

# BEST NARRATIVE: NEW YORK TIMES

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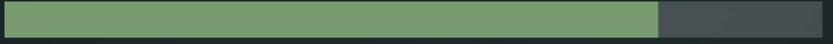
## Narrative



## Interactive



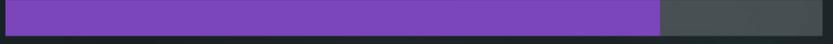
## Responsive



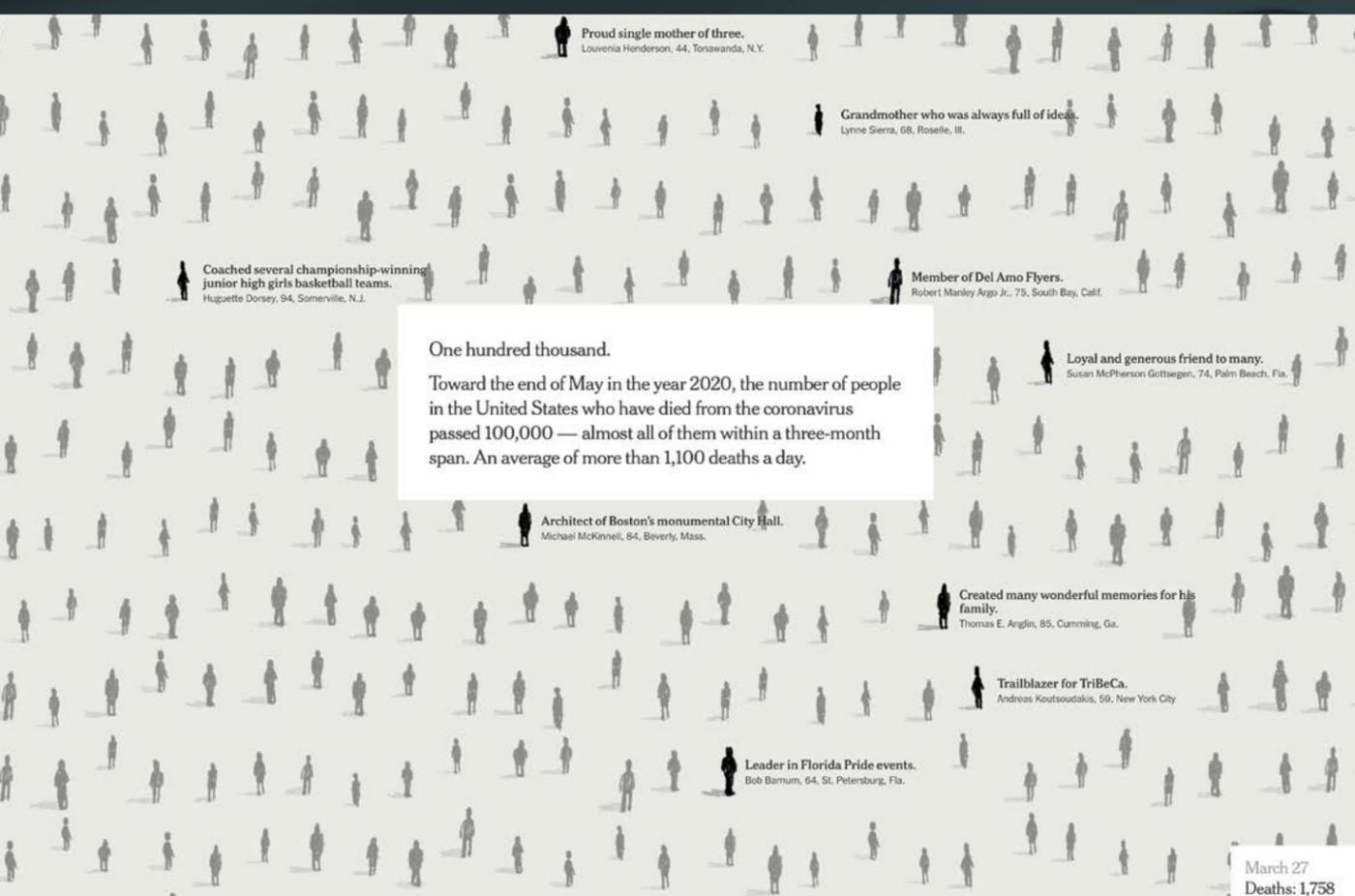
## Innovation



## Aesthetic



0 5 10 15 20 25



## An Incalculable Loss

The New York Times visualisations are contemporary and highly responsive on large and small screens in tune with their diverse readership.

A compelling narrative is informed by memories from thousands of obituaries and shines a light on the human loss, like the 87-year-old Green Bay Packers season ticket holder or the first black woman to graduate from Harvard Law School.

The visual elegantly scrolls as an interactive timeline from March 10 to the present. Graphics are combined with fresh representations of the pandemic, reflecting the overall editorial approach of the newspaper.

Click [here](#) for the live visualisation

### Innovation

Adds value to current perspectives on a subject

### Aesthetic

Design principles that unite visuals and data

### Narrative

Hooks to capture attention and deepen engagement

### Interactive

Custom features enable users to explore and discover

### Responsive

Experience is seamless across all screens

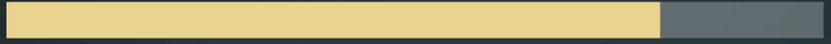
# BEST AESTHETIC: INFORMATION IS BEAUTIFUL

0 1 2 3 4 5

**Aesthetic**



**Narrative**



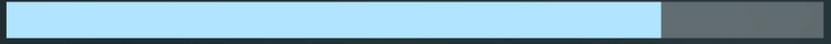
**Interactive**



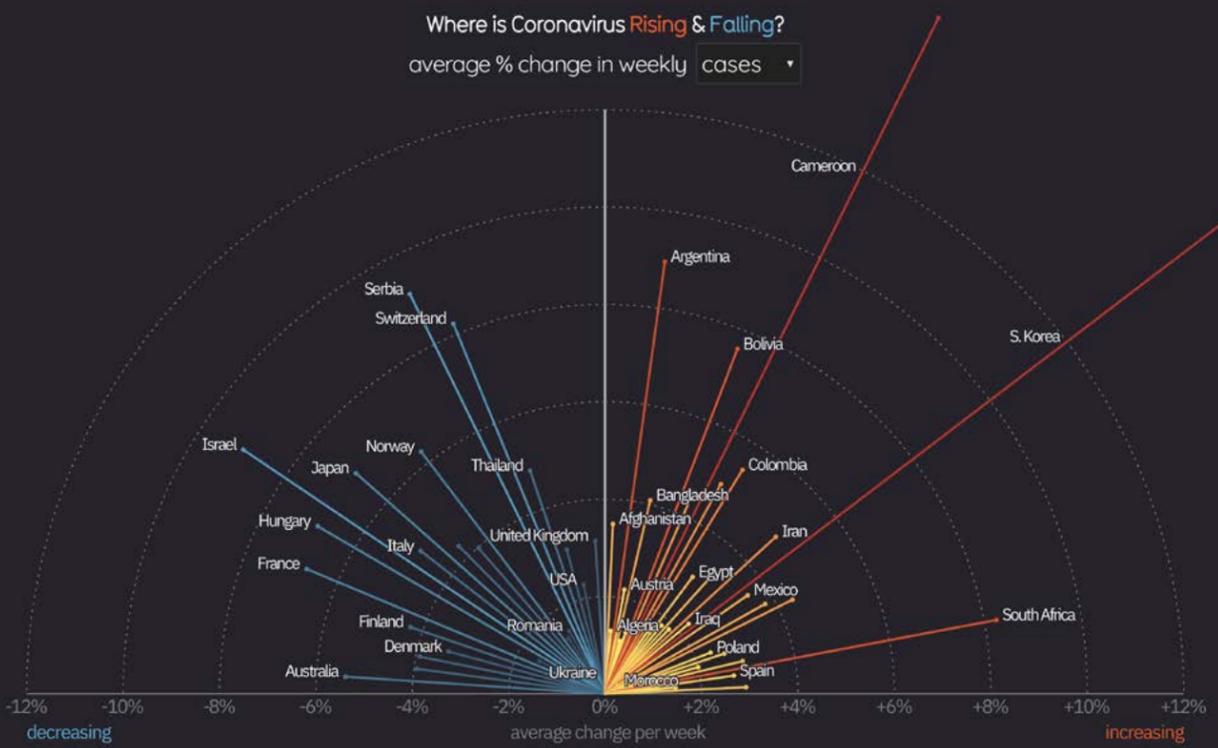
**Responsive**



**Innovation**



0 5 10 15 20 25



informationisbeautiful

moving average, countries with > 2,500 cases and > 50 deaths. code: Tom Evans / data: Johns Hopkins University

## Coronavirus Infographic DataPack

The data narrative and design experts list their loves as science, journalism, truth, and beauty.

Their audience-centred COVID-19 DataPack delivers leading-edge visuals which encourage learning and foster a deeper understanding in the viewer.

The pioneering Infection Trajectories can be configured by average or total daily deaths and cases in alluring 7-day moving timeframes.

Dazzling radar charts highlight changes in weekly cases or deaths and when viewed on a smartphone, the same chart tilts 90 degrees transforming to portrait while maintaining its aesthetic impact.

Click [here](#) for the live visualisation

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### **Aesthetic**

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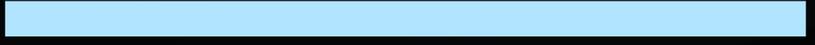
### **Responsive**

Experience is seamless across all screens

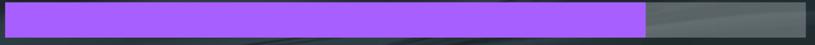
# BEST INNOVATION: REUTERS GRAPHICS

0 1 2 3 4 5

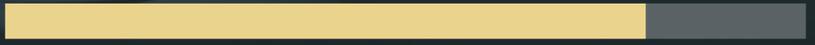
## Innovation



## Aesthetic



## Narrative



## Interactive

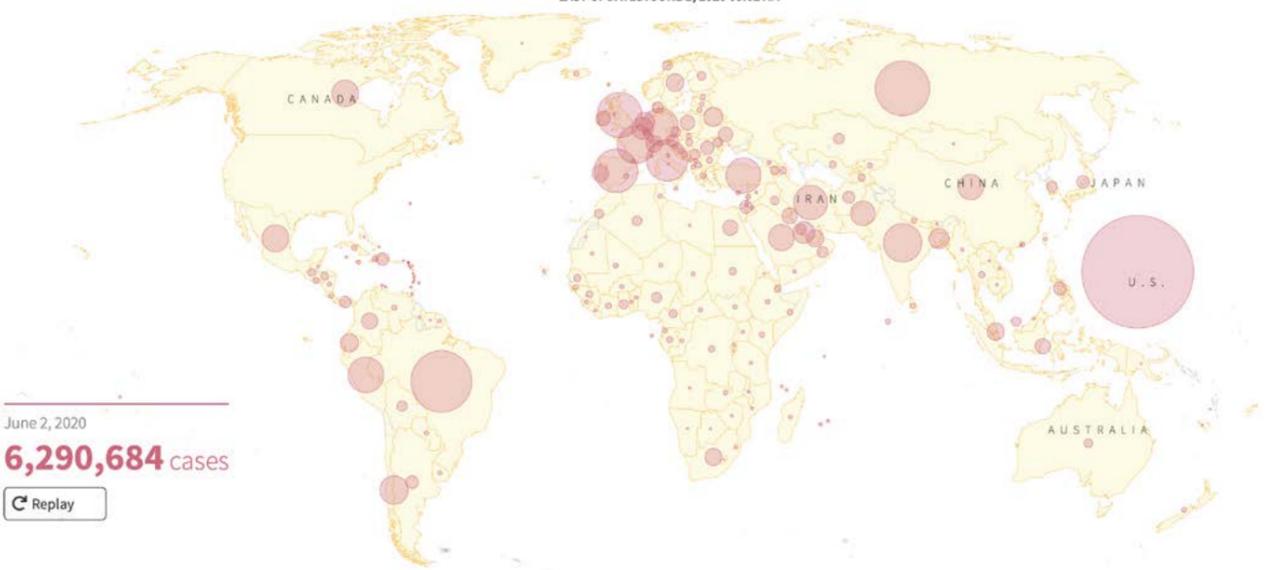


## Responsive



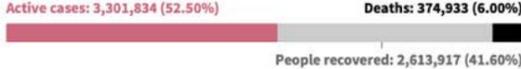
### Tracking the spread of the novel coronavirus

LAST UPDATED: JUNE 2, 2020 09:02 AM



June 2, 2020  
**6,290,684 cases**  
Replay

At least **374,933 people** globally have died from COVID-19 and **6,290,684 have been infected** by the novel coronavirus that causes it, following an outbreak that started in Wuhan, China, in early December. The World Health Organization referred to it as a pandemic on March 11, 2020.



## Tracking the spread of the novel coronavirus

Visuals are delivered inventively and at the highest quality, both clear indicators of how much investment has been made into the global information company's graphical content.

A look behind the presentation interface reveals an impressive host of technologies in play to analyse data and structure information.

The data suite adds dynamism, clarity and a vivid context to news stories, deployable in print, video or online.

There is a superior, advanced layout experience across all devices and meaning is crystal clear throughout.

Click [here](#) for the live visualisation

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# BEST INTERACTIVE: WHO

0 1 2 3 4 5

**Interactive**

**Responsive**

**Innovation**

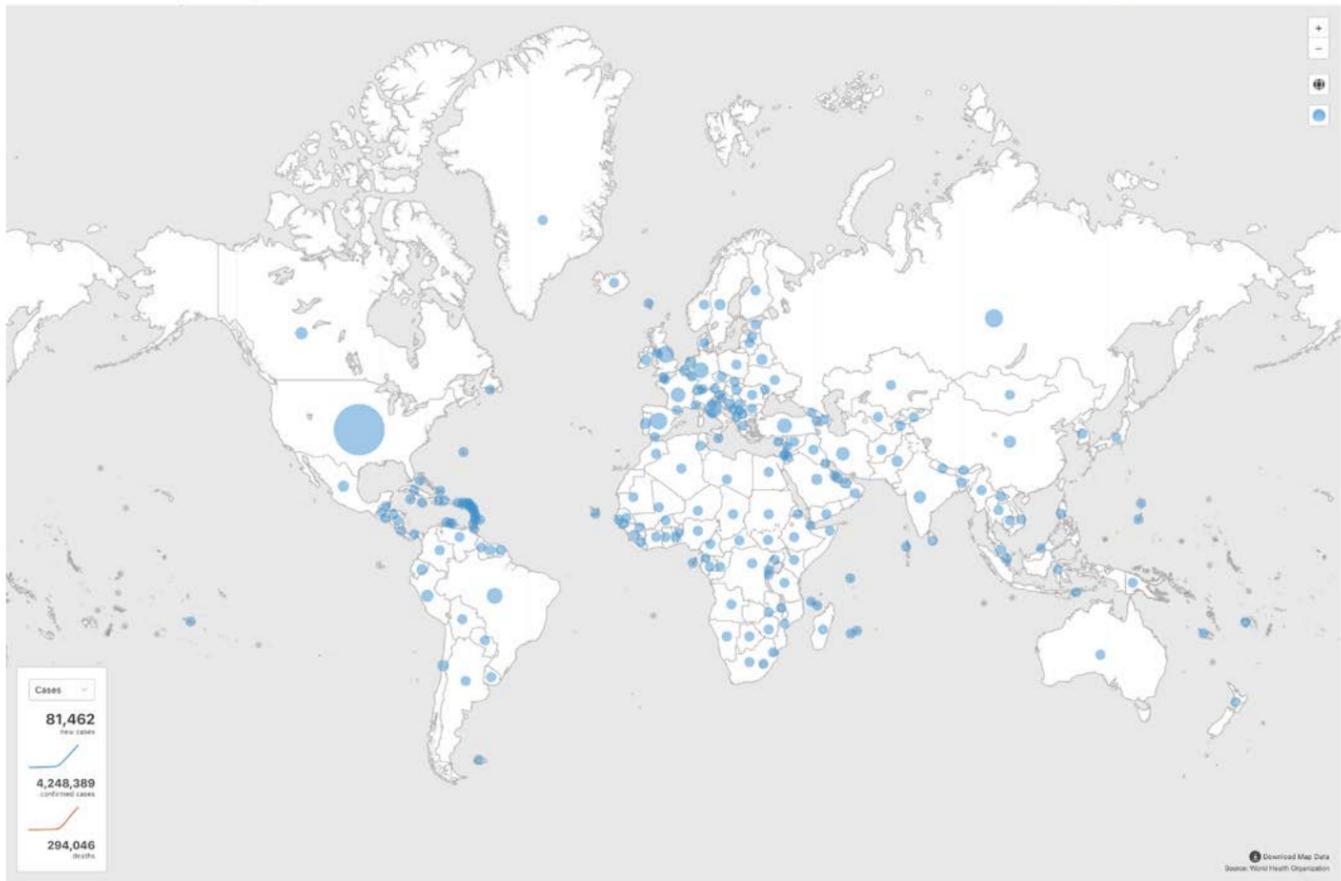
**Aesthetic**

**Narrative**



WHO Coronavirus Disease (COVID-19) Dashboard  
Data last updated: 2020/04/14 13:33pm CEST

Overview Explorer



## Coronavirus Disease Dashboard

The World Health Organisation is ground-breaking in how it shares its data in a variety of formats as a bonus to the engaged viewer.

Views are customisable with advanced search by country, territory or area and the design has a modern aesthetic impact.

There is a unique Explorer screen, providing progressive views of the data by cumulative deaths, confirmed cases, globally or by territory, enabling users to create their own diverse narratives.

The strength of the dashboard is its natural simplicity which encourages investigation and empowers the user with information.

Click [here](#) for the live visualisation

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# BEST RESPONSIVE: BBC

0 1 2 3 4 5

**Responsive**

**Innovation**

**Aesthetic**

**Narrative**

**Interactive**

0 5 10 15 20 25



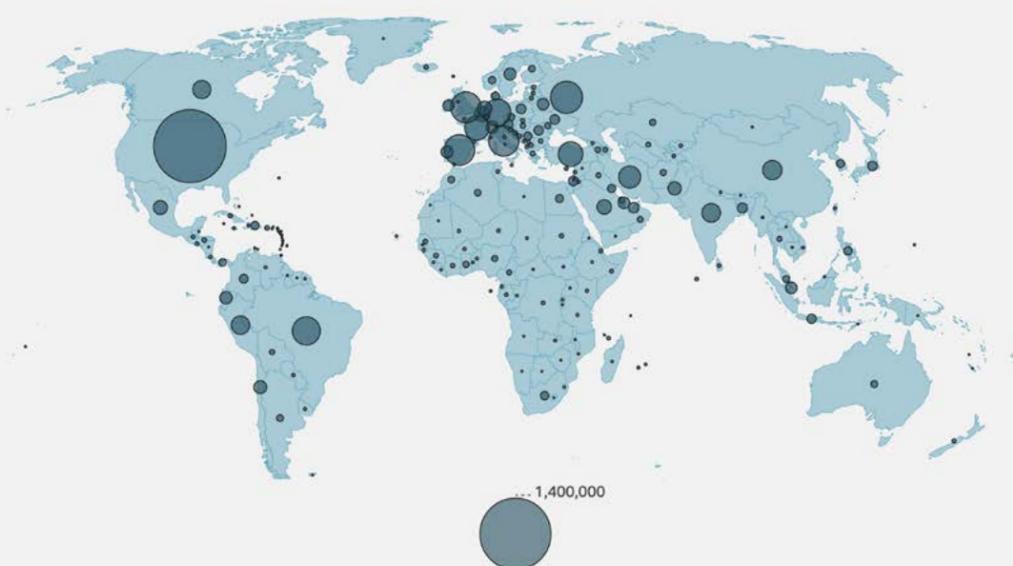
CORONAVIRUS mapped



Zoom to **The world**



Show **4,324,599** cases **297,395** deaths



Circles show number of confirmed coronavirus cases per country.

## Tracking the global outbreak

The messages behind the BBC visuals are compelling and clear. Like a growing number of media organisations, they have a dedicated visual and data journalism team who enable the delivery of up-to-the-minute updates.

The experience is exceptional across all devices, particularly with contemporary maps and intuitive scroll functions.

The data comes with powerful, complementary insights, like the United Nations World Food Programme who has also warned that the pandemic could double the number of people suffering acute hunger.

Click [here](#) for the live visualisation

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## Methodology

The data visuals have been evaluated against 5 criteria and assessed on a scale of 0 (no or minimal competence) to 5 (comprehensive).

## Criteria

### Innovation

Adds value to current perspectives on a subject

- 1 negligible
- 2 marginal
- 3 significant
- 4 sophisticated
- 5 unprecedented

### Aesthetic

Design principles that unite visuals and data

- 1 uninspiring
- 2 standard
- 3 stylish
- 4 elegant
- 5 art-level

### Narrative

Hooks to capture attention and deepen engagement

- 1 basic expression
- 2 conceptual, analytical
- 3 significant, demonstrative
- 4 insightful
- 5 enlightening

### Interactive

Custom features enable users to explore and discover

- 1 basic, information-heavy
- 2 standard e.g. magnifier +/-
- 3 bespoke e.g. timelines
- 4 rich graphic manipulation
- 5 ground-breaking, intuitive

### Responsive

Experience is seamless across all screens

- 1 basic e.g. landscape, portrait
- 2 partial e.g. iOS not Android
- 3 main e.g. smartphone, tablet
- 4 most e.g. smartphone to HD
- 5 all e.g. 4k+

\*a score of '0' is applied if there is no performance in a given area

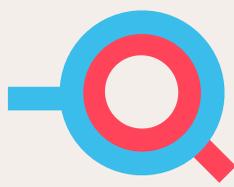


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data translators



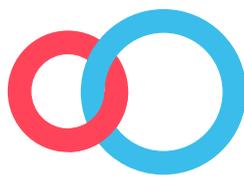
## Performance

Our collaborative approach  
inspires business success across  
any sector



## Influence

A dynamic service that helps you change  
target journalist and influencer perceptions  
of your brand



## Partner

A content syndicate to empower media  
owners to extend their content offering  
to the largest audience



## Studio

Highly engaging content that celebrates  
your success and inspires target  
audiences

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