

TOP 5 CLIENT PROJECTS

THOMSON REUTERS, UL LLC, AUTODESK, CAPSULE TECHNOLOGIES, SPIRENT

INFORMATION DESIGN AND CONTENT MARKETING MADE BY STATISTA

FOR MORE AWARENESS, TRUST AND LEADS.

Five clients, five unique projects, five success stories: In the following pages, you can discover exciting infographics, microsite solutions, and more for internationally renowned companies such as **Thomson Reuters** and **Autodesk** and get an idea about what Statista Content & Information Design can do for you and your company. To date, our qualified team of consultants, editors, designers, and digital marketing experts has provided guidance to 410 clients from 22 countries. In the span of 12 years, we have created over 15,000 infographics!

// THE SUCCESS FACTOR OF INFOGRAPHICS – AND MUCH MORE

Due to the increasing influence of media, we take in **around five times the amount of information than we did approximately 30 years ago.**

Visualizations such as infographics help us to make selections from the flood of information and distinguish between what is and is not important.

Our individual infographics are only one part of our product palette: For companies of widely varying sizes across all sorts of industries, our team processes exciting numbers using all the arts of data storytelling, creating animated videos, PowerPoint presentations, microsites, brochures, white papers, and more. **Statista Content & Information Design is your partner for generating more awareness, trust and leads.**



Max. 1/10 s

benötigen wir, um ein **SYMBOL** oder eine „**VISUELLE SZENE**“ zu verstehen.



Fast 50 %

UNSES GEHIRNS sind an der Verarbeitung visueller Eindrücke beteiligt.

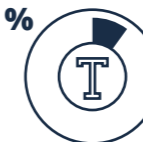


70 %

unserer **SINNESREZEPTOREN** befinden sich in unserem Auge.

ERINNERUNGSVERMÖGEN
für Informationen nach 72 Stunden

10 %



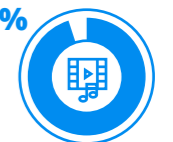
Text

65 %



Visuell

95 %



Audiovisuell

THOMSON REUTERS

// THE CLIENT

Thomson Reuters is a media company, operating worldwide. Content & Information Design has been working with contacts in the United Kingdom, the United States, and Canada since 2018, covering a multitude of topics, especially in the field of employee training. Our team has produced various types of content, ranging from infographics and GIFs to an interactive microsite and an animated video.

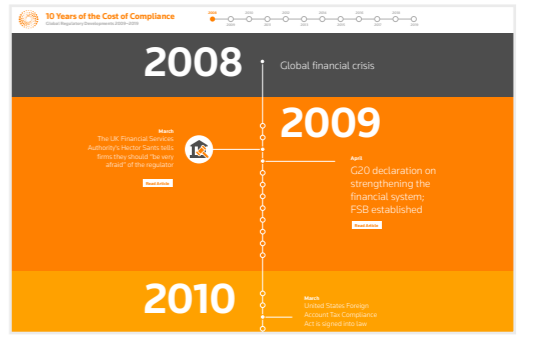
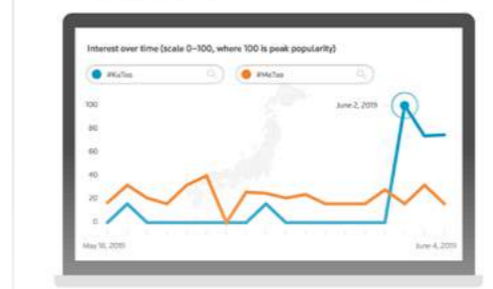
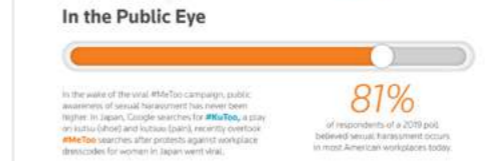
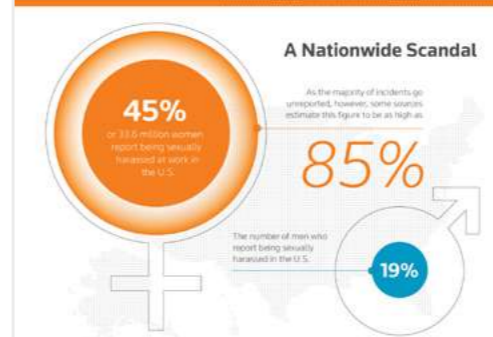
// THE PROJECT

Thomson Reuters uses the graphics, videos, and microsites created by us primarily to draw attention to its expertise when it comes to creating and conducting compliance training sessions for employees: The company releases an annual compliance report on the trends in the sector, including forecasts. In 2019, the report was released for the tenth successive year – a great occasion for presenting the most important results on an interactive microsite, whose launch

coincided with the release of the report. When creating the site, our team highlighted the major findings and used them for exciting data storytelling, which reflects the corporate identity of Thomson Reuters and prompts users to download the full report. Furthermore, we produced a variety of infographics for compliance experts – on the regulation of fintech companies as well as on the sensitive topic of sexual harassment at work.

// THE ACHIEVEMENT

The Thomson Reuters team is always open to new ideas – and our team can showcase our extensive portfolio. This allows us to present interesting and current topics as well as industry trends in a highly varied and compelling manner. The microsite is an excellent example of this – and it was a complete success for Thomson Reuters!



UL LLC

// THE CLIENT

UL is a global leader in safety testing and certification. It supports companies in enhancing safety, managing risks, and complying with regulations and helps them to produce even more quality results and to improve their sustainability. Our relationship with the client, which started off with a project realized in collaboration with the UL Denmark team, has continuously strengthened over the years. Today, we are working with different departments of UL LLC in the United States, and we can showcase our entire portfolio in the process.

// THE PROJECT

Our collaboration began with several infographics, which were produced to support the internal creative departments of UL LLC, but over the years, it has become more extensive. While the majority of the content is developed and provided by the client, our team is in charge of creating the

design.

Because we work according to jointly established guidelines, fewer feedback loops are needed and we ensure that our clients are satisfied – and yet we are able to test more creative styles in our cooperation while making sure the results still reflect the distinct corporate identity of UL. This approach was used when it came to designing a microsite, for example.

// THE ACHIEVEMENT

Our cooperation with UL began with a few infographics – now, Statista Content & Design is the “go-to” agency for various company divisions of UL LLC when they require creative services. By using our tailor-made products on social media, the client can always be sure to make a particularly big impact, but the microsities created by us have also generated a large number of clicks and a great deal of positive feedback.



AUTODESK

// THE CLIENT

Autodesk is a software company operating in the field of 2D and 3D design. We were lucky enough to contribute to its exciting work – the Autodesk team had already contacted our Statista colleagues from the Research & Analysis department regarding data research for a special project on the topic of urban growth. Entrusting Content & Information Design with the visualization of this data was thus the logical choice!

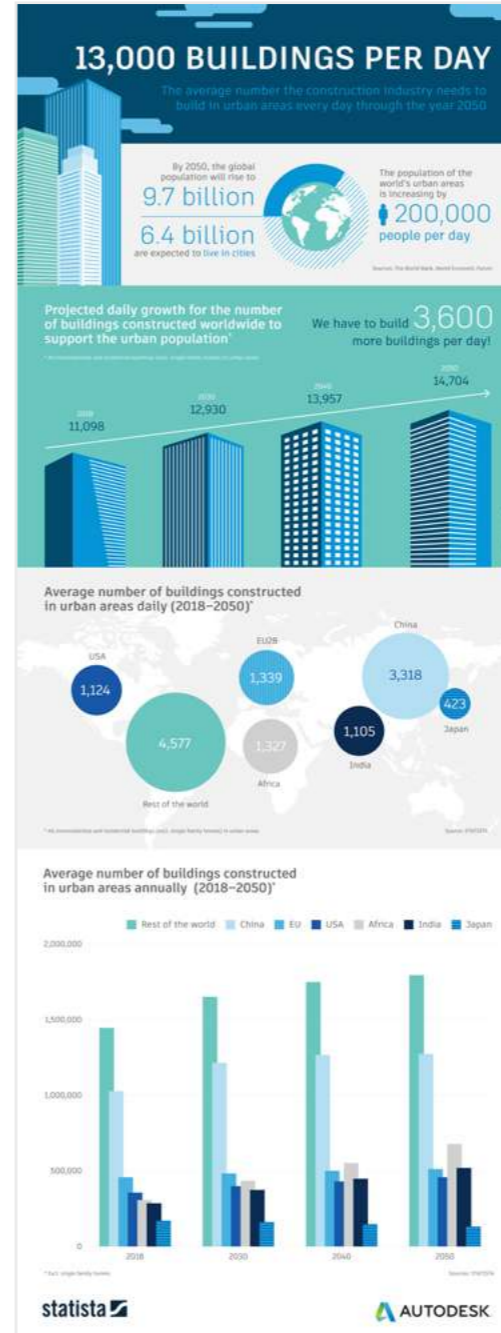
// THE PROJECT

The task was to develop designs which would not only reflect the corporate identity of Autodesk and have an attractive layout but also make the data come alive. Our team was able to come up with an isometric style that lent itself to the relevant infographics and white paper as well as to a 3D design for a video. With the data provided by Research & Analysis, we could develop interesting storylines for both the graphics and the paper, which

then formed the basis for the video's storyboard.

// THE ACHIEVEMENT

Thanks to the teamwork between Autodesk, Statista Research & Analysis, and Statista Content & Information Design, the future of the construction industry was presented using exciting and relevant data, which was modeled and depicted in a way to maximize its impact. Thus, designs were created that made the story behind the numbers come alive. The results of the project can be seen on a separate website, under the heading "Building the future".



CAPSULE TECHNOLOGIES

// THE CLIENT

Capsule Technologies is one of the world's leading providers regarding medical device integration and patient monitoring for hospitals and healthcare organizations. It started to collaborate with Content & Information Design in early 2020 in order to simplify its communication about this complex topic, both within the company and when interacting with potential clients.

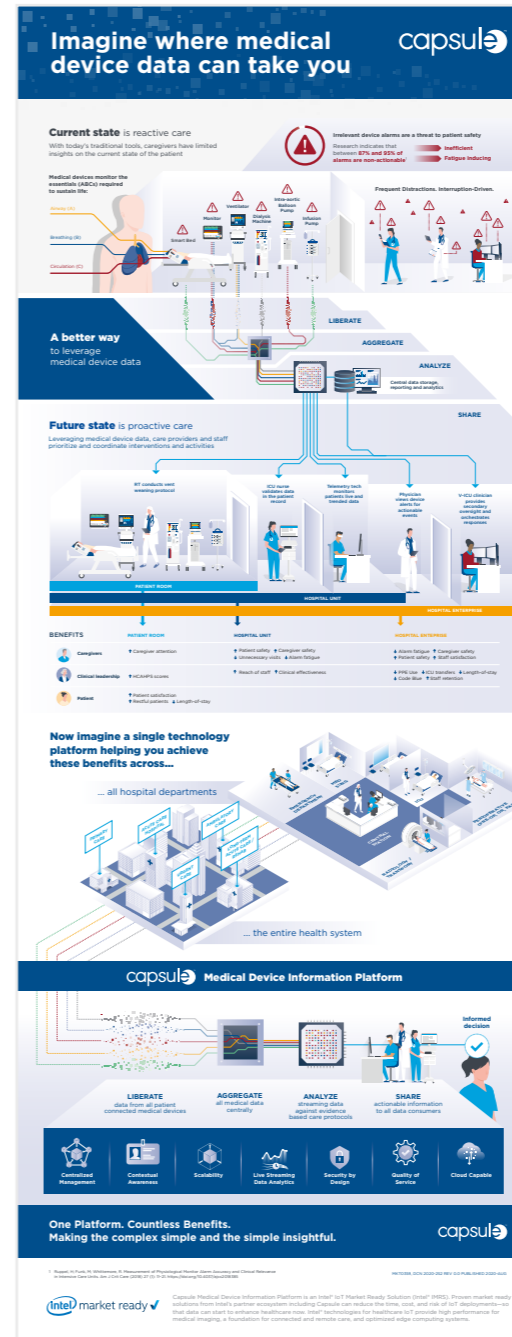
// THE PROJECT

The different departments of Capsule Technologies provided us with information giving a detailed overview of their production process. Based on this overview, our team developed a preliminary design of both a sales brochure and a video. The first step was to come up with a "look and feel" that corresponded to the client's branding but allowed us to create a design which also supported and highlighted the relevant content. The resulting infographics with

their different illustrations depicting hospital rooms, patients, hospital staff, hospitals, and the overall healthcare system are real eye-catchers. The video constitutes an outstanding design achievement – our team took on the challenge of creating an animated video that was unusually long (more than seven minutes). The project also included a product leaflet, which would be used both digitally and in print.

// THE ACHIEVEMENT

Our first project for Capsule Technology was a complete success. The video produced by us was very well received at the company's internal sales training sessions. With our video, detailed infographics, and product brochure, we effectively supported Capsule Technologies in making the production processes more accessible to different target groups.



SPIRENT

// THE CLIENT

Spirent is a multinational player in the field of testing and measuring telecommunication services. Together with the company's U.S. team headquartered in New Jersey, we have created various infographics and PowerPoint presentations since the beginning of our collaboration in 2019, covering complex technical topics.

// THE PROJECT

For Spirent, our team has explored topics such as the 5G rollout or mobile video streaming. In the process, our editors not only received information from their contacts which helped them to structure their infographics, but they were also provided with suitable and relevant data on very specific topics. This productive collaboration has proved to be a guarantee of success. The infographics and presentation created by us reflect the corporate identity of Spirent and include photographic elements, which visually

support the simple but professional look of the designs and ensure that the content can shine in front of an expert audience.

// THE ACHIEVEMENT

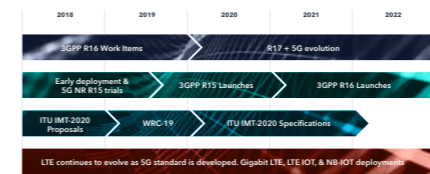
The infographics have turned out to be a great tool for Spirent in terms of generating leads. By making them available as a free download on its website, the company was able to collect a large number of qualified leads. Moreover, some graphics are used in combination with concise statements for sales and customer presentations.



THE ROAD TO 5G

By 2025 it is estimated there will be 1.1 billion mobile 5G connections worldwide. With a large-scale roll-out set to occur much earlier than originally anticipated, the race is on to deliver!

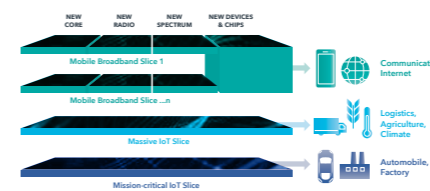
5G STANDARDIZATION TIMELINE



COMPLEX NEW CHALLENGES AND GREAT EXPECTATIONS

As wireless network infrastructures and devices begin to approach the new 5G standards, the rapid rate of acceleration has brought with it a host of new challenges...

NEW COMPLEXITY



Alongside increased complexity, 5G service providers must contend with new goals and expectations:



TESTING DATA SERVICES IN THE FIELD - WHAT'S DIFFERENT WITH 5G?

As 5G introduces millimeter wave (mmWave) frequencies into the mix, cells are smaller and closer - with crazy new beamforming going on. What we saw in recent runs:

- Beam acquisition is tricky - 4G anchor cell is still needed and not all 4G bands are enabled for that need.
- Mobility is not yet implemented well in some areas - a device may detach and ping going between 4G and 5G connectivity.
- The user experience is impacted by how the device is held - the angle of the device to the cell site is critical for testing purposes.
- Max download speed is 1.8Gbps thus far - but many popular big name applications are not yet ready for 5G speeds.

BEST TOOLS FOR THE JOB



QUALITY OF EXPERIENCE

More than half of Americans prefer to use their mobile device to stream video content. With 18-24 year olds spending up to 105 minutes per week streaming video content on their smartphone.



We did a study of mobile video quality.



Here's what we found: Having the latest smartphone, the most popular streaming service, and excellent network coverage doesn't always equate to high quality...

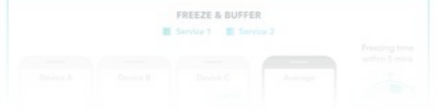
COMPARING DEVICES

Even top-tier devices have room for improvement...



LIVE TV STREAMING

It is possible to watch live TV without buffering and freezing!



WE ARE GLAD TO HEAR FROM YOU



ALEXANDER TROFFMANN

Content Marketing Consultant – Statista Content & Design

alexander.troffmann@statista.com

www.statista.design/en