

CASE STUDY

Research Campaign Design

MagnaCarta Communications and Mastercard



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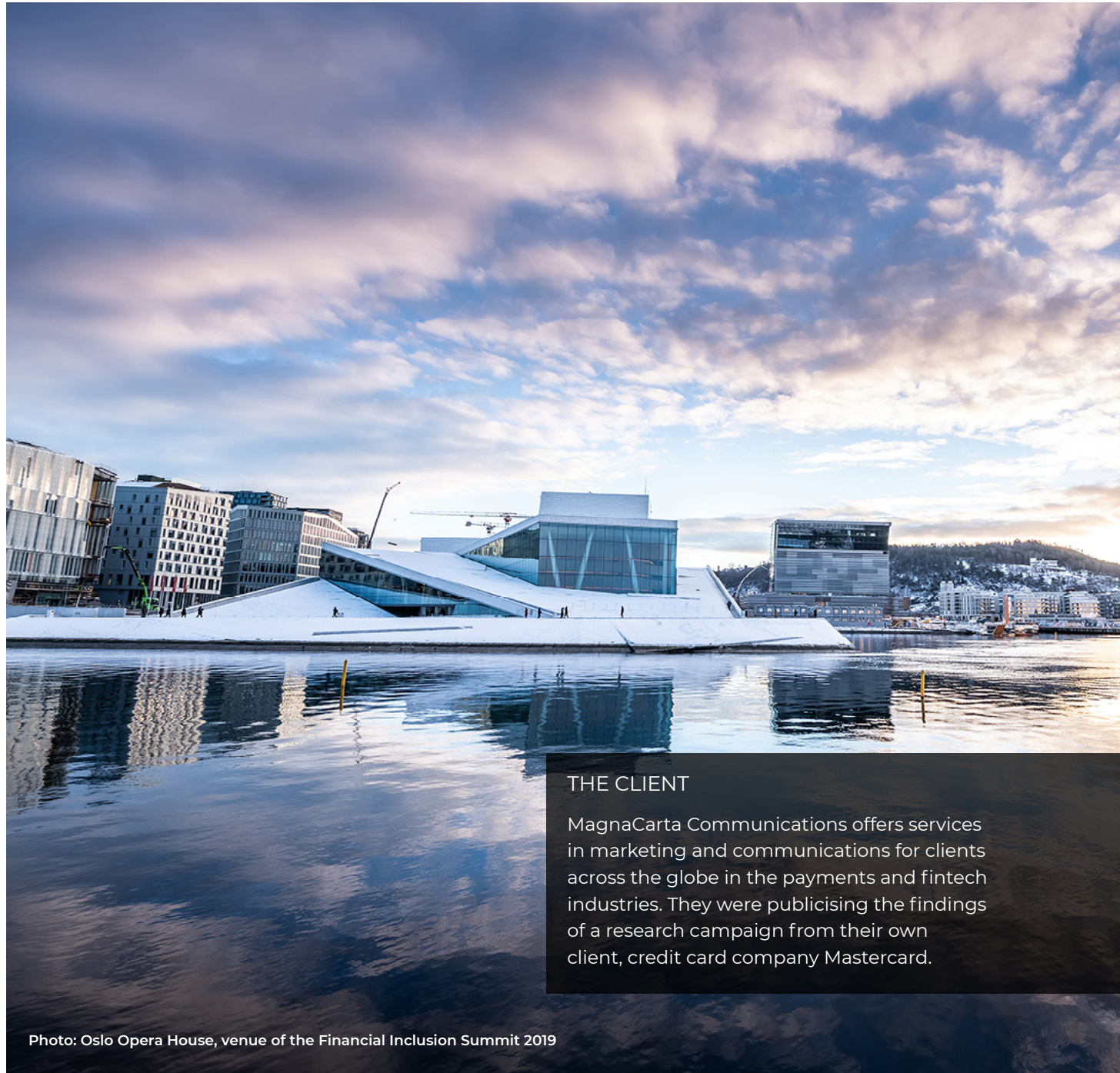
Intelligent design
for thought leadership,
research and visual content.

THE PROJECT

Having an account to manage day-to-day finances is taken for granted but many people across the globe are excluded from such a banking facility and resort to more informal arrangements. This can be a social and cultural challenge and to discuss the problem and seek solutions, a financial inclusion summit was held in Oslo.

MagnaCarta asked us to create an extensive campaign design to accompany a 12,000-word document on research into financial inclusion that was to be launched at the summit by their client, Mastercard.

The material included a pdf of the report to be hosted on the summit website, printed hard-copy reports for use at the launch event and digital infographic designs using facts and figures from the research to summarise and promote the report on social media. We also produced graphic assets for editorial articles and easy-to-understand visuals to simplify and clarify key information.



THE CLIENT

MagnaCarta Communications offers services in marketing and communications for clients across the globe in the payments and fintech industries. They were publicising the findings of a research campaign from their own client, credit card company Mastercard.

Photo: Oslo Opera House, venue of the Financial Inclusion Summit 2019



We could see that at the heart of the research were real people with a real financial inclusion problem.

We created a human connection through visual language.

THE APPROACH

We welcome every opportunity to do what we do for projects that involve social responsibility and we knew we had to convey the gravity and complexity of the subject in an easy-to-digest way so the messages could be taken away.

We could see that at the heart of the research were real people with a real financial inclusion problem so we humanised the document by using images that centred on the people themselves as they went about their daily lives. In that way, we gave the reader a clear context in which to digest the information and apply their thinking, thereby creating a human connection.

The research report contained a lot of detailed and useful information and it was our job to provide a visual hierarchy and prioritise certain bits of information over others.

The human brain digests information most effectively when it is presented in small chunks. In that way it can discern which bits are more important than others.

The reader automatically takes in more prominent information and high-level content and knows to really focus on the smaller detail.

We used our expertise in grouping and ranking content and created a structure for the report that allowed readers to easily navigate around the concepts and facts provided to them.



THE OUTCOME

For us, the quality of the research provided by MagnaCarta was a great start to building the report design.

The task of conveying such an extensive global issue whilst making it personable and approachable and creating connections between reader and subject was an enjoyable balancing act for us. Our client and their audience indicated it was a difficult task well done.

MagnaCarta and their client Mastercard launched the research campaign at the Financial Inclusion Summit in Oslo in March 2019 where it was well-received.



FROM OUR CLIENT



We just want to thank you very much for your hard work under enormous pressure. The report was printed for the Summit and looks absolutely amazing – excellent work also on the social media banners.”

Denise Gee
Director, MagnaCarta Communications

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