



Best Practice App Content

Brief: Advise Reuters on best practices to develop & produce a sports photography mobile app, starting with, but not restricted to, Olympics event content.

"We would recommend the team to any global organisation serious about commercialising their evolving digital assets."

Mark Farrow, Director of Mobile, Thomson Reuters

WORK

Provided fact-based consultancy on how to produce a scalable visual sports event app for smartphones & tablets.

RESULTS



A step change in the Reuters mindset by communicating a Mobile First approach to content creation.



Greater awareness of Reuters to younger audiences by understanding digital behaviours & habits.



Visual content that resonates & attracts new digital audiences.



Practical toolkit with ambitious, obtainable performance targets.

