

## D&AD New Blood Awards 2017

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Nationwide

In Collaboration With:  
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Use data-driven storytelling to engage Nationwide's audience with a subject they might have previously ignored



### Related Disciplines

Communication Design  
Branded Content  
Crafts for Design  
Data Visualisation

dandad.org/new-blood-awards  
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#NewBloodAwards

### Background

We have a tendency to see both financial services and big data as something remote, uninteresting and even inhuman – reducing people to numbers in a spreadsheet or algorithm. But they're at the heart of modern life. Our banks are there for us from our day-to-day to our biggest life-changing moments, and data can help us better understand ourselves, and transform the services we use into personalised experiences.

Now banking is being 'opened' by the Open Banking Initiative in the UK and regulation in the EU (known as PSD2). This move will see the secure sharing of data that banks have historically held, and has the potential for new digital interfaces and experiences to offer consumers more empowerment, knowledge, support, choice and insight – to make their money go further and their lives more comfortable.

Nationwide is a mutual building society owned by, and run for, the benefit of its members. They want to embrace Open Banking and big data, and use data-driven storytelling or services to better serve their customers and shift the conversation around what financial services can be.

### The Challenge

Create a piece of data-driven content to engage an audience with a subject they might have previously ignored: financial services. Surprise, enlighten and educate your audience and make them think differently.

Bring the power of Open Banking to life for consumers: either tell a data-driven story to illustrate its relevance in our lives, or show them the possibilities by setting out a vision of the kind of data-driven services banks might soon be able to offer for our benefit. Engage people to shift their perceptions from concern to optimism and excitement about the potential of big data and banking – make

sure Nationwide is associated with that shift.

Your content could be a video, animation, series of static infographics, digital interactive, 3D interactive walkthrough... anything that a traditional or social media channel could communicate to an audience. Or maybe an experience that reaches an audience in a fixed venue or in a mobile way.

But data must be at the heart of what you do, brought to life by your story or driving the future service you're envisioning. You'll need to research and find appropriate data sets to fuel your content.

See **Further Info** in your Brief Pack download for more background on Open Banking and tips on finding data sets.

### Who is it for?

The general public, people open to being engaged and informed but who wouldn't normally give much thought to how data from a financial services provider can help them in some way.

### What to Consider

- Both finance and data can be intimidating and considered boring, so you have to change the story: capture attention and keep it. Can your audience find themselves in the data and the story? Effective content needs to resonate personally.
- The audience will be sceptical – find credible data sources that you can cite in support of your narrative.
- Your content needs to reach an audience – consider the best channels to get it out to them, and suit your content to the platform.
- Is there something you want your audience to do when they have consumed your content – share it, make a change, take action?
- This is not an ad for Nationwide, it shouldn't be the whole focus – but how can Nationwide's brand be highlighted within / connected with the content?

### What's Essential

Create and present your piece of content, and show / explain:

- How it would be shared or experienced by, and engage, a wide audience
- The data sets you drew on
- Highlights from your research and development to give an insight on your creative approach

### What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

**Main** (essential):

- Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showcasing your campaign idea and touchpoints.

**Optional** (judges *may* view this if they wish):

- You can further showcase executions, details or development as **physical** supporting material and / or **interactive** work (websites, apps, HTML, etc).
- If your main deliverable is **JPEGs**, you can also submit example film or moving image content as **video** (max. 1 min total).
- If your main piece is **video**, you can also submit example image content as **JPEGs** (max. 4).

