

PR News' Visual Storytelling Boot Camp
#socialsummit16

The Power of The Infographic:

A Case Study in how one company uses them for multiple uses
Michelle Breyer, co-founder of TextureMedia LLC

Agenda:

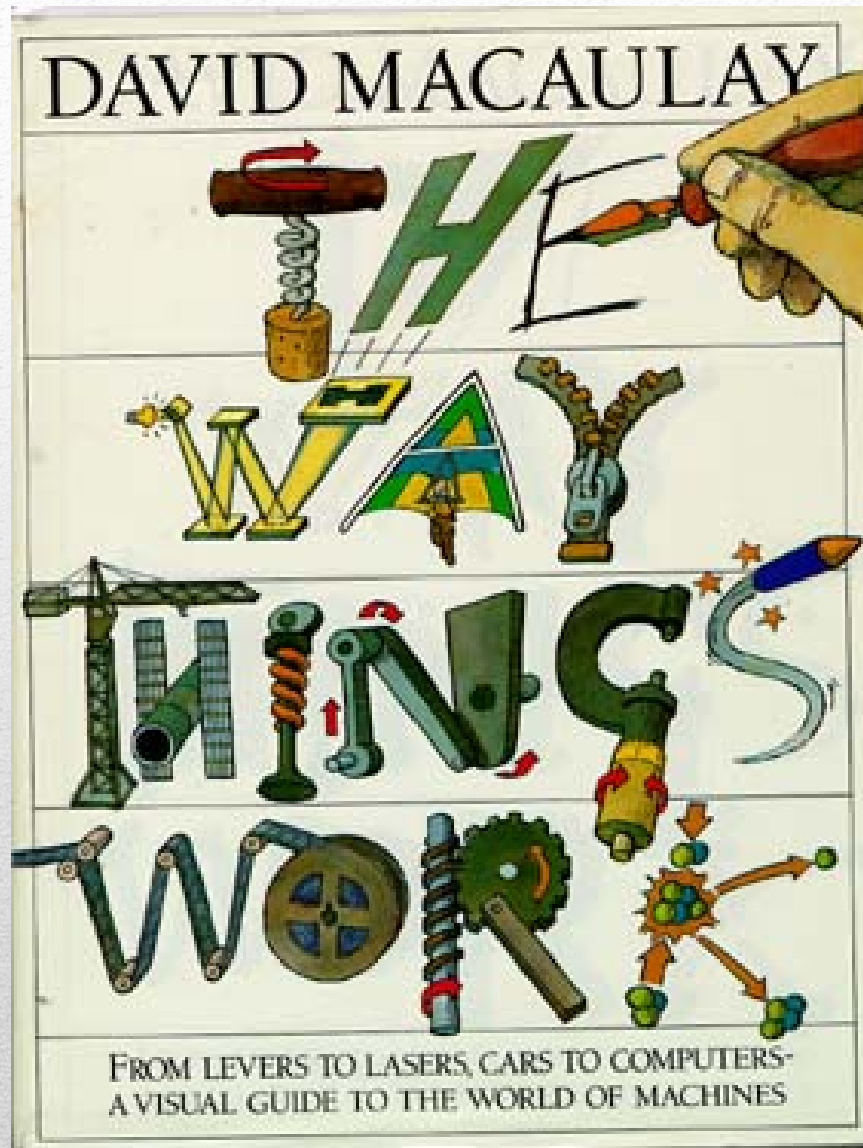
Why Infographics?

How TextureMedia uses Infographics

- Corporate Marketing
- Content
- Branded Content

Best Practices

Useful Tools



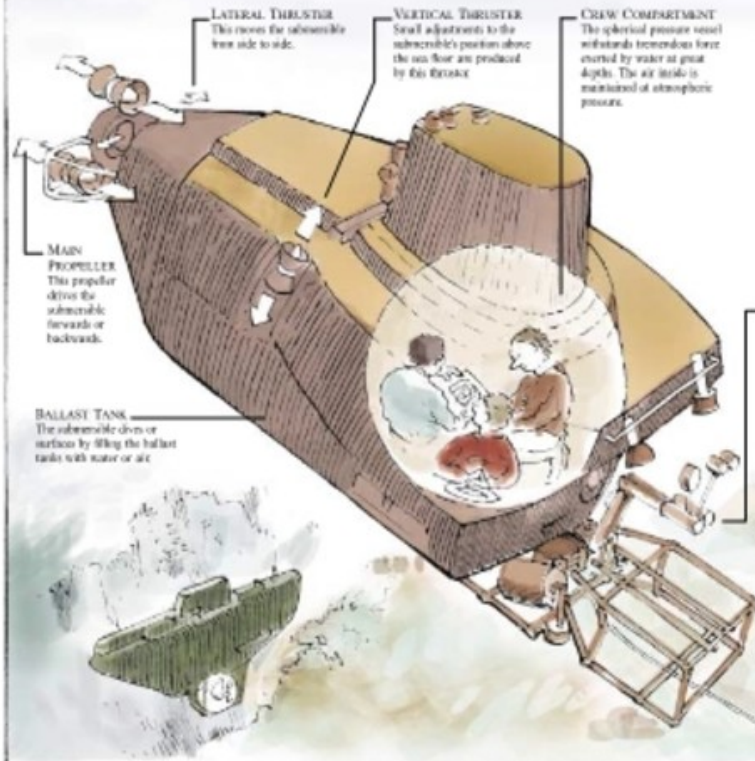
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HARNESSING THE ELEMENTS THE SUBMERSIBLE

Submersibles are designed for use at great depths. They need to be able to sink, to rise and also to float underwater. They do this by altering their weight with a system of ballast tanks which can hold either air or water. If a craft's ballast tanks are flooded with water, the craft's weight increases. If the water is then expelled by compressed air, the weight decreases. By adjusting

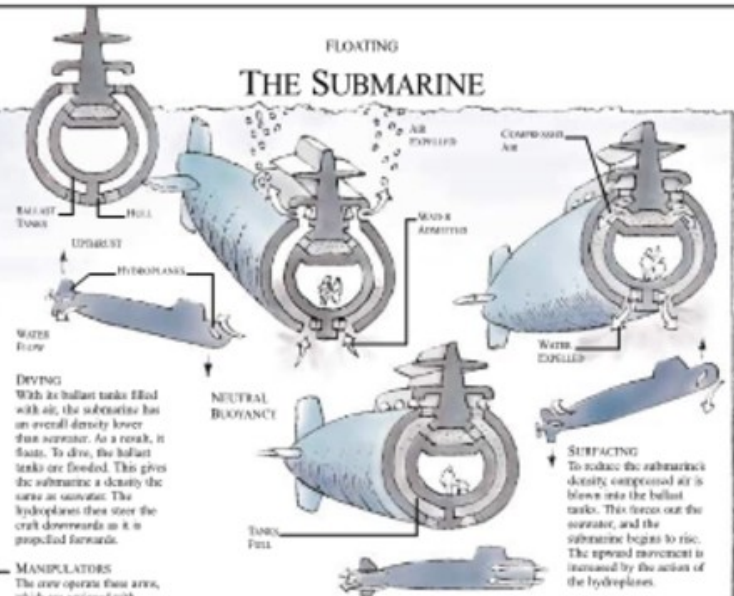
the amount of water in the tanks, the craft's weight and buoyancy can be precisely regulated.

Submersibles are designed to perform delicate tasks deep underwater, and are therefore designed to withstand high pressure and to be highly manoeuvrable. They do not need to move at speed and therefore, unlike submarines, they are not streamlined.



[96]

FLOATING THE SUBMARINE



UPWARD

WATER FLOW

DIVING

NEUTRAL BUOYANCY

TANKS FULL

SURFACING

MANDIPATORS

ROBOT CONTROL

ROBOT CONTROL

ROBOT CONTROL

ROBOT CONTROL

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ROBOT CONTROL

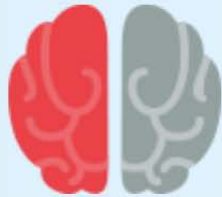
A submarine works in much the same way as a submersible, with the exception that it is able to use the force driving it forwards to control its depth. Fins on either side called hydroplanes swivel to deflect the flow of water around the hull. This lifts or drops the nose so that the submarine can ascend or descend under the power of its propellers. As in the submersible, buoyancy is controlled by ballast tanks. These are flooded when diving; when surfacing, the water in the tanks is expelled by compressed air.

[97]

Why infographics

Why Infographics

Humans are Visual Creatures



almost

50%

of your brain
is involved in

**visual
processing** ^[5]



70%

of all your

**sensory
receptors**

are in your eyes ^[4]



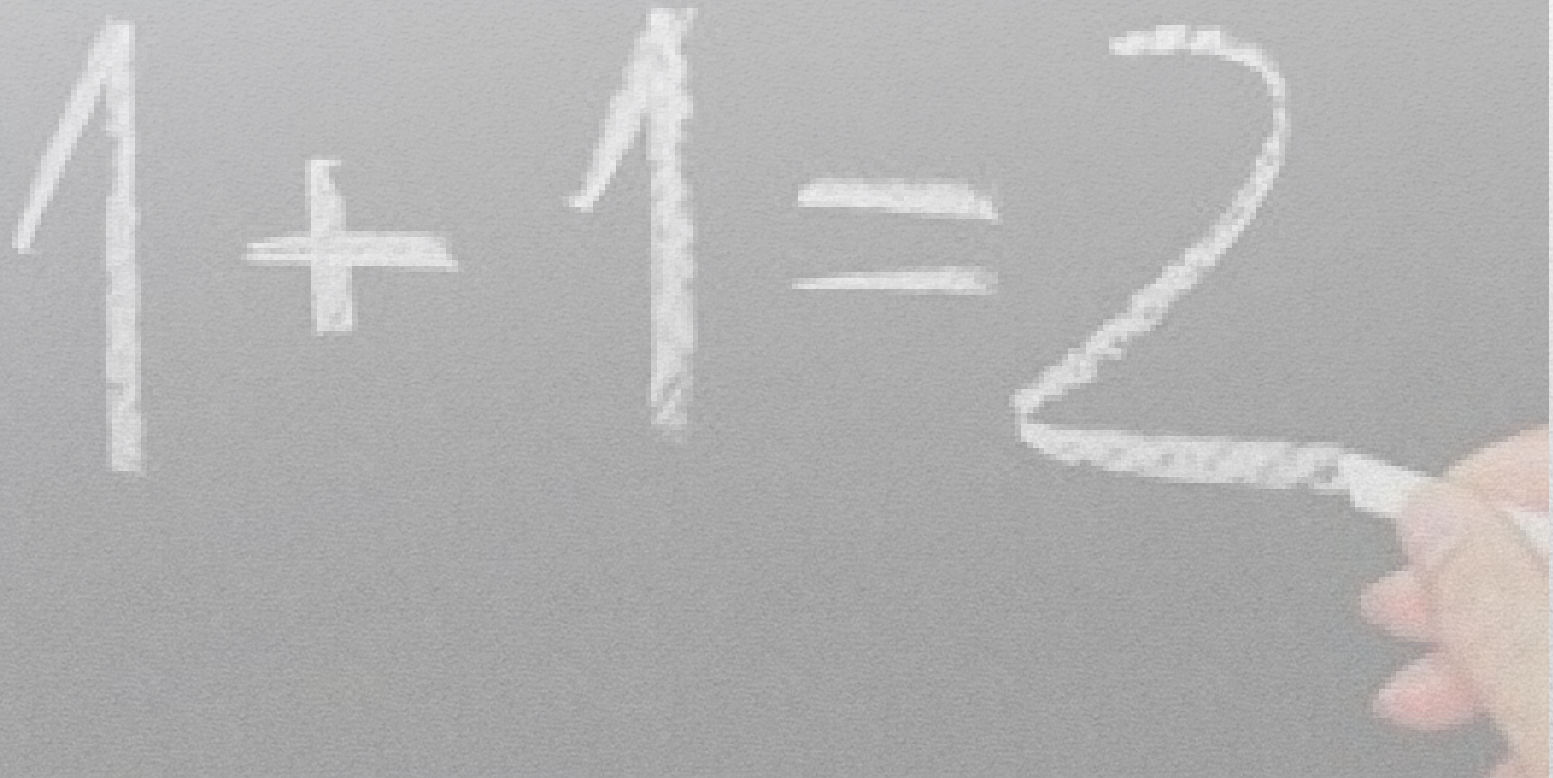
we can get
the sense of a

**visual
scene**

in less than
1/10 of a second ^[6]

Why Infographics

Information can be Conveyed Easily



Why Infographics

Infographics are Easily Sharable



How TextureMedia Uses Infographics

Corporate Marketing

How We Use Them

- Press Kit
- Media Kit
- Corporate Site
- Raising Money
- Board Meetings

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NATURALLYCurly.com

15 YEARS of CURLPOWER

1998 FOUNDERS
CO-WORKERS **GRETCHEN HEBER** & **MICHELLE BREYER** BOND OVER CURLY HAIR FRUSTRATION

FIRST DEVELOPER
THEY PAY A 13-YR OLD TO CREATE A WEBSITE, NATURALLYCURLY.COM IS BORN
CurlTalk is one of the first online forums for curls

PRODUCTS
Michelle & Gretchen try hair products & give them curl ratings

CURLIES FROM ALL OVER THE WORLD BEGIN VISITING THE SITE

2000 ADVERTISING
NATURALLYCURLY GETS ITS FIRST MAJOR ADVERTISER
- P&G -
Advertises its Physique curl product

[Click here to learn how and get free samples.](#) **physique**

2001 PROTESTING THE TREND
NATURALLYCURLY'S **BOYCOTT** OF THE PRINCESS DIARIES MAKES ENTERTAINMENT WEEKLY

2002 NATURALLYCURLY GETS A MAKEOVER
 naturallycurly.com

JESSICURL

THE 3 ARCHETYPICAL TEXTURE TYPES



THE 5 KEY TEXTURE TYPES



DID YOU KNOW...



CONSUMERS ARE
5X MORE LIKELY
TO SPEND IF SPOKEN TO BY
TEXTURE TYPE



OUR COMMUNITY SPENDS
1 BILLION DOLLARS
ON HAIR PRODUCTS YEARLY
(THAT'S **3X MORE** THAN WHAT STRAIGHT
HAIR FEMALE CONSUMERS SPEND)

Content Infographics

naturallyCurly

what's your CURL PATTERN?

"CURLY" MEANS A LOT OF THINGS TO A LOT OF PEOPLE. At NaturallyCurly we have a ton of options for you, and we're constantly adding new and better ones. You'll find styling techniques & products that work for you.

2 *wavy*

3 *curly*

1 *coily*


remember!
MOST PEOPLE ARE A MIX OF A COUPLE CURL PATTERNS, BUT YOUR PATTERN MATTERS THE MOST! BY FOR REALITY. ☺

©2014 This icon is a trademark of NaturallyCurly.com


two different types of 3C HAIR

by NATURALLYCurly

2 people can have the same curl pattern, but have completely different hair. Why? Curl pattern is only part of your hair type equation.




YOU KNOW YOUR CURL PATTERN... BUT DO YOU KNOW YOUR LENGTH?




long *medium*

...OR YOUR DENSITY?



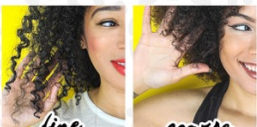
low *high*

...OR YOUR POROSITY?



low *high*

...OR YOUR TEXTURE?



fine *coarse*

Like this? Find more at NaturallyCurly.com

i know my curl pattern!

(but wait, there's more!)

I have 3B Curls!
(but that's not all.)

My curls resemble a loopy "S" pattern that is more defined towards the ends. ☺

My curls are the circumference of a sharpe!

My curls feel *lightweight and hang down.*

My curls are *super fine & high porosity.*

My curls can't *handle heavy styling products.*

My volume can *fall FLAT sometimes.* ☹

Like this? Find more at NaturallyCurly.com

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How They Resonate With Audience

- Infographics drive more site traffic from Pinterest – 50% more than articles drive from Pinterest
- 1] Republishing an article as an infographic drives more traffic
- Infographics generate more shares across social medias than articles



THE 3 ARCHETYPICAL TEXTURE TYPES



THE 5 KEY TEXTURE TYPES



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Branded Content

Clients Want Infographics

- Way to use your expertise to position their products in a way that sets us apart
- Provides client with creative asset they can use for their own marketing purposes
-]
- More effective way to connect consumer to brand or retailer



TOP 10 CURL definers

by: NATURALLYCurly

Looking for a product that will define your natural curls? With so many gels, custards and curl creams, it can be a struggle to find your Holy Grail, here is NaturallyCurly's list of favorite curl definers.

1 **TIGI CATWALK CURLESQUE CURLS ROCK AMPLIFIER**
A little goes a long way.

2 **KINKY-CURLY CURLING CUSTARD**
Lots of slip for Type 4 coils.

3 **OUIDAD CURL QUENCHER MOISTURIZING GEL**
Perfect for thick, Type 3 curls.

4 **SHEA MOISTURE CURL ENHANCING SMOOTHIE**
Nourishing, without the crunch.

5 **AG RE:COIL**
Lightweight styler for Type 2 waves.

6 **CURLY HAIR SOLUTIONS CURL KEEPER**
Water-based frizz fighter for loose curls.

Remember: no two heads of hair are the same, even if they fall in the same curl category!

Infographics were the fastest-growing area of branded content for TextureMedia in 2015

3 GORGEOUS Curly HOLIDAY HAIRSTYLES

by: NATURALLYCurly, with *Curly Daughters*

Here are 3 ways to win this holiday party season. No curling wands or flat irons necessary.

1 **easier THAN IT LOOKS UPDO**

If you're starting with dry hair, refresh your curls with Hair Milk Refresher Spray. If your hair is cleaned & damp, apply Hair Milk 4-in-1 Combing Crème to prep your hair for styling.

2 Create a single loose French braid and secure with an elastic.

3 Fold the French braid up to create a flat bun and secure with bobby pins.

4 **The finished look!**

Optional: Add accessories such as a flower or crystal hair pins.

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Best Practices

Best Practices

- **Less is More: Determine key message/messages you want to communicate. You shouldn't have to read all the text to understand the message.**
 - **Know your audience:** The type of content a consumer wants is different than what a potential client or your CEO will want.
 - **Create an outline before starting:** What are the key points you want the audience to get out of the infographic? What are the stats and images that will best get that across? The answers will determine your design.
 - **Show rather than tell:** A good infographic will tell a story without relaying on words. Instead, key stats and engaging photos will tell the story.
-

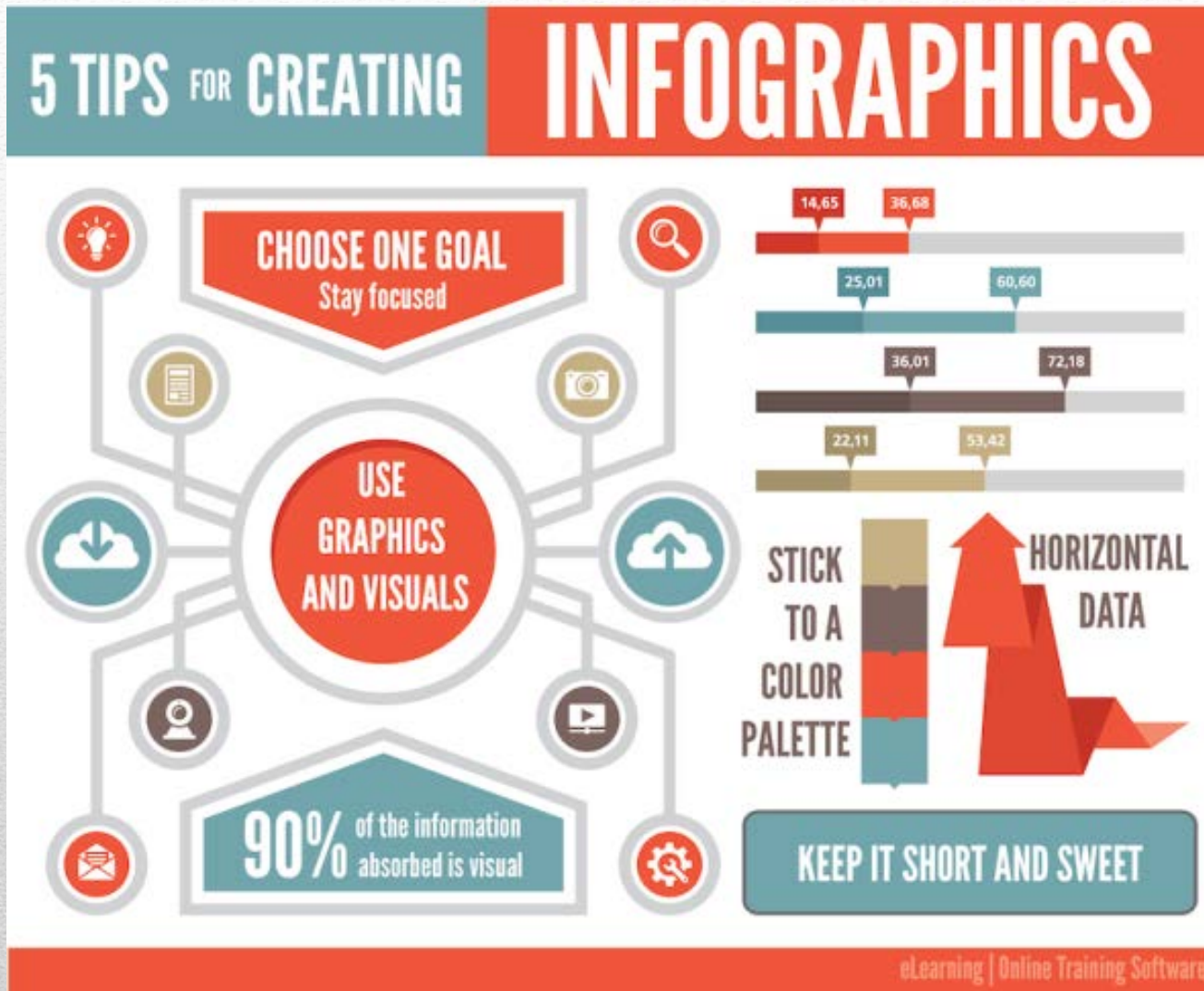
Best Practices

- Wire Frame It First: Play with moving around the illustrations, photos and stats. Look at it as the reader.
- Focus on Header Text: What are biggest call outs and how do you highlight those? Most important information should be in bigger text.
- Don't be Afraid to Steal: Keep up with the trends. Get inspiration from editorial magazines and Pinterest to find designs that appeal to you. If you're the client, bring along examples you like – the more the better.
- There Are No Rules: The most important thing is that the infographic resonates with the audience. Would you scroll on it if you went to Pinterest?

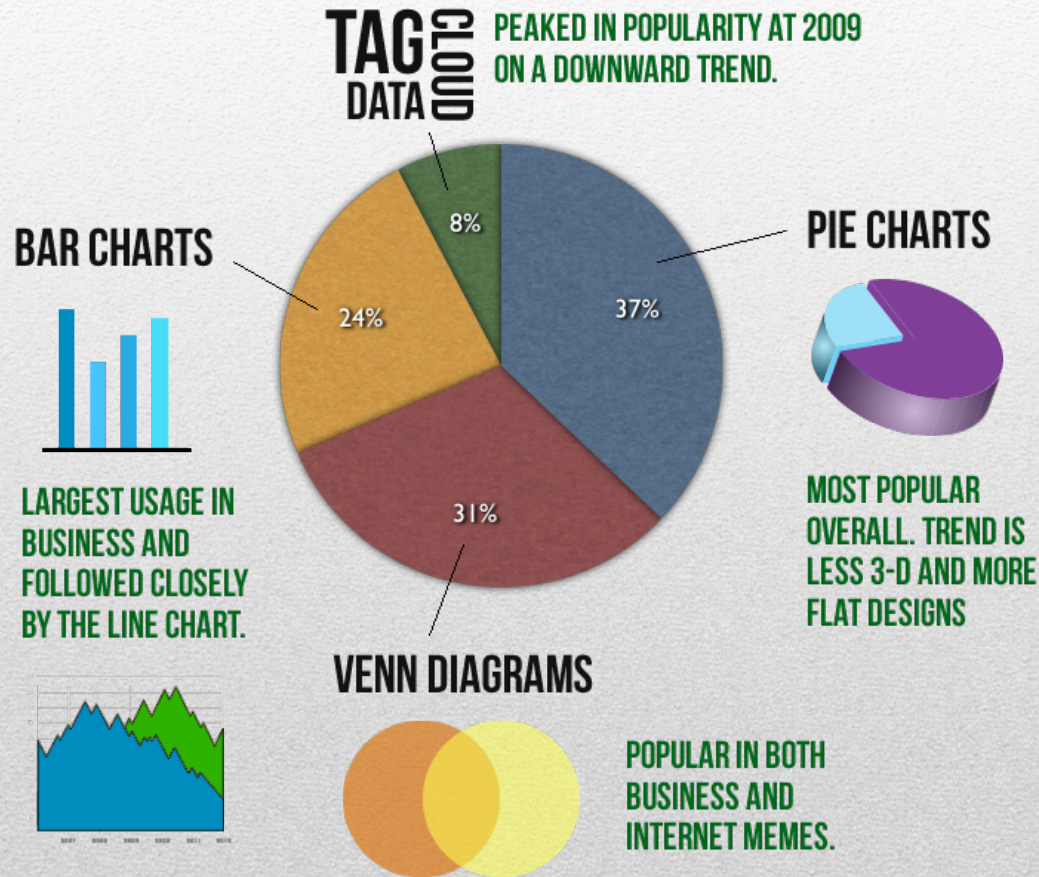
Keys To Making Shareable Infographic

- 70 characters is optimal length
- Clear focus, not a random smattering of stats
- Carefully chosen color scheme
- Up to date, interesting statistics
- Easy to read at any size
- Easy to embed, like, pin, tweet, share

In Other Words



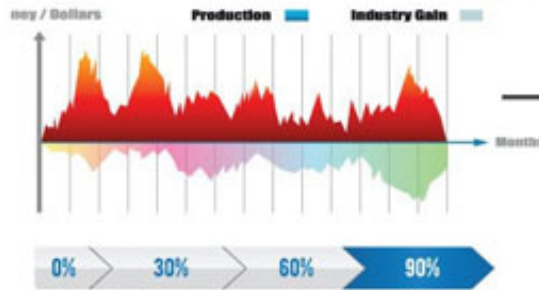
MOST POPULAR STYLES OF INFOGRAPHICS ON THE WEB



What are the major parts of an Infographic?



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



The Visual

This refers to the colors, graphics and icons used in designing the infographic.

The Content

This includes the text, statistics, time frames and references.

The Knowledge

This refers to the facts and conclusions to convey the overall message or story.

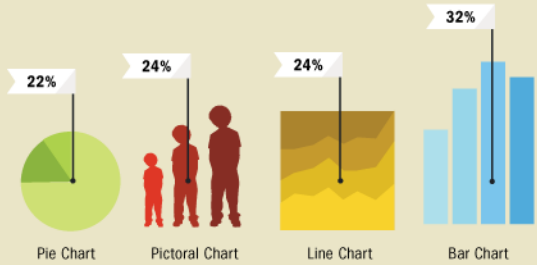
INFOGRAPHIC OF INFOGRAPHICS

Data visualization is a popular new way of sharing research. Here is a look at some of the visual devices, informational elements, and general trends found in the modern day infographic.

DESIGN

CHART STYLE

Percentage of infographics with the following charts:



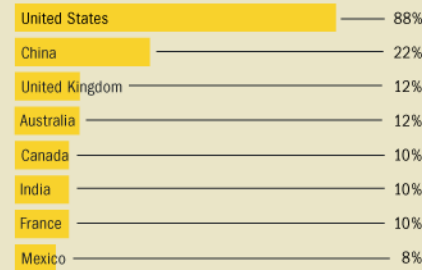
FONT

■ Sans Serif
 Condensed Sans Serif
 ■ Serif



CONTENT

COUNTRIES FEATURED



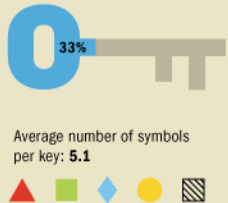
THEME

Relative popularity of different infographic themes:

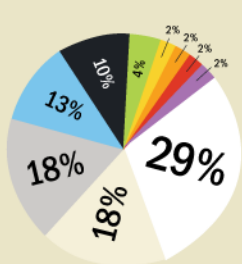


KEY INFO

Percentage of infographics with key:

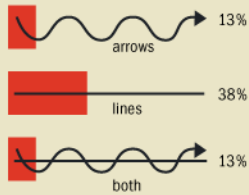


BASE COLOR

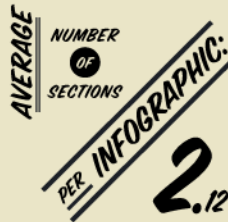


NAVIGATIONAL ICONOGRAPHY

Frequency of arrows & connecting lines in infographics:



SECTIONS



CREDITED SOURCES

Average number of sources per infographic: **2.29**



TITLE

Average number of words per infographic title: **4.36**

“RICHEST AND POOREST AMERICAN NEIGH

CONCEPT & DESIGN Ivan Cash SOURCE 49 infographics collected at random from www.good.is/Infographics

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10 TIPS FOR CREATING

**WILDLY
SUCCESSFUL**

INFO- GRAPHICS

101 DESIGN BASICS

MULTI-USE FLEXIBILITY



1. SKETCH IT OUT
Start by mapping out your ideas with pencil and paper.



4. ALIGN TO THE STORY
Be sure the terms, structure and tone are consistent.



**VIEWER
FRIENDLY**



**MOBILE
MINDED**



2. SOLICIT FEEDBACK
Get others' opinions to help you build a clear visual solution.



5. STRENGTHEN IT TO STAND ALONE
Include a clear title to set expectations.



7. NARROW THE FOCUS
Your ultimate goal should be to clearly convey one idea.



9. AVOID TINY TEXT
Keep font sizes legible on small screens: aim for at least 12pt.



3. START IN HI-RES
Remember that scaling down is easier than sizing up.



6. PLAN FOR ALTERNATE USES
Adjust for common re-purposing needs.



8. CUT EXCESS WORDS
Limit supporting text to a single sentence when possible.



10. ACCOUNT FOR RETINA DISPLAYS
Double regular 72 dpi specs to avoid blur.

For more information, read the full *Beyond PR* blog post, "10 Tips for Creating Wildly Successful Infographics."

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Tools to Create Infographics

Infogr.am

InfoActive.co

Piktochart

Easel.ly

Venngage




HubSpot has

free templates: <http://offers.hubspot.com/how-to-easily-create-five-fabulous-infographics-in-powerpoint>

@FrontStream @JuliaCSocial #FSWebinar

Takeaways



Infographics can serve a number of functions for a company

Know your audience when creating an infographic, whether working with an outside developer, an in-house designer or doing it yourself.

Infographics are here to stay