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“When dealing with the challenge of communicating the process of divestment from RBS Insurance, it was important to describe that journey in an imaginative and immediate way. Infographics captured the bigger picture, highlighted key milestones and gave our people easily digestible facts and figures to make sense of a complex process.”

Paul Diggins, Head of Internal Communications, Direct Line Group



Words&Pictures Case Study

# INFOGRAPHICS

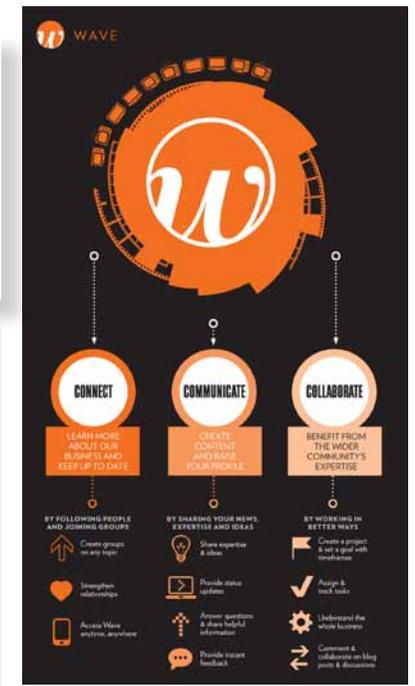
Bright, visually interesting and straight to the point – in an age of increasing demands on employee attention, infographics cut through the noise.

They also create lasting impact, like any great article, staying long in the memory and influencing how the reader thinks, feels and ultimately acts at work. It's for these

reasons that at Words&Pictures we regularly use infographics to help clients share their messages. We've created them both as 'stand-alone' projects and within campaigns – for example, the work we've done on Vodafone's strategic goals. They're also a regular feature of many of our communications in print, online and in film. For example, we present Honda's sales figures

as an infographic in the employee newspaper, *Challenge*. Again, they're a great way to get people talking to each other about the important issues, and to highlight the relevant figures in a compelling way.

The key to success is presenting useful data in a clearly organised, structured and engaging way. But readers also have to care about



the information the infographic is trying to convey – and that's where working closely with our writers and designers can help to make all the difference.

It means that we identify content with emotional impact, that people can trust. It's a foundation on which to create an infographic that tells the story our clients want to share.

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### Case Study: easyJet customer experience



#### The challenge

easyJet like simplicity. After working with them to help bring their strategy to life, through a range of communications which included infographics and animation, we were asked to look at their customer experience process.

#### The approach

The brief was to create an all-encompassing infographic that brought to life the easyJet customer journey. This then needed to be split into its component parts to be used in team development sessions. The solution was to adapt the infographic into a traditional, oversized board game and a responsive, interactive online version.

The game was launched at easyJet's customer experience conference, and went down a storm. Not only did it fire the imagination of easyJet's people but perfectly captured the complexity of the customer experience process.



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### Case Study: Vodafone



#### The challenge

Vodafone asked us to help them out with a communications campaign designed to engage their whole business in a series of upcoming big projects.

#### The approach

The campaign we designed encouraged colleagues to get behind the projects, and brought the key messages to life for them. We created an infographic – both static and animated – that explained the key priorities that people need to focus on in order for the business to succeed in its long-term goals.

Part of our Portfolio information pack



The infographic highlighted the key facts and figures associated with each of the priorities – 4G Continuation, Red Sharer and Freedom Freebee – in a visually appealing and easy-to-digest way. The infographic gave colleagues a clear idea of why these were important for them.

It also explained how colleagues could personally make a difference, encouraging them to feel this was a campaign that was about them. Ultimately, the infographic was a prompt to do more – to use the information they'd taken on board in a practical way for the benefit of the whole business.