

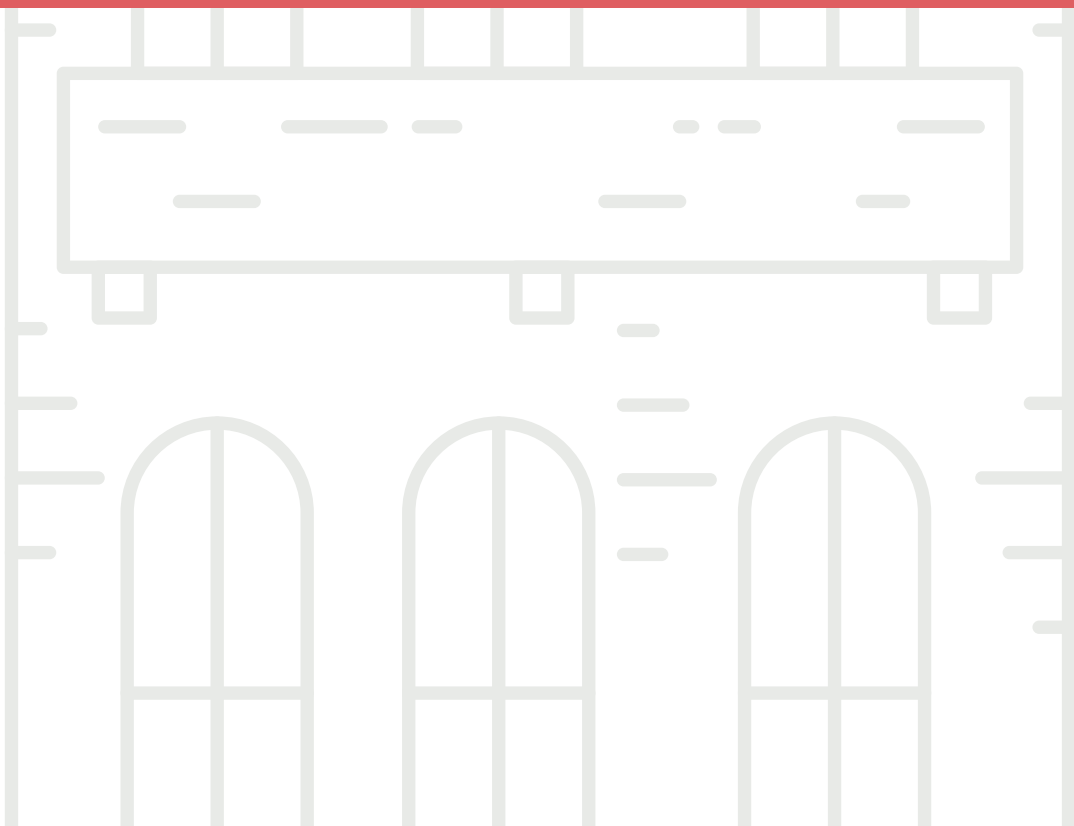


**DESIGNBYSOAP**  
Annual Report 2018





- 01. DIRECTOR'S STATEMENT**
- 02. MISSION & VALUES**
- 03. 2018 CLIENTS**
- 04. SERVICES REPORT**
- 05. VISUALIZING THE BEATLES**
- 06. LOOKING FORWARD**



## 01. DIRECTOR'S STATEMENT



As we look forward to 2019, it's important to reflect on the year just gone. Despite the challenges presented by uncertain financial and political climates, 2018 was our most successful year to date - both in terms of finances and productivity. We have welcomed many new clients, the majority of which have been based in the United States, as well as introducing several new services and team members. 2018 also saw us release our first infographic book, which is now available in four countries and three languages.

We couldn't be happier with the results of the last year, and we're grateful to those that helped us achieve our goals. As we set ever more ambitious targets for 2019, we count ourselves lucky to have such a talented, hard-working team and an enviable portfolio of modern, forward-thinking clients.

Whether you're a member of our team, a client, a potential customer or even a competitor, we'd like to wish you all the best for 2019, and thank you for being part of our journey.

**John Pring, Director of Content**



## 02. MISSION & VALUES

**Vision:** **To transform the way brands communicate and tell their stories.**

**Mission:** We build lasting partnerships with brands to create engaging, powerful content that informs, educates and inspires people all over the world.

**Founding Principles:**



**Creativity.**  
Experiment.  
Learn. Tweak.  
Improve.  
Approach every projects with creativity and innovation.



**Honesty.**  
Be transparent.  
Always be there for our clients.



**Humility.**  
Never be afraid to learn. We can always improve at what we do.



### 03. 2018 CLIENTS

46

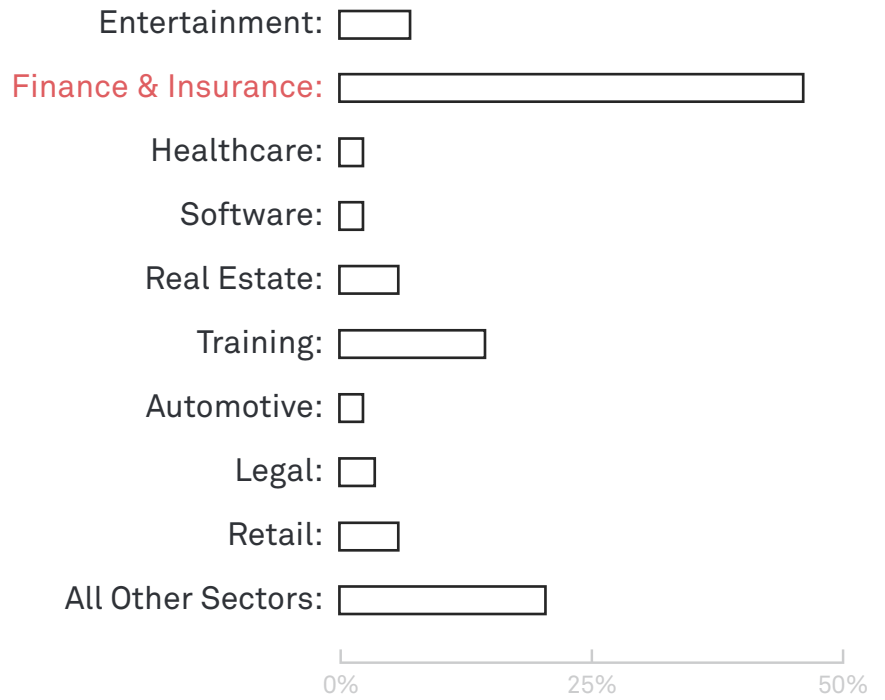
New clients

200+

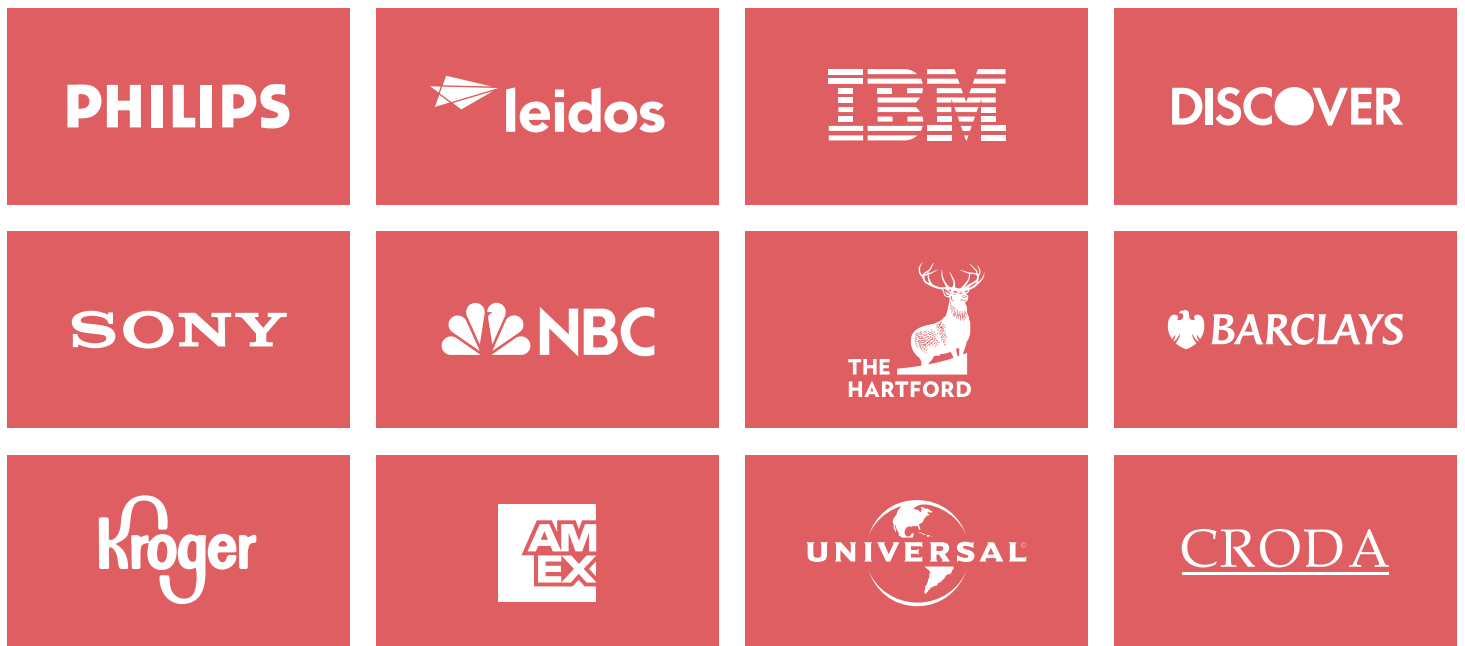
Projects completed

5

Countries



Notable new clients:



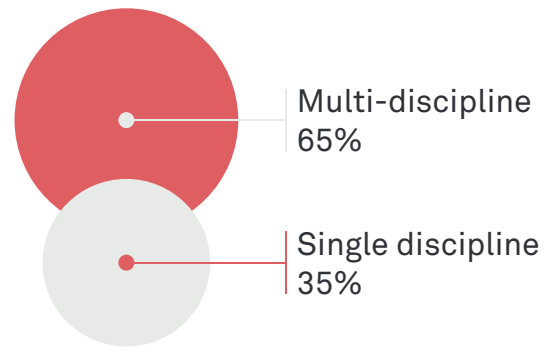
## 04. SERVICES REPORT

2018 saw a dramatic increase in demand for interactive content, as well as multi-discipline campaigns:



2018 Services:

- Infographics
- Interactive Content
- Digital PR
- Animation
- Presentations
- Visual Language



Multi-discipline projects are those which involve more than one service. For example, an infographic with digital PR or branding with visual language design.

We also introduced **three new services** in 2018:



INFOGRAPHICS



ANNUAL REPORTS



INTERACTIVE CONTENT



MOTION GRAPHICS



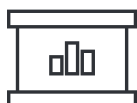
EBOOKS & WHITEPAPERS



DATA VISUALISATION



DIGITAL PR



PRESENTATION DESIGN



BRANDING



DESIGN FOR PRINT



VISUAL LANGUAGE DESIGN

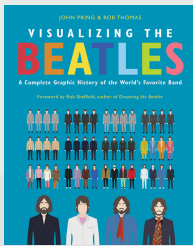


SALES MATERIALS



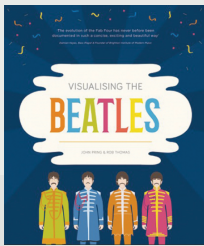
## 05. VISUALIZING THE BEATLES

After the successful crowdfunding campaign of Visualizing The Beatles in 2017, our Directors signed to Defiore & Company literary agency in New York. The book was subsequently released across three publishers, and is due out in Spain in 2019:



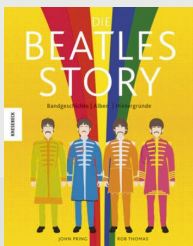
**Visualizing The Beatles (North America)**  
**Harper Collins: Dey Street Books**

*“Visually stunning”*  
Entertainment Weekly



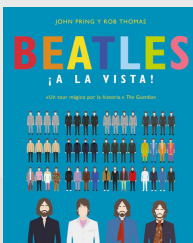
**Visualising The Beatles (United Kingdom)**  
**Orphans Publishing**

*“A magical mystery tour”*  
The Guardian



**Die Beatles Story (Germany)**  
**Knesebeck Verlag**

*“Beautiful and inventive”*  
DW



**Beatles A La Vista (Spain)**  
**Penguin Random House: Ediciones B**

*“Comprehensive, entertaining, stunning”*  
Penguin Random House



## 06. LOOKING FORWARD

In 2019, we are expecting to see a continued appetite for interactive content, particularly those that can be used to engage an audience. We are increasing our marketing and investments in this area, in combination with an additional focus on motion graphics and animation.

We will also be placing an emphasis on visual language guidelines, as we see larger organisations begin to understand the importance of having a cohesive, consistent approach to digital content.

As with Visualizing The Beatles in 2018, the Directors will also look towards complementary side projects in the coming year. These will likely be progressed through our sister company, Visual Arcade Ltd. Expect to see exciting, visually-driven projects under appear under this brand in 2019.

--

If you would like to work with Designbysoap Ltd in 2019, you can contact the head office on +44 (0)1432 839 461, or visit us at [www.designbysoap.com](http://www.designbysoap.com)







**DESIGNBYSOAP**

DATA DESIGN & STORYTELLING