

# Infographics

– informing and educating  
customers in a more engaging way  
through digital media

# Bath

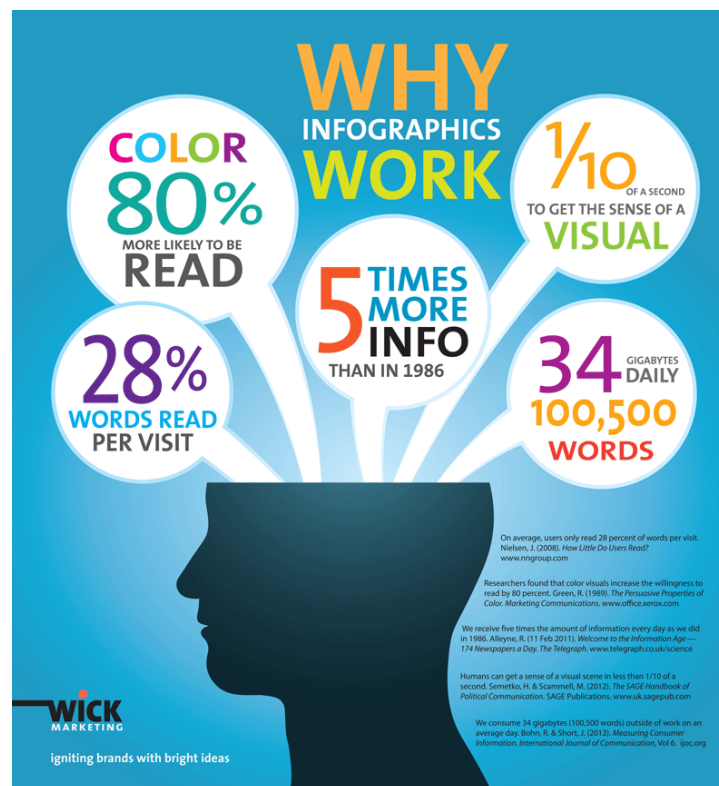
- UNESCO World Heritage Site
- Famous Roman spa, Georgian architecture, Thermae Bath Spa, Bath Rugby
- Population of 90k
- Tourism is principle industry
  - 3.8m day visitors, 1.1m staying visitors
- National Events

# Doing things differently

- Annual Report Concise report award
- Parking Services Plus
- Council website
  - 2012/13 – Desktop 77%, Mobile 23%
  - 2014/15 – Desktop 59%, Mobile 41%
- Improved Communications
- More Accessible use of mobile devices

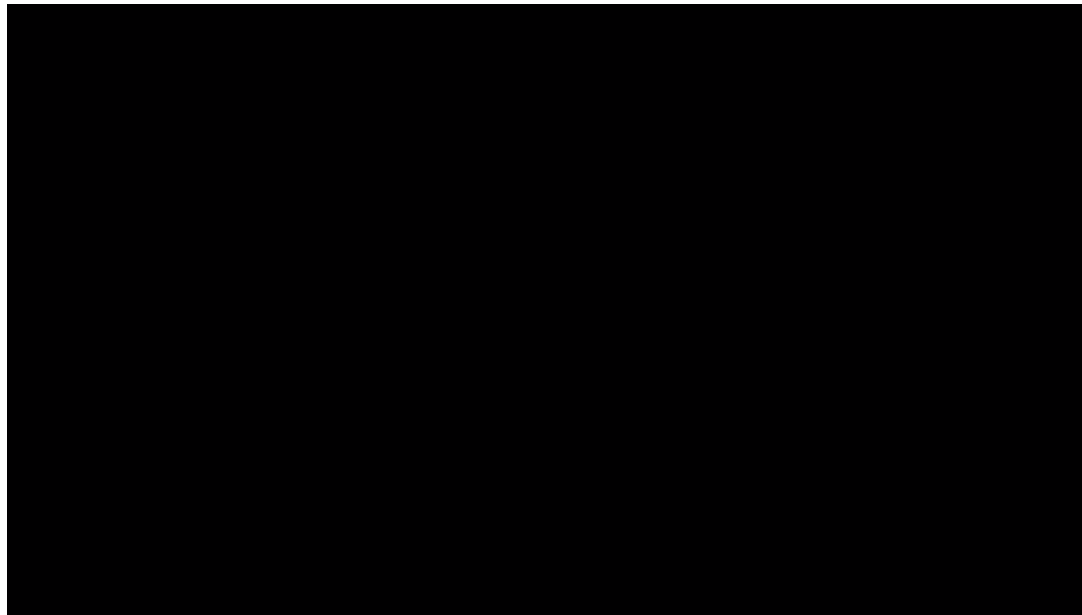
# What are Infographics?

- Static



# What are Infographics?

- Animated



# Why Use Infographics

- by 2018 video will account for 79% of consumer internet traffic.
- 55% of people watch videos online every day.
- Over 80% of smartphone users watch video on their devices.
- 60% of internet access is via mobile devices.
- 98% of users say they've watched an explainer video to learn more about a product or service.

# Why Use Infographics

- 1 minute of video is equivalent to 1.8 million words
- 93% of marketers use video for online marketing
- Communication - Adding a product video on your landing pages can increase conversions by 80%
- When marketers included a video in an email, the click-through rate increased by 200-300%
- 76% of businesses say that video provides good return on investment

# Development

- Partnership with S&B
  - recruitment video for CEOs
- Identify key areas – web visits
- Use of team experience
- Suite of Infographics developed in other areas of the Council



# Parking Infographics

- 5 parking infographics and 2 more in production

Car Parks & Travel



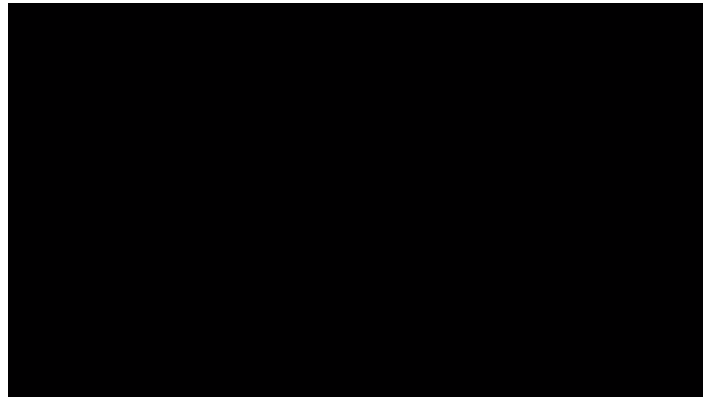
Park & Ride



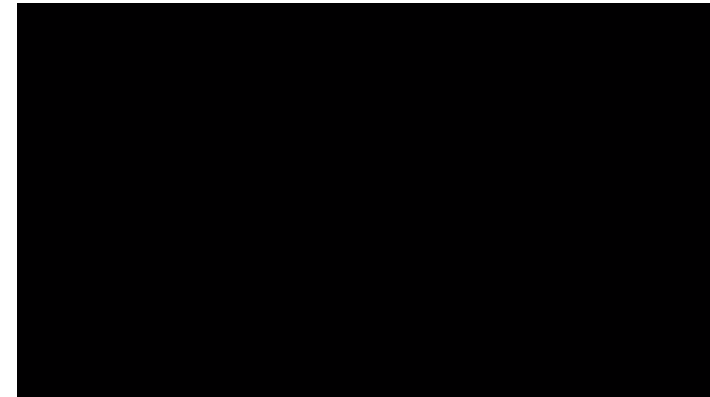
Parking Permits



# Example Infographics



Accessible Parking



Enforcement

# Outcome – last 12 months

Web page	Page visits	Infographic views	% of total visits
Car Parks & Travel	124k	6.5k	5%
Accessible parking	3k	1.5k	52%
Enforcement & Policy	13k	1.5k	12%
Parking Permits	18k	1k	6%
Park & Ride	59k	2.5k	4%

# Infographics

Wiltshire

Cotswold

North Somerset

Cheltenham & Tewksbury

Bristol

Swindon

South Gloucestershire

West Oxford

Stroud

Forest of Dean

North Worcestershire

Hereford

Devon

# Roll Out

Standard - branded to your authority in terms of logos and contact details, and to include recording a new voice over to accommodate branding changes and any minor script alterations.

Bespoke – as standard and also includes changes to the animation, such as altering backgrounds to be specific to your authority and text colours and fonts to fit your corporate colour scheme.

Group deal

# Any Questions?

Andrew Dunn, B&NES Council – [andrew\\_dunn@bathnes.gov.uk](mailto:andrew_dunn@bathnes.gov.uk)

Alison Eldam B&NES Council – [alison\\_eldam@bathnes.gov.uk](mailto:alison_eldam@bathnes.gov.uk)

Suited and Booted Studios - [mail@suitedandbooted.org](mailto:mail@suitedandbooted.org)