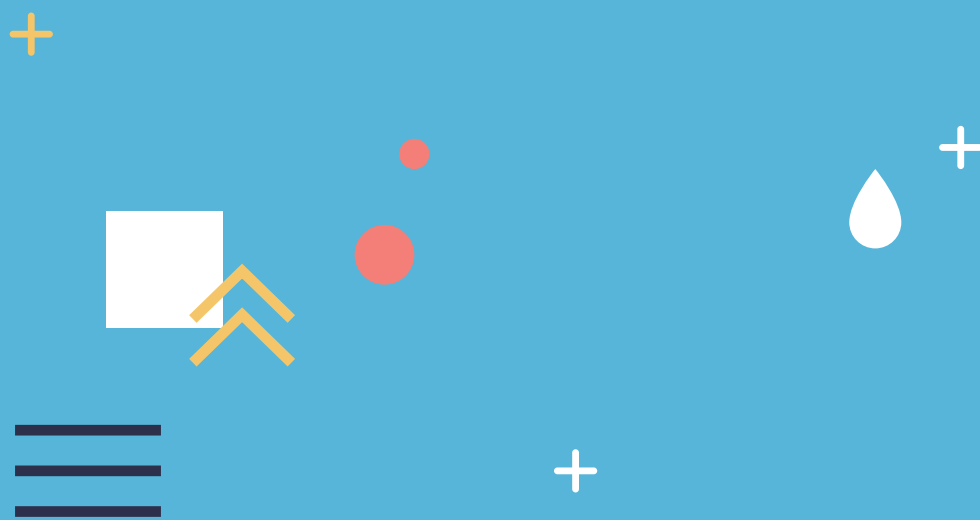


# Orinoco

COMMUNICATIONS



# Looking to create accessible and engaging research communications?

**We can help.**

Orinoco Communications is a digital media company that specialises in the communication of research and innovation. We work with research organisations, universities and academics across all disciplines from science and the social sciences, to the humanities and arts.

Whether you're looking to inspire learning, spark debate, raise awareness, influence policy or engage non-specialists with your research, we can help you to create high-impact digital content that cuts through the noise and resonates with your target audience.

We understand that true engagement is all about driving conversations between specialists and the public, so we focus on an approach that not only tells your story but invites a response in return.

We offer a range of editorial, design, production and strategic services to help you communicate your research in an accessible and engaging way.

Before we do anything else it's vital that we get to know you, so the first thing we do is arrange a chat to find more about who you are, your story, your challenges, your goals and who you're trying to reach.

Once we've got to know you we can then develop content ideas and a strategy that will ensure you reach your target audience with content that hits the mark.

## Services



### Video + Animation

Video drives more engagement than any other form of digital content right now but it needs to be done right to have true impact. We're experts at turning complex ideas into accessible, shareable videos that lift your research off the page and into people's consciousness.

- Animations
- Event films
- Explainers
- Documentaries
- Social media content



### Illustration + Data Visualisation

Sometimes the best way of communicating your research is through digital designs, such as infographics and posters. We can turn even the driest set of facts and figures into striking, informative graphics to be used online or in print.



## Web Design

Looking for a website to provide a base for your online research communication? We use our public engagement knowledge to design sites that disseminate your ideas, encourage dialogue with the public and help to build an engaged community around your research.



## Social Media Strategy

Social media can be an excellent way of growing an engaged community around your research but it's a crowded space and to make the most of its potential requires a clear sense of purpose and strategic thinking.

We create bespoke social media strategies to help you define your goals and give you the tools to harness the power of social media platforms.



## Branding

To stand out in your field and be quickly recognisable, a strong visual identity is vital. We create distinctive, consistent branding and logos that work across a variety of platforms from print to websites and social media accounts.



## Workshops

Clients often want to empower their team members to take control of their own digital content creation, so we offer interactive, in-house workshops to train researchers and communicators with the skills to produce podcasts, shoot videos, write blogs and tackle all types of digital communication.



## Podcast Production

Podcasts are experiencing a golden age right now and they provide an excellent platform for telling research stories and engaging the public with innovative ideas. We cover all aspects of podcast production from idea development to writing, recording, editing and dissemination.



## Strategy/Marketing

The world is fit to burst with digital content, so it's no longer good enough to simply make something, stick it online and hope for the best. For a campaign to have impact it needs to be driven by strategic thinking.

We will work with you to devise a plan to ensure that your content has the impact you need and to make sure it's impact that can be measured.

## Case Study 1

### WELLCOME TRUST CENTRE FOR MITOCHONDRIAL RESEARCH - Engaging patient communities through video

#### The Opportunity

Newcastle University's Wellcome Trust Centre for Mitochondrial Research is a world-renowned research centre, run by eminent neurologist, Professor Sir Doug Turnbull, where scientists are seeking to advance our understanding of devastating mitochondrial disease. Prof Turnbull and his team came to us in 2015 in need of help with their public engagement efforts. They wanted to create a series of videos for their new website that would explain the science behind mitochondrial disease, tell the stories of those afflicted by it, and outline the services the centre provides to patients.

*“The videos are absolutely brilliant. I still can't watch the Patient Story films without a tear in my eye, and everyone I have shown them to is the same. You have caught the emotion, tragedy and optimism brilliantly.*

*— Professor Sir Doug Turnbull*



## Our Approach

The challenge we faced was that the different types of video content needed to serve a variety of different purposes. The team wanted the science explainers to be light, friendly and approachable in tone but the patient stories, highlighting the devastating effects of the disease, would inevitably be more hard-hitting, so we opted for a combination of animations and filmed documentaries to suit their different briefs.



## Case Study 2

### PATANI STEM CELL LAB - Creating a digital identity to boost public engagement

#### The Opportunity

The UCL's Patani Lab is a pioneering biomedical research laboratory using stem cells to investigate the causes of motor neuron disease. Lab director, Dr Rickie Patani, secured a public engagement grant from the Wellcome Trust and came to us in 2016 looking for inspiration and guidance of how to creatively engage MND patients and their families with their research.



*Working with the Orinoco Communications team has been a real pleasure. Their enthusiasm, rigor, tenacity and artistic ability are exemplary. From the earliest phases of development they have shown great creativity in making challenging scientific concepts accessible to the wider public.*

*— Dr Rickie Patani*



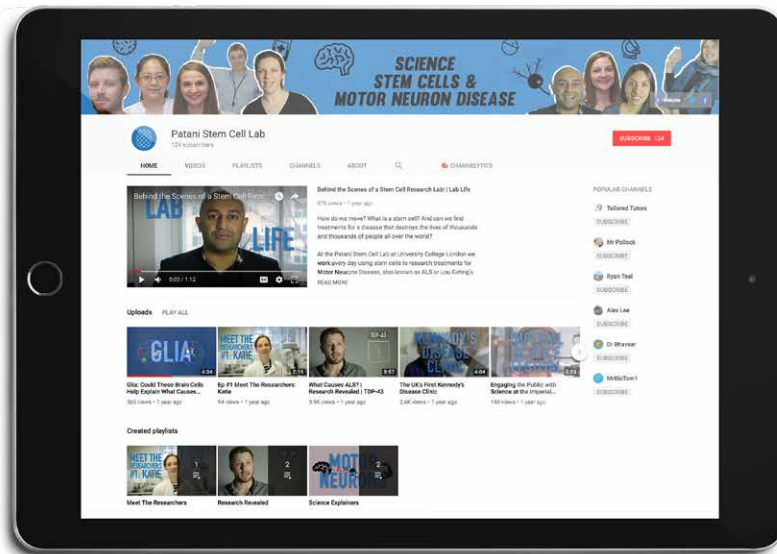


## Our Approach

The first step was to raise awareness amongst the MND community about what the lab was doing by developing its digital identity. We designed a logo and developed a website that would act as a portal for research updates, news and a blog.

We also created YouTube channel for the lab and produced regular video content to go on it, telling stories of its research, researchers, and of its creative collaborations with artists and public.

Finally, we provided social media training to the team and successful strategic advice to boost engagement with their research on their social media channels.



# Case Study 3

## CLIMATE HOME - Interactive digital storytelling

### The Opportunity

Climate Home is a specialist digital news group, dedicated to reporting cutting edge climate news for a wide public audience. They came to us because they wanted to find a new, interactive way of telling a feature story about climate-related Bangladeshi migration on their website.

### Our Approach

We brought together a small specialist team of an illustrator and web developer for the project. The graphic designer produced a set of watercolour illustrations to give colour and life to the personal stories, as well as creating explainer graphics in the same style to help readers understand the science behind the migration stories. The developer created a multimedia, interactive web story within Climate Home's existing WordPress site, which he designed as a template that the editorial team would be able to adapt and reuse for future big feature stories.



## Case Study 4

### THE PHYSIOLOGICAL SOCIETY - Bringing physiology to new online audiences

#### The Opportunity

The Physiological Society is dedicated to promoting physiology across the globe, supporting scientists working in the field and communicating the latest physiological research. In 2017 they approached us to create two public engagement animations. One to explain what physiology is, in an entertaining and accessible way, and the second to help school students overcome exam stress through science.

#### Our Approach

Public consultation is absolutely key on a project like this, so the first thing we did was to organise focus groups with members of the target audiences to engage them in conversations around the subjects. Those conversations helped us to craft the scripts, storyboards and style of the animations, which we produced over several weeks, working closely at all times with a panel of physiology experts to ensure that the science was always accurate.





We're always happy to discuss any ideas you might have for communication and public engagement projects, so please feel free to get in touch at any time to discuss how we can help you achieve your goals.



## CONTACT

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