

JESS3



Hearst

We are JESS3!

Who we are:

We are storytellers and story listeners.
We make communication more vibrant
through bold visuals and solid strategy.

What we do:

We visually clarify the complex.
We understand complex data sets and
know how to effectively visualize your
data to accomplish your goals and
engage your audience.

Clients:

Google	Microsoft
Facebook	Samsung
Twitter	MTV
World Bank	Yelp
HBO	American Express
Intel	Oakley
Spotify	HTC



'Checked in' an astronaut
from outer space with NASA
and Foursquare.



Created a comic book
about Steve Jobs for
Forbes and published
by Wiley in 40+
languages.



Produced a short film for
Wikipedia's 10th
anniversary with Jimmy
Wales as the narrator.

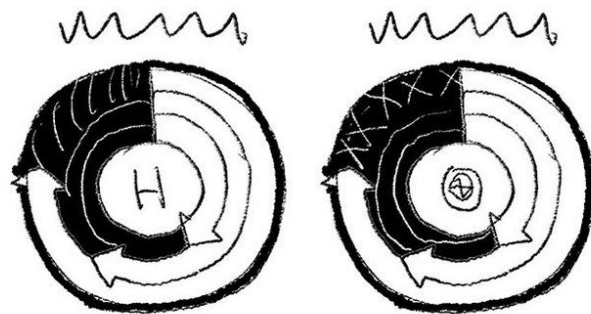
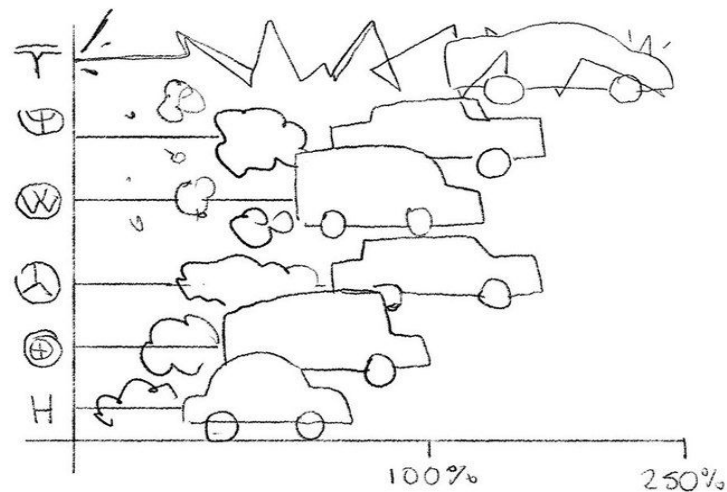


Automotive Media Insights Booklet Sketches



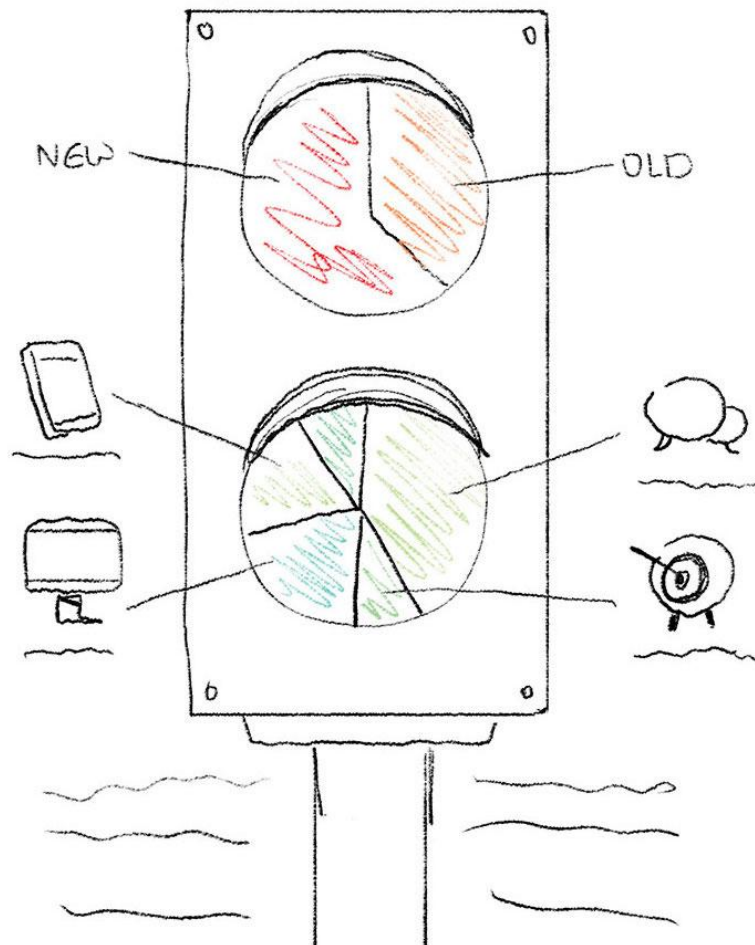
1-2.

Initial Explorations. Brand sales growth with the brand logos on the y axis. Electric vehicles have a electrified graph plot line and another idea for branded hubcaps as wheel charts that fill up as %'s.



3.

Traffic sources laid out as pie charts on a set of traffic lights.



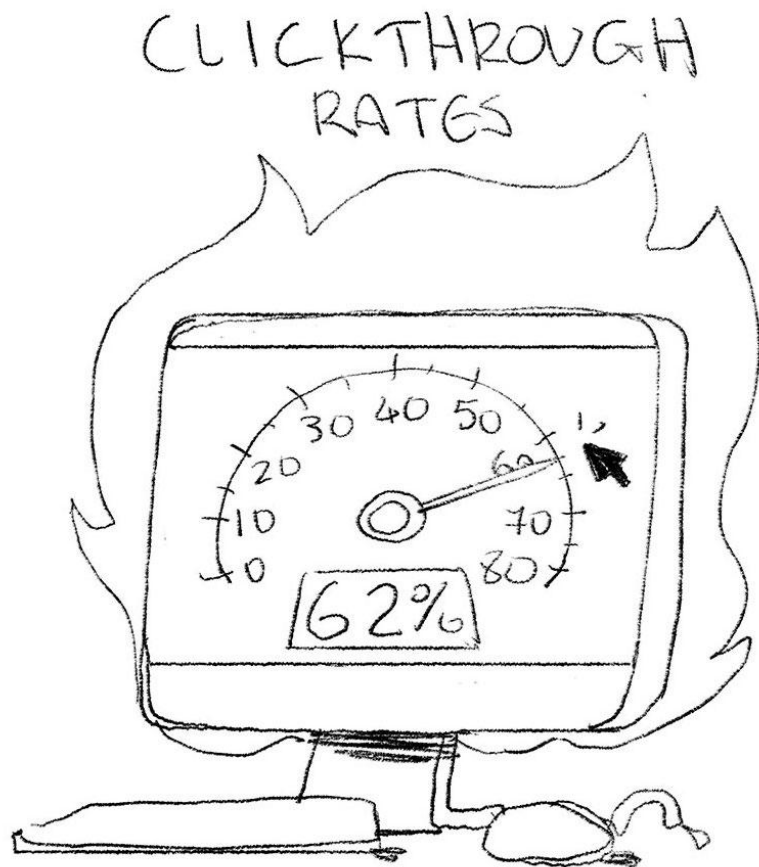
4.

Big graphic of the Top 3 performing cars by interest. Presented like a gameshow curtain.



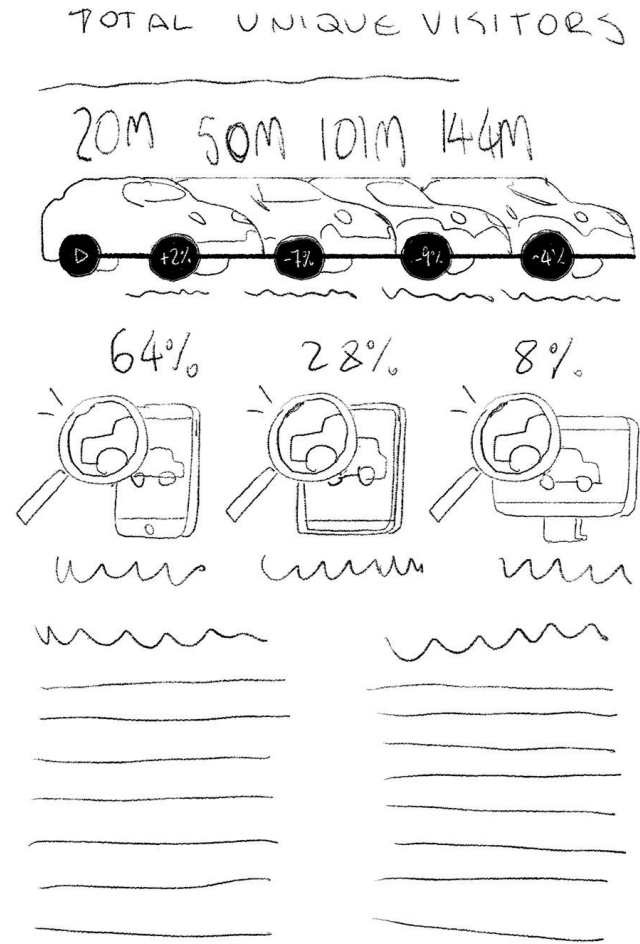
5.

% as a big speedometer on a computer screen.



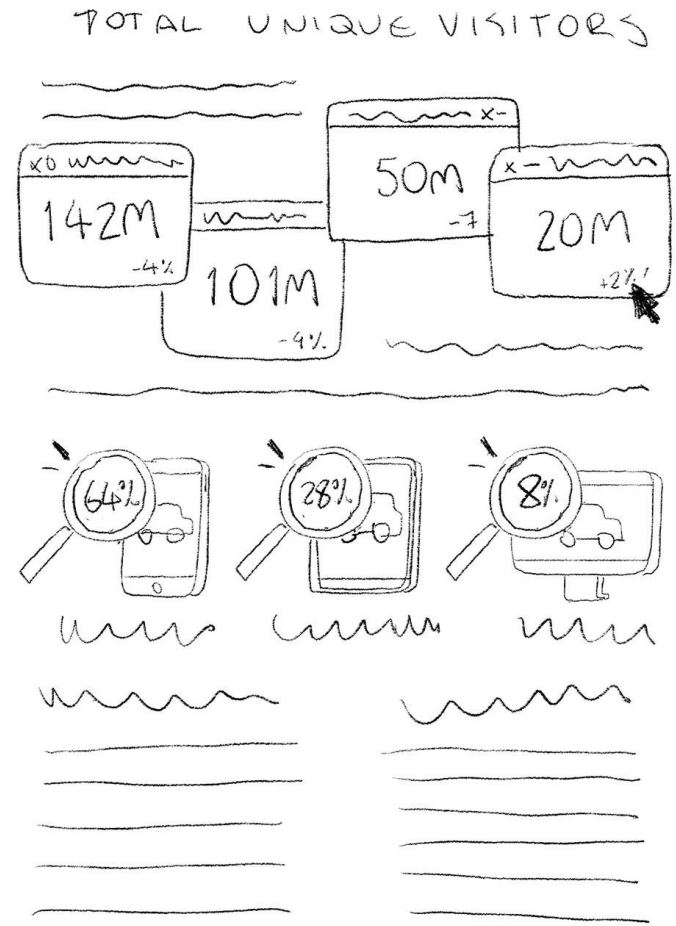
6.

Total unique visitors shown as a lineup of cars with stats on the wheels etc with device icons underneath with cars being looked at.



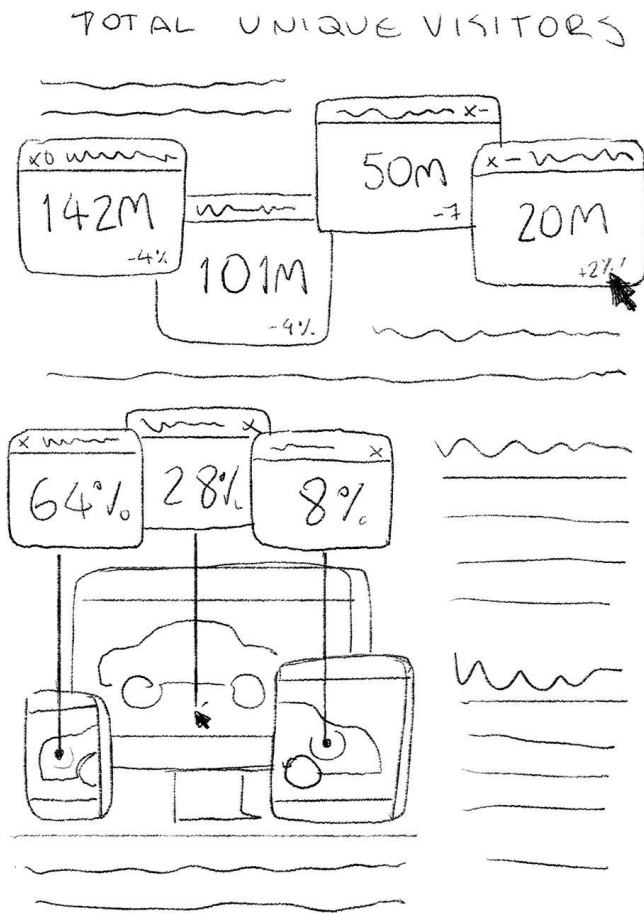
7.

Total unique visitor stats for the different parts shown as different web browser windows with a variation on the device icons underneath. %'s shown in the magnifying glass instead.



8.

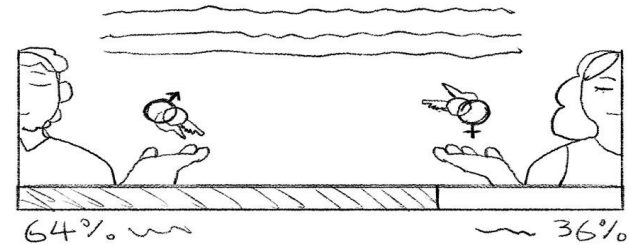
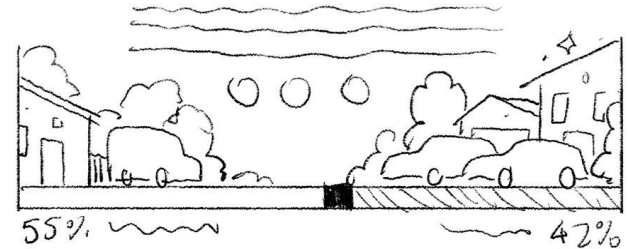
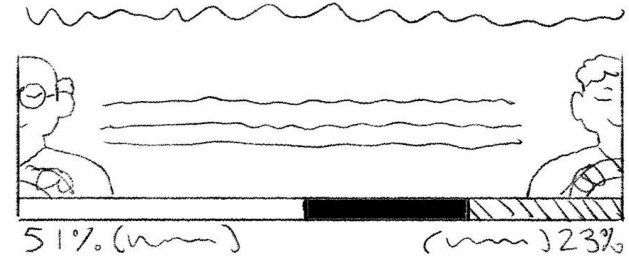
Instead of icons for the devices underneath we have a lineup with pullout stat on it.
Different parts of the car are zoomed in on the various devices.



9.





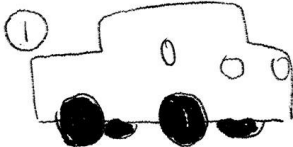




















A range of audience percentage bars with split illustrations on either side. Showing old vs new, middle income vs high, male vs female.

JUMPSTARTS AUDIENCE PROFILE



10.

Simple table layout with the top car in each category illustrated at the top.

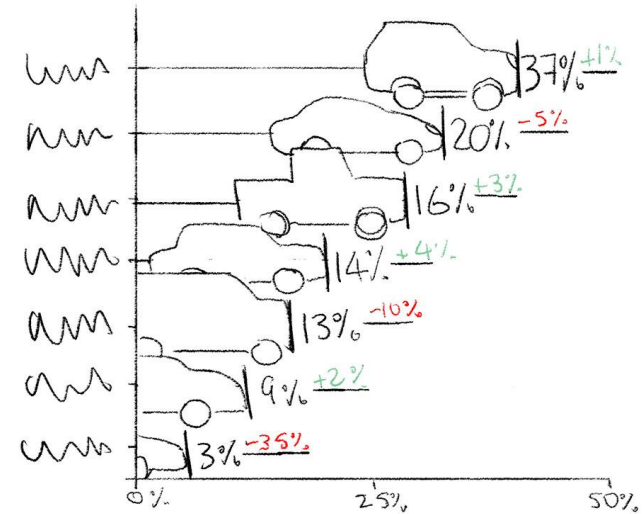
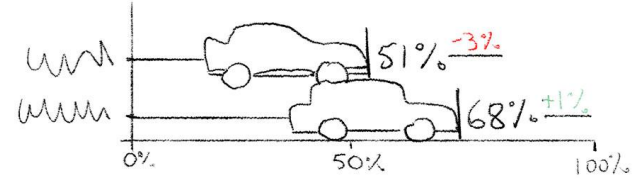
	
	
	
	
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⑨ 	⑨ 
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11.

Body style interest table plotted as a graph with all the cars lining up like a race.

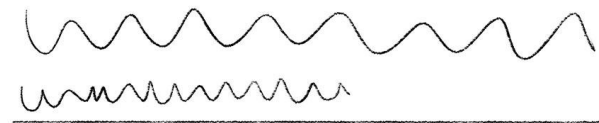
BODY STYLES

~~~~~ 2018

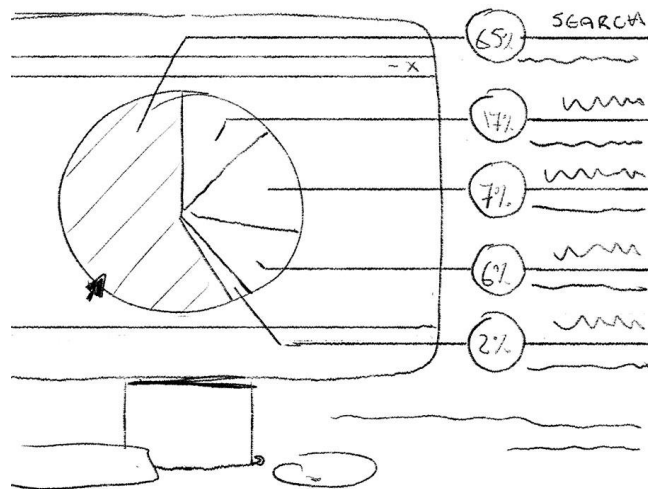


12.

Traffic sources breakdown with a car entering and leaving on a percentage bar. Icons for "new" and "returning" on the hub caps.

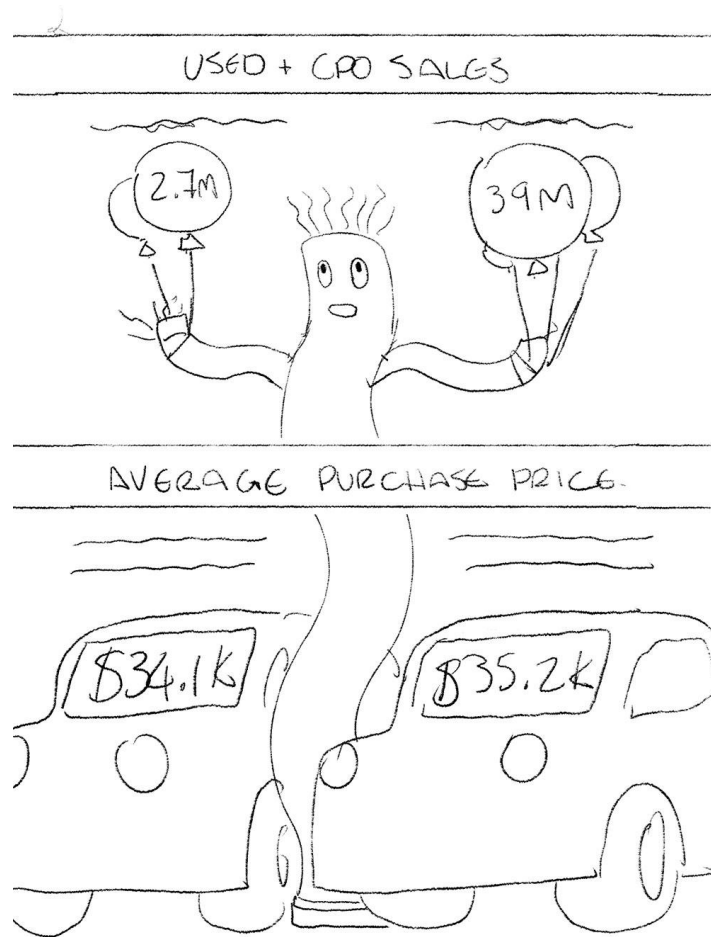


TRAFFIC SOURCES



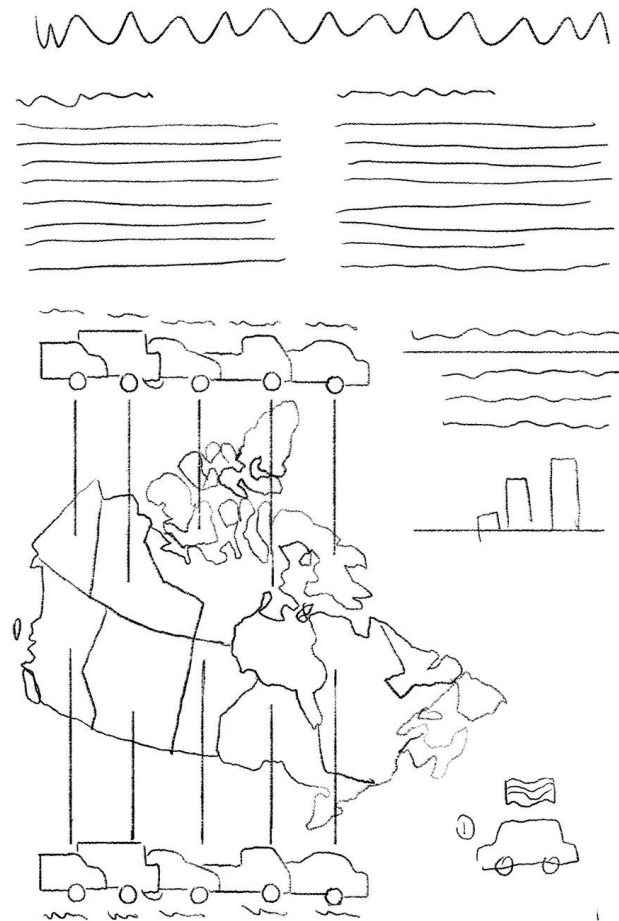
13.

Used car lot with an inflatable dancing guy holding up the stats for used car sales.



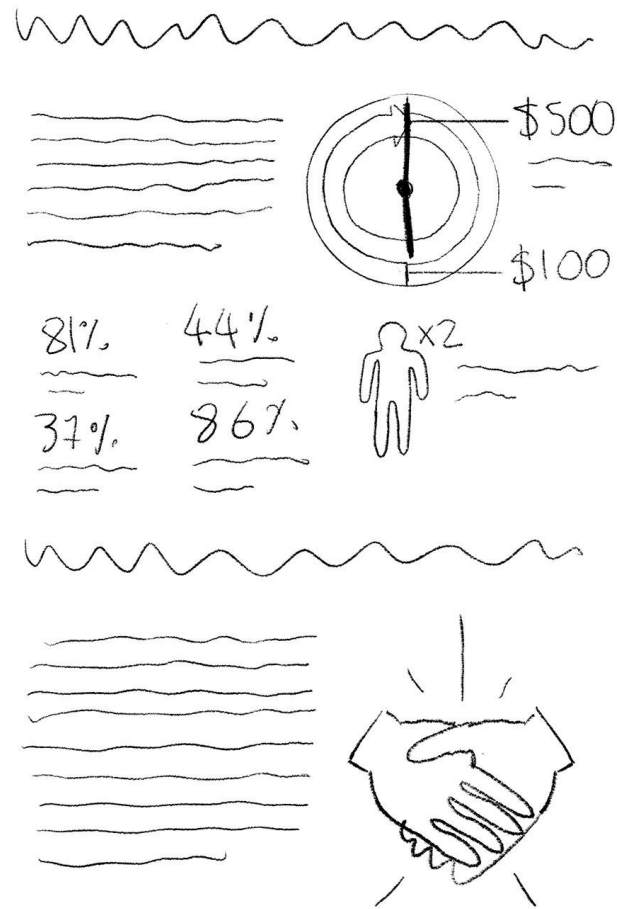
14.

A version of the top interest segments, by body type, in geographic area with car body icons laid out above and below the map.



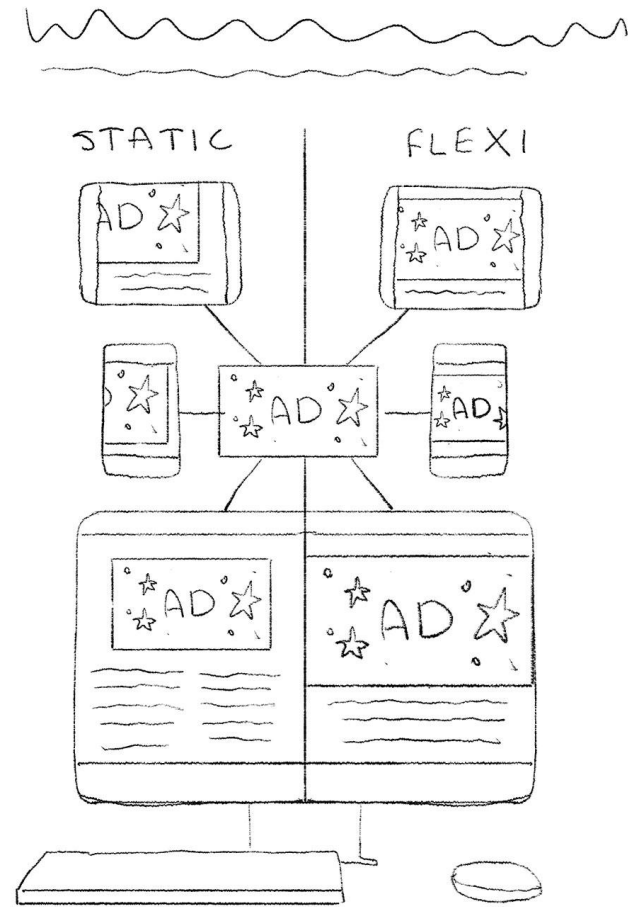
15.

Total time spent negotiating for different price points, laid out on a clock wheel chart. Other stats laid out underneath and then a spot illustration for a deal done at the end.



16.

A big infographic split down the middle showing the difference of a Static Ad vs a Flex Ad on a variety of displays.





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