

# DECISION SCIENCE SOLUTIONS

Blackbox Decision Science Solutions helps you look beyond raw data and view your world with 20/20 vision.

We harness the power of advanced technologies and provide you with comprehensive and real-time analytics. We integrate your key data into strategies and package it into actionable, business-ready design.



Strategy



Analytics



Technology



Design

DECISION SCIENCE SOLUTIONS  
FOR A DISRUPTIVE FUTURE

**B L A  
C K  
B O X**

# Design

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## LEVERAGING DATA FOR A COMPETITIVE EDGE

From visual to motion design, create content that captures and engages. Cut through the noise and reach audiences by presenting data as targeted narratives that capture imaginations across media platforms.

BLACK  
BOX

# IDEA INCUBATOR

## DESIGN

From visual to motion design, create content that captures and engages. Cut through the noise and reach audiences by presenting data as targeted narratives that capture imaginations across media platforms.



## YOUR CHALLENGE

- Bigger organisations tend to tackle challenges in a linear manner – waiting for evolving consumer values and habits to tell them how and when to pivot their strategies. Many fall in the trap of not giving themselves enough leeway to quickly adapt to rapidly changing trends, making it difficult to stay ahead of competitors.

## OUR SOLUTION

- With an eye on what makes consumers tick, we gather the views and perspectives that fuel innovative and transformative strategies.
- We leverage a body of thorough and comprehensive insights to build design and prototyping frameworks that keep your business ahead of the curve.

## WHY BLACKBOX

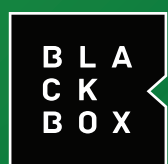
Blackbox works closely with stakeholders to leverage data to fit specific objectives, approaches, and styles - whether that is optimising products and services or creating campaigns that serve a purpose.

Connect with us for the latest consumer and business insights in Asia and beyond



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# EDITORIAL & MEDIA

## DESIGN

From visual to motion design, create content that captures and engages. Cut through the noise and reach audiences by presenting data as targeted narratives that capture imaginations across media platforms.



## YOUR CHALLENGE

- In a hyper-connected world where people, products, and platforms constantly interact with one another, consumers' attention spans are shorter by the minute.
- It is important to craft messages and design materials that do not add to the cacophony and stand out for the right reasons.

## OUR SOLUTION

- We create and disseminate high-quality content that establishes brands as having a timeless and remarkable style, prompting immediate impact and long-term recognition.
- We streamline marketing and communications processes into a simplified and rationalised content-creation workflow, allowing marketing teams to spend their time on more strategic missions.

## WHY BLACKBOX

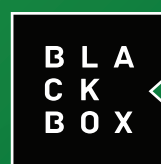
Blackbox's analytical expertise allows it to go beyond the data, connecting dots and building stories that are as valuable as they are useful. We look closely into the data, zooming into the key narratives that others may not be able to grasp or leverage.

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# MOTION DESIGN

## DESIGN

From visual to motion design, create content that captures and engages. Cut through the noise and reach audiences by presenting data as targeted narratives that capture imaginations across media platforms.



## YOUR CHALLENGE

- The availability and affordability of data, coupled with the rising sophistication of mobile devices, has put multimedia content at the heart of all digital channels.
- But not many organisations are currently capable of seizing the many opportunities offered by the next wave of digital disruptions making the internet an immersive experience.

## OUR SOLUTION

- With a keen eye for the digital revolutions that are just taking shape, we help organisations move away from traditional, static communications formats and pivot towards motion graphics.
- We help organisations find the right format and approach for their strategy and audience, allowing them to reach multiple types of audiences across many different platforms.

## WHY BLACKBOX

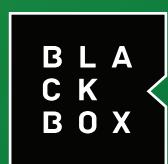
Blackbox keeps track of the latest video production trends, finding the right format and approach for your strategy and voice to stand out. Our videos have their desired impact and stand the test of time.

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