SAPIO RESEARCH

# Creative Studio

Writing and design capabilities



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# Welcome to our Creative Studio

## where creativity meets strategy to bring your insights to life!

Situated within our market research agency, our creative team excels at transforming data-driven insights into captivating stories and compelling marketing assets.

We're passionate about unlocking the full potential of your insights, turning complex findings into clear, engaging narratives. We offer copywriting and design services and work closely with you to ensure every asset resonates with your audience.

# Research is only as powerful as the way it's communicated.

No matter how strong the insight, if it's hidden in dense text, buried in spreadsheets or presented without structure, it will be ignored.

That's where data storytelling and design come in. They make findings easier to absorb and understand, highlight what matters most, and guide the viewer through the story behind the numbers.

They also add energy and sentiment, transforming data into something people connect with visually, intellectually and emotionally.

**Whether it's a stakeholder report, an internal toolkit or a LinkedIn graphic, we're here to make your insights more memorable, more engaging and more shareable.**



# What we do...

Save time and hassle by taking advantage of our **inhouse creative services,** and leave it to us to produce your **reports, whitepapers, blogs, infographics, social media, animations and more.**

We're dedicated to enhancing your research's impact, bringing your brand to life to drive key business decisions.


BLOG POST

Why businesses should prioritize IT cost optimization

In the same way that a control tower monitors and directs air traffic to ensure efficient use of airspace, businesses are scrutinizing their IT spending to improve their overall cost optimization.

The State of IT Cost Optimization in 2023 report provides insights into how businesses are approaching this complex issue and finds that nine out of 10 businesses now consider optimizing their cost structure to be a high priority. 87% of business leaders now report they've adopted a cost optimization mindset.

When you consider the challenges, these leaders have faced over the past two years – from global, macroeconomic turbulence to local skill and supply issues – this shift makes sense. Businesses are navigating a very different environment today than they were even a year ago. And there is one area of spending that is drawing their attention: IT costs and how they must gain 360-degree visibility into IT infrastructure and operations to track key performance indicators.

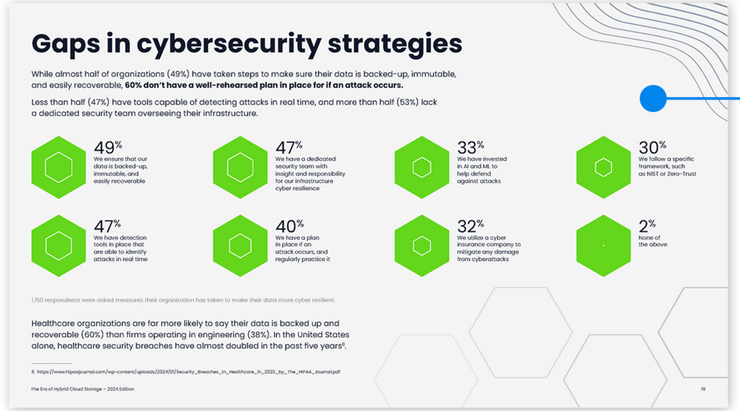
Indeed, only a little over half of all leaders even have an exact understanding of their IT spending. At Crayon we believe that companies should focus on optimizing costs rather than just spending unnecessarily. For instance, spending $700,000 instead of $1,000,000 for the same requirement can represent significant savings.

All too frequently we hear of vendors selling more product to customers by offering discounts. But why pay for more than what you require? There is often a significant difference between what companies need and what they end up buying due to vendors' tactics.

87% 95% 89%

## Blogs

We help you repurpose your research into blogs and expert opinion pieces.


Gaps in cybersecurity strategies

While almost half of organizations (49%) have taken steps to make sure their data is backed-up, immutable, and easily recoverable, **60% don't have a well-rehearsed plan in place for if an attack occurs.**

Less than half (47%) have tools capable of detecting attacks in real time, and more than half (53%) lack a dedicated security team overseeing their infrastructure.

49% We ensure that our data is backed-up, immutable, and easily recoverable

47% We have a dedicated security team with insight and responsibility for our infrastructure cyber resilience

33% We have invested in AI and ML to help defend against attacks

30% We follow a specific framework, such as NIST or Zero-Trust

47% We have detection tools in place that are able to identify attacks in real time

40% We have a plan in place if an attack occurs, and regularly practice it

32% We utilize a cyber insurance company to mitigate any damage from cyberattacks

2% None of the above

1,150 respondents were asked measures their organization has taken to make their data more cyber resilient.

Healthcare organizations are far more likely to say their data is backed up and recoverable (60%) than firms operating in engineering (38%). In the United States alone, healthcare security breaches have almost doubled in the past five years[8].

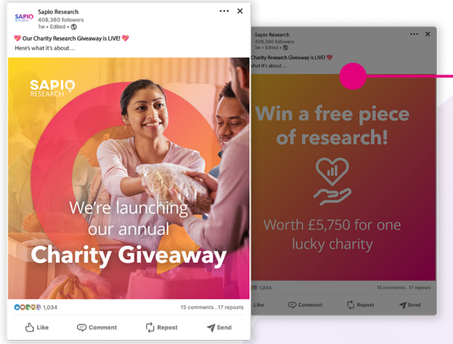
8 https://www.hipaajournal.com/wp-content/uploads/2024/01/Security_Breaches_in_Healthcare_in_2023_by_The_HIPAA_Journal.pdf

The Era of Hybrid Cloud Storage – 2024 Edition

19

## Infographics

Highlight key takeaways in clear and visually engaging graphic representations.




## Social

Engage your audience with tailored, premium social media content and design.

## Reports/ Whitepapers

Turn complex data into comprehensive reports and impactful customer stories.







## Motion

Captivate your audience with eye-catching animations and high-quality motion design.

See more of our work at: **sapioresearch.com/creative-studio**




# Our creative approach

We combine data analysis with creativity to deliver research outputs shaped by your goals.

1. **Discover**
   We begin with your audience, goals, and insight story.
2. **Define**
   Together we shape the direction and choose the best formats.
3. **Copywriting and Design**
   We create engaging assets that reflect your brand.
4. **Refine**
   We work with you to refine the creative and get it right.
5. **Deliver**
   We provide you with the final outputs, ready for launch and made to create lasting impact.



Let's talk...

# Ready to make your research stand out?


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