

# A PICTURE SAYS A THOUSAND WORDS

## Picture This

### WHAT IS IT?

Vision is the most developed and utilised sense among humans with the brain capable of processing images 60,000x faster than text. The rise of a visual culture is taking over, with consumers now using their sense of sight to feel the world around them like never before. From emojis, through to Pinterest, through to data visualisations, images are the universal language that can transmit feelings and emotions fast.



### EVOLUTION

The popularity of multiscreen innovations and mobile technology has accelerated the Picture This trend, driven by the real-time interactive visual content that allows for an immersive experience while on-the-go. From our leisure activities to our consumption behaviour, the digital revolution has transformed our ability to capture high-quality images and video whenever and wherever we find ourselves.

Smarter devices are allowing ever increasing opportunities for people to create and consume visual content, whilst social media is encouraging content sharing everywhere. And as we share more, as screens get smaller and the resolution gets higher, the content itself has evolved. "Blogs were one of the earliest forms of social networking where people were writing 1,000 words," says Dr. William J. Ward, Social Media professor at Syracuse University. "When we moved to status updates on Facebook, our posts became shorter. Then micro-blogs like Twitter came along and shortened our updates to 140 characters. Now we are even skipping words altogether and moving towards more visual communication with social-sharing sites like Pinterest".

The rise of infographics is another manifestation of the Picture This trend. Overwhelmed by the volume of data and information available people are embracing tools that create simple, intelligent visualisations. The infographic boom is rapidly becoming the language of internet and a language being spoken by developers, statisticians, scientists and everyone. Infographics are no longer the preserve of designers, it seems. We all have access to free tools that can help us create complex data visualisations simply and easily for ourselves.

### WHERE NEXT?

With increasing demands on our time and concentration levels, people are seeking new, simpler, more visually led tools to help them manage and navigate the world. Expect fewer words and many more images in 2015 to help cut through clutter with speed and efficiency.

This increased focus on visual imagery is helping make digital communication in particular that bit more human. Emoticons, emoji and stickers, for example not only help us describe an emotional experience or state of mind quickly, they can also affect the actual emotions that the receiver is feeling – with this emotional contagion leading to greater social intimacy and stronger emotional response.

Increasingly sentences are going to get shorter and visual symbols will be used instead. They will fill in the gaps with a richness of communication that words simply could not achieve within the same processing time. From social networks such as Beami which replaces text with photos, through to LevelMoney the mobile money monitoring app.

### IMPACT FOR BRANDS

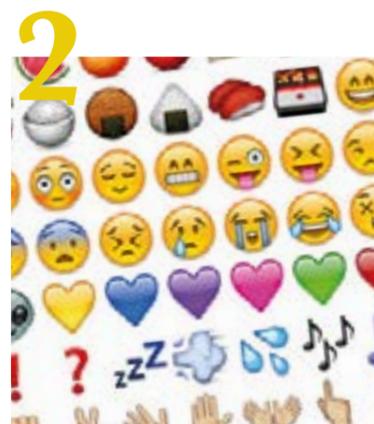
Brands will need to recognise that functionality is no longer enough – whether in terms of the product itself, or the way it is communicated - there will be a growing emphasis to create beautiful designs and use visual interaction wherever they can, to meet the requirements of their more aesthetically demanding customers. The look and feel of everything are now the most important factors in a brand's expression of quality.

## SEE IT IN ACTION



### 1: Tunepics

A photo app that allows you to pair a picture with music from iTunes.



### 2: Emoji and Emoticons

Widespread use of emoticons, emoji and stickers, not only help us describe an emotional experience or state of mind quickly, but can also affect the actual emotions that the receiver is feeling – with this emotional contagion leading to greater social intimacy and stronger emotional response.



### 3: Infographics

Infographics are also being used more extensively to visualise and present data, enhancing our understanding of the data by presenting them in quirky, meaningful ways.

## SEARCH

As 4G and better mobile browsing establishes itself we expect video and image based content to continue to engage users and hence perform well in search. We also expect that integrated data feeds through schema and APIs will encourage various forms of data visualisations in search results especially around Google's knowledge graph.

## BOOKS

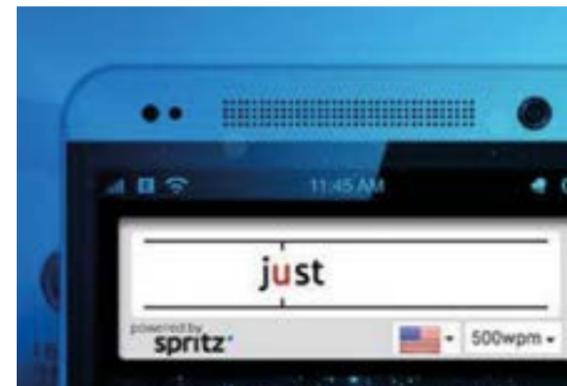
Spritz took the publishing world by storm earlier on this year, revolutionising the way that we read. It took the trend of speed reading and reformatted it for reading content, one word flashing at you at a time, at your preferred speed, enabling you to process content up to 25% faster than traditional reading. With smartwatches and other wearable tech soon to

become staple consumer products, developers are increasingly being challenged to design smaller and smaller interfaces, affecting how we access our content.

## SOCIAL

With the likes of Instagram and Hipstamatic going all retro on us, are we going to see a full circle back to polaroid pics in 2015? Could Apple even develop technology that will allow this approach to work with tablets/iPads?

It's been in the pipeline for a couple of years, and is finally available for pre order on Amazon, Polaroid's Instagram-style camera – the Socialmatic snapper - is an early manifestation of this trend. The device can instantly create prints of your photos, just like traditional Polaroid cameras, as well as upload any images to the social network of your choice.



## SPRITZ

Spritz has been designed to enhance reading speeds, allowing users to read books at 1000 words per minute. The app can interact with various operating systems and wearables.



## POLAROID SOCIALMATIC CAMERA

Polaroid Socialmatic combines the nostalgic appeal of vintage Polaroid instant print cameras with the ability to share photos on social networks using the camera's built-in Wi-Fi and Android interface.

# 94%

## INFOGRAPHICS INCREASE WEB TRAFFIC BY AN AVERAGE OF 12%

## VISUALS GET 94% MORE VIEWS THAN TEXT-BASED INFORMATION

HUMAN BRAINS PROCESS VISUAL INFORMATION 60,000X FASTER THAN TEXT

# 60,000x

## VISUALS INCREASE RETENTION BY

# 42%

*Ekaterina Walter, Jessica Gioglio (Authors of The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand.)*