CONTENT MARKETING & INFORMATION DESIGN

Customised Infographics – Presentation Design – Animated Videos – Interactive web projects – Corporate Publishing – Content Distribution, Lead Generation & Advertising
The three pillars of Statista

Statista Platform (statista.com)

- Leading statistics portal worldwide
- Over 1,500,000 statistics on 80,000 topics from more than 18,000 sources
- Industry reports, dossiers, studies
- Provides forecasts for 500 industry sectors and 50 countries

Statista Research & Analysis

- Tailored market research and analysis
- Approx. 70 business analysts
- Quantitative and qualitative market research
- e.g. surveys, market & competitor analysis, M&A targeting, expert interviews / panels, data modelling and forecasting

Statista Content Marketing & Information Design

- More than 30 designers, editorial researchers, consultants & project managers
- Content Marketing & Information Design
- Lead Generation & Advertising
- Desk Research & Editorial Support
The Statista Content Marketing & Information Design department assists you from concept development, research and editorial work to the graphic design and distribution of the work. Thanks to our access to statista.com, 22,500 market data sources and a team of experienced researchers and creative editors, we can visualise any topic for you.

**Content Marketing & Information Design projects**

- **Custom Infographics**
- **Corporate Publishing / Editorial** (e-books, whitepapers, brochures, e-charts etc.)
- **High-end Presentations**
- **Interactive / Animated web projects** (e.g. microsites)
- **Information Videos & Animations**
- **Editorial work support**

**Research & Analysis projects**

- **Secondary Market Research** (e.g. desk research)
- **Primary Market Research** (e.g. surveys, interviews)
- **Analysis** (e.g. data modeling & forecasting)

**Content Distribution, Lead Generation & Advertising campaigns**

- **Content Distribution & Lead Generation** (e.g. standalone mailings, Sponsored infographics posts)
- **Advertising** (e.g. via the Statista Platform & Statista infographics newsletters)

content-design.statista.com
The Power of Content Marketing & Information Design

Visual information and a good story grab our attention. They're easy for the human brain to process quickly and they stay in our memories for a long time. Infographics and other types of information design have the power to reduce complexity down to its true essence.

Working with us, our global customers consistently experience measurable results which highlight the effectiveness of content marketing, primarily in the form of click rate growth, shares, brand popularity, conversions as well as media coverage and sales.

Use our customised infographics, videos, publications or presentations for your upcoming tasks – whether it’s:

› marketing campaigns,
› press releases,
› project summaries,
› internal or external presentations,
› e-mail newsletters,
› sharing insights with clients,
› pitches or social media activities

... just to name a few.
How we work...

Clarification of request, consultation on deliverables & topic, acceptance of proposal

Desk research for content / insights done by Statista or provided by client

Client receives editorial draft as well as researched data / insights (incl. two revisions if required)

Final delivery in agreed format (incl. two revisions if required)

Idea / Concept / Briefing

Data Research

Editorial Work

Design & Format

Content Distribution

Statista & Client

Statista

Statista

Statista

Optional
Why we are the right partner for your projects...

- **Data foundation**: We are part of statista.com – the number one market data portal worldwide with access to 22,500 data sources and various data partnerships.

- **One roof**: Researching, writing, designing is what we do day in, day out. We have professionalised this focus and provide all of it under one roof.

- **Editorial expertise**: Our editors have extensive experience from projects in a variety of industries and will make sure to tell a story in your desired tonality.

- **State of the Art Information Design**: Over the years, we have established “Information Design” as its own discipline. Converting stats and numbers into creative design is what we excel at.

- **Transparency**: We approach all projects individually and explain and share our sources with you – no secret formulas behind the scenes.

- **Cultural Diversity**: All our editors and project managers are native English speakers. On top, Statista’s employees come from more than 45 countries, allowing us to deliver projects in variety of languages.
PORTFOLIO
Custom Infographics

Medium Chart

- Up to 4 data chapters per chart
- Advanced design and illustrations
- In your Corporate Design

Best suited for:

- presentations, internal / external PR,
- communication of overall takeaways, short storytelling, visualisation in reports & studies,
- marketing campaigns, project summaries

static, animated or interactive – tell a story and reduce complexity
Custom Infographics

Story Chart
- Up to 6-7 data chapters per chart
- High-end design and illustrations
- Editorial storytelling
- Option to cut into several standard charts
- In your Corporate Design

Best suited for:
- presentations, mobile communication,
- internal / external PR, communication of
- overall takeaways, visualisation of research
- & projects results, storytelling, marketing
- campaigns, process visualisation, business
- model & KPI summaries

*Bottom right example by Infographics Group for exemplary purposes only.
Custom Infographics

**Premium Chart**
- Up to 8-9 data chapters per chart
- Unique, artistic design, images & illustrations
- Editorial storytelling
- Aligned to your Corporate Design

**Best suited for:**
Marketing, PR, conferences, exhibitions, visualisation of research & projects results, landing pages, print-outs

static, animated or interactive – tell a story and reduce complexity

*Three infographics on the right have been created by external parties (National Geographic, Infographics Group) and are for exemplary purposes only to showcase what we are able to deliver.*
Presentation Design

fresh and handcrafted presentations by our presentation design artists
Animations (GIFs)

Looping animations, showing stats, insights, editorial and custom design
Videos

Information / Explainer Videos
30-180 seconds
Animated, stock footage or 3D

- Animated
- 3D
- Stock footage

Precise and spot-on. Brief, explanatory clips to explain a process, show insights or introduce a service.
Microsites

content on user-friendly websites to engage with your communities
e-Publishing

e-books, whitepapers, mobile reports, e-charts – creative and number-based
Corporate Publishing

brochures, reports, prints, posters, leaflets – creative and number-based

content-design.statista.com
Statista Research & Analysis

experts at collecting, analysing and modelling data

Market Research
> Various qualitative and quantitative primary market research methods
> Online surveys, online communities, focus groups and expert interviews
> Concept → survey design → fieldwork → analysis → presentation

Market Analysis & Forecasts
> Market and competitor analyses in various industries
> Data modelling, market sizing and forecasting
> Identification of target customers, markets, or M&A targets

Studies & Rankings
> Benchmarking studies (customer service, degree of digitalization, etc.)
> Industry deep-dives
> Rankings and industry player top-lists (best employers, best consultants, etc.)
Content Distribution, Lead Generation, Advertising

8 million unique visitors visit the Statista platform monthly. On top, approx. 285,000 people worldwide read our daily newsletters. This contains a great opportunity for your brand or company to increase its exposure and reach relevant b2b contacts, academics, journalists and influencers.

Content Distribution

Sponsored Infographic Post
We create an infographic for you, portray it in one of our infographic newsletters and link it to your landing page or the Statista platform (incl. backlink)

- Geography & number of recipients:
  - International (55% US): 180k
  - Germany: 46k
  - IND: 13k
  - GBR: 12k
  - FRA: 10,5k

  Newsletters open rate: 22 - 24%
  Recipient segmentation: 50% enterprises, 20% media and agencies, 15% public sector and 15% other

Standalone Mailings
Many Statista users subscribed to receive insights or reports from third parties. Through specific mailings, we invite these users to download your content on a dedicated Statista landing page. These downloaders leave their contact details and based on a Cost per Lead model, we hand these leads over to you.

Lead Generation

Recipient segmentation: 50% enterprises, 20% media and agencies, 15% public sector and 15% other

Advertising

Statista platform
There are 1.5 million statistics relating to 170 industries on the Statista platform (8 million unique visitors / month). We can display your ads on statistic sites which relate to your industry or topic.

Statista newsletters
Approximately 285k people receive the daily Statista infographics newsletters. We can integrate your ad on two different positions and in two different formats (content ad; native ad).

Statista platform

Discover your hidden talents.

Deloitte
Risk Advisors: we want you!
"I am very happy to have chosen Statista for this big project of creating our corporate presentation. The whole process has been handled in a very professional manner, and every deadline has been respected. The quality of the work is immaculate, and the creative sparks light up the final product. Statista seems to have found the perfect balance between a very professional efficiency and a very cool and creative workflow. Our new presentation has turned out absolutely brilliant and I sincerely recommend Statista."

Michael Ravn, Senior Manager, Communications, Tulip Denmark

"We’ve worked with Statista’s creative team to generate greater brand awareness and new business leads. Their professionalism and work quality are simply world-class! Combining rich data with the highest quality design, they deliver products that are striking, memorable and effective. On top, the workflow they follow makes the process clear and easy for their clients."

Content Strategy Director for a global professional services firm, USA

"Working with Statista’s Content Marketing & Information Design team has been very inspiring and added tremendous value to our projects. With them we’ve tackled projects we never would have considered and pushed the boundaries of our own creative thought process. The team’s speed does not sacrifice quality, and have managed to deliver top-notch work. They’re also a pleasure to work with – each team member we’ve encountered has always made us feel that our brand is a top priority. I just can’t recommend them highly enough."

Benet Pujol, VP Market Research, SEAT Spain

"Statista Content & Information Design delivers the recipe for fact-based decisions. The breadth of the services is amazing and really adds value to us as a global but still family run-business. The collaboration is highly professional with regards to content and timing. On top of that, it’s very enjoyable."

Thomas Oberrauch, Director Market Intelligence & Strategy, Loacker Italy
Your international team

**Robin Hüdepohl**  
**Head of Content Marketing & Information Design Projects**  
Overall project responsibility lies with Robin, who oversees the Global Content Marketing & International Advertising at Statista. After starting his career as Communications Consultant, Robin spent several years working in the creative industry as well as the aviation sector. Having lived and worked in 6 countries, he joined Statista in February 2015 and works with customers including Google, the European Commission, Jaguar Land Rover and Copenhagen Business School.

**Kira Luttrell-Roth**  
**Project Manager & Editorial Researcher**  
Kira is a Project Manager, Editor and Researcher and is responsible for the smooth flow of customer projects. She has over ten years’ experience in marketing and communications, having worked in Australia, Canada and the UK. Prior to working at Statista, Kira completed her MA in International Relations and worked for The Prince’s Trust, a youth charity based in London.

**Dun Lewis**  
**Motion Designer**  
Dun is Statista’s Content Marketing & Information Design Motion Designer. When it comes to 3D Animation & Motion Design he is an expert in the field, and having worked for several years with commercial agencies as a Flash Designer & Developer, he has top-notch programming skills to boot. Before joining Statista, his talents were widely sought after on a freelance-basis by companies throughout Norway and Germany.

**Canny Sutanto**  
**Art Director**  
Canny is the Head of the Global Content Marketing graphics team. As an expert in data visualisation, presentation design, video animation and infographics, her work has been featured in many on- and offline publications. She has previously worked in Indonesia, the U.S. and Australia. Before joining Statista in 2016, she was the Art Director of the Indonesia Design Magazine and significantly contributed to winning the internationally recognised WAN-IFRA Media award in 2015.

**John Batten**  
**Consultant, Content Marketing & Information Design**  
John is a creative consultant managing new international client projects. Originally starting out as a Graphic Designer he now has 8 years experience within marketing and technology. Before joining Statista at the start of 2018, John worked as an international client manager for a marketing consultancy based in London, helping brands navigate the agency landscape.

**Lottie Needham**  
**Project Manager & Editorial Researcher**  
As a Project Manager and Editorial Researcher, Lottie oversees customer projects from initial conception through to final delivery. A linguist by trade, she honed her writing and editing skills studying and working in the UK, Germany and the Netherlands. Prior to joining Statista, Lottie spent over seven years working as a translation and editorial consultant in the financial and corporate communications sectors.
Statista - the company

Statista is one of the leading statistics and market data companies worldwide. With a team of more than 550 statisticians, database experts, analysts, editors and consultants, Statista provides users with an innovative and intuitive tool for researching quantitative data, statistics and related information.

Our client base includes a wide range of global players and premier academic institutions. Since the launch of the platform in 2008, more than 1,500,000 users and more than 11,000 companies have registered with Statista.

The company offers three major services: a subscription access to the data platform; a research and analysis department as well as the Content Marketing and Information Design team (both working on a project basis with clients worldwide).
GET IN TOUCH!

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