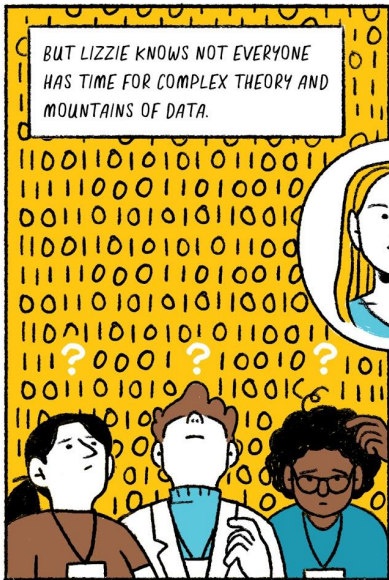


IT'S THEIR JOB TO UNDERSTAND, IN FINE DETAIL,
HOW WELL THEIR CAMPAIGNS ARE PERFORMING.



THEIR WORK IS VITAL AND INFORMS
IMPORTANT DECISIONS THROUGHOUT
THE ORGANISATION.





BUT LIZZIE KNOWS NOT EVERYONE HAS TIME FOR COMPLEX THEORY AND MOUNTAINS OF DATA.



THEY JUST NEED TO KNOW WHAT THEY NEED TO KNOW TO MAKE GOOD DECISIONS.

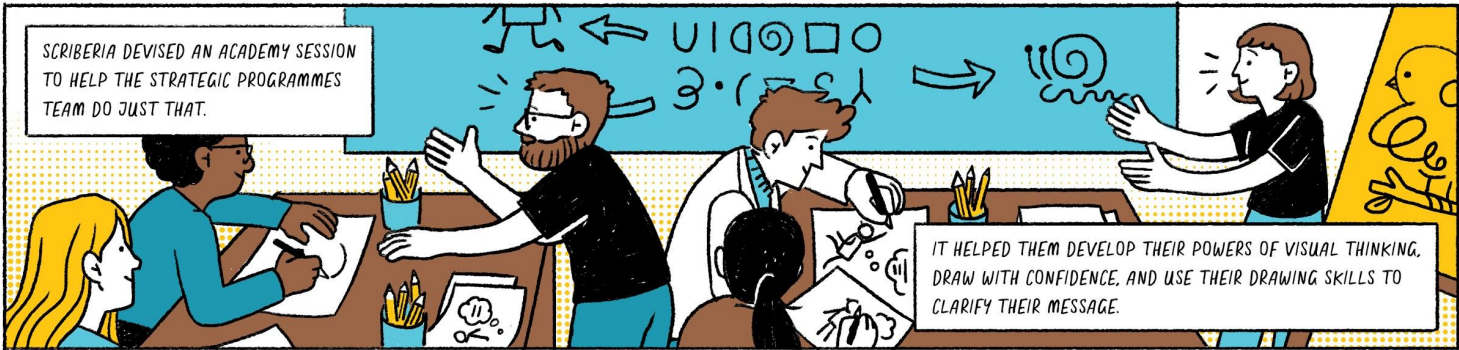


LIZZIE FELT HER TEAM NEEDED TO FIND NEW, MORE EFFECTIVE WAYS TO COMMUNICATE THEIR FINDINGS.



"We recognise that our audiences don't all respond to the same stimuli. The more creative we can be about how we deliver the message, the better."

SO LIZZIE CONTACTED SCRIBERIA, AND ASKED FOR HELP TELLING THE STORIES BEHIND THE DATA - WITH SPEED, CREATIVITY AND IMPACT!

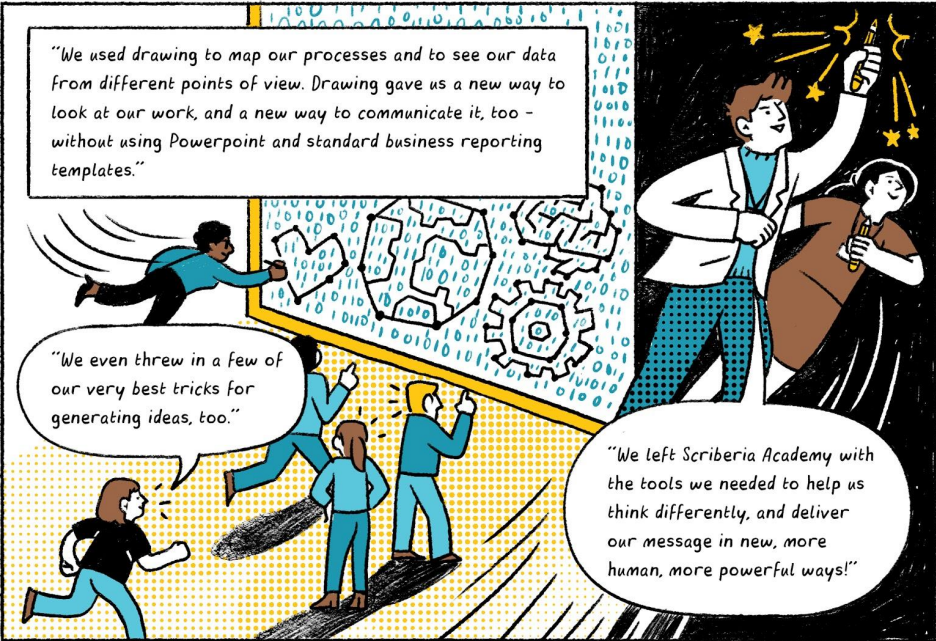


SCRIBERIA DEvised AN ACADEMY SESSION TO HELP THE STRATEGIC PROGRAMMES TEAM DO JUST THAT.

IT HELPED THEM DEVELOP THEIR POWERS OF VISUAL THINKING, DRAW WITH CONFIDENCE, AND USE THEIR DRAWING SKILLS TO CLARIFY THEIR MESSAGE.



"We're a team of very analytical people in our training and our practice. Our Academy session helped us take a step back and pick out just the critical highlights from complex information."



"We used drawing to map our processes and to see our data from different points of view. Drawing gave us a new way to look at our work, and a new way to communicate it, too - without using Powerpoint and standard business reporting templates."

"We even threw in a few of our very best tricks for generating ideas, too."

"We left Scriberia Academy with the tools we needed to help us think differently, and deliver our message in new, more human, more powerful ways!"