

A framework for storytelling.

One research program. Four levels of storytelling.

Our conversations have evolved from creating animated charts toward a broader framework for communicating research at multiple levels of depth — one consistent editorial ladder, grounded in a single source of truth.

LEVEL 01	Chart
LEVEL 02	Story
LEVEL 03	Section
LEVEL 04	Full Report

Beginning with research.



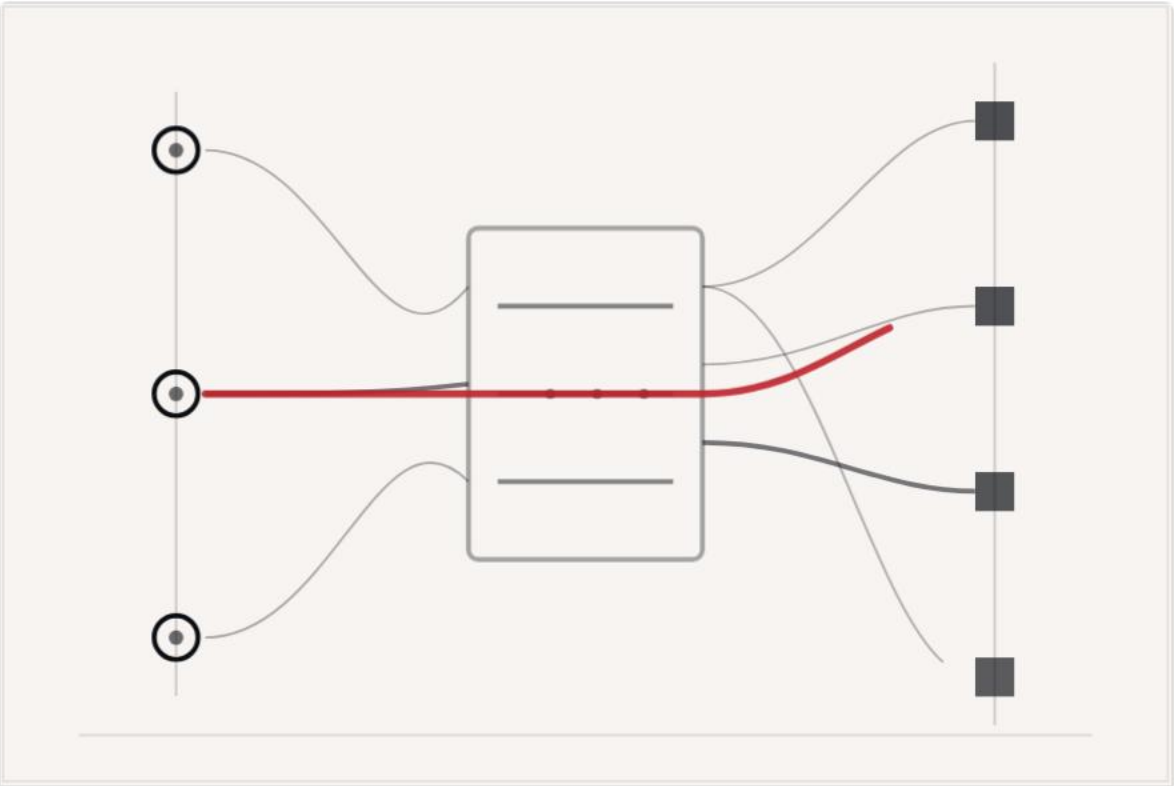
Before proposing any creative direction, our attention turned first to understanding HSBC's publishing ecosystem — the cadence of the reports, the recurring editorial structures, the visual conventions that give the research its voice.

What emerged was less a list of ideas and more a set of patterns worth building on.

- 01 Research Corpus
- 02 Patterns
- 03 Inventory
- 04 Taxonomy
- 05 Narrative Opportunities

Three representative narratives.

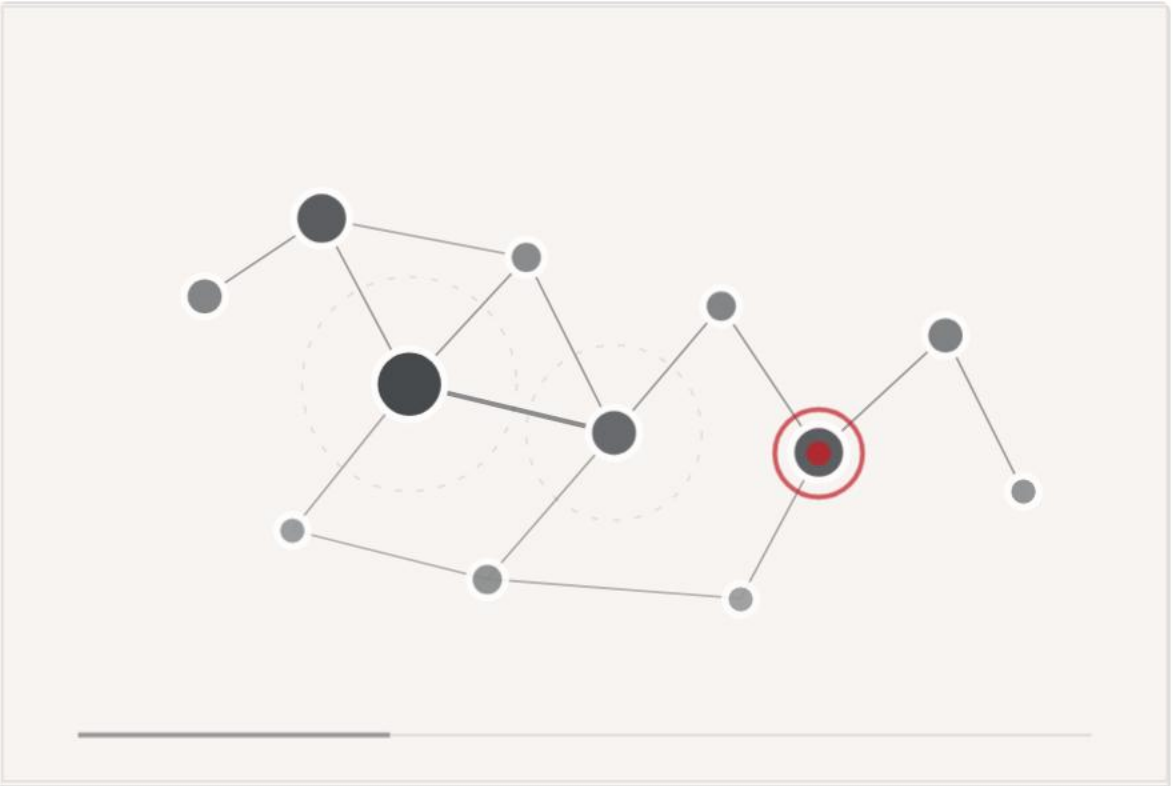
Rather than beginning with technology, we begin with real stories already present in the report. The three below are illustrative — placeholders offered only to make the framework tangible.



Healthcare Investing Landscape

A market-level investment story demonstrating recovery, momentum and changing funding patterns.

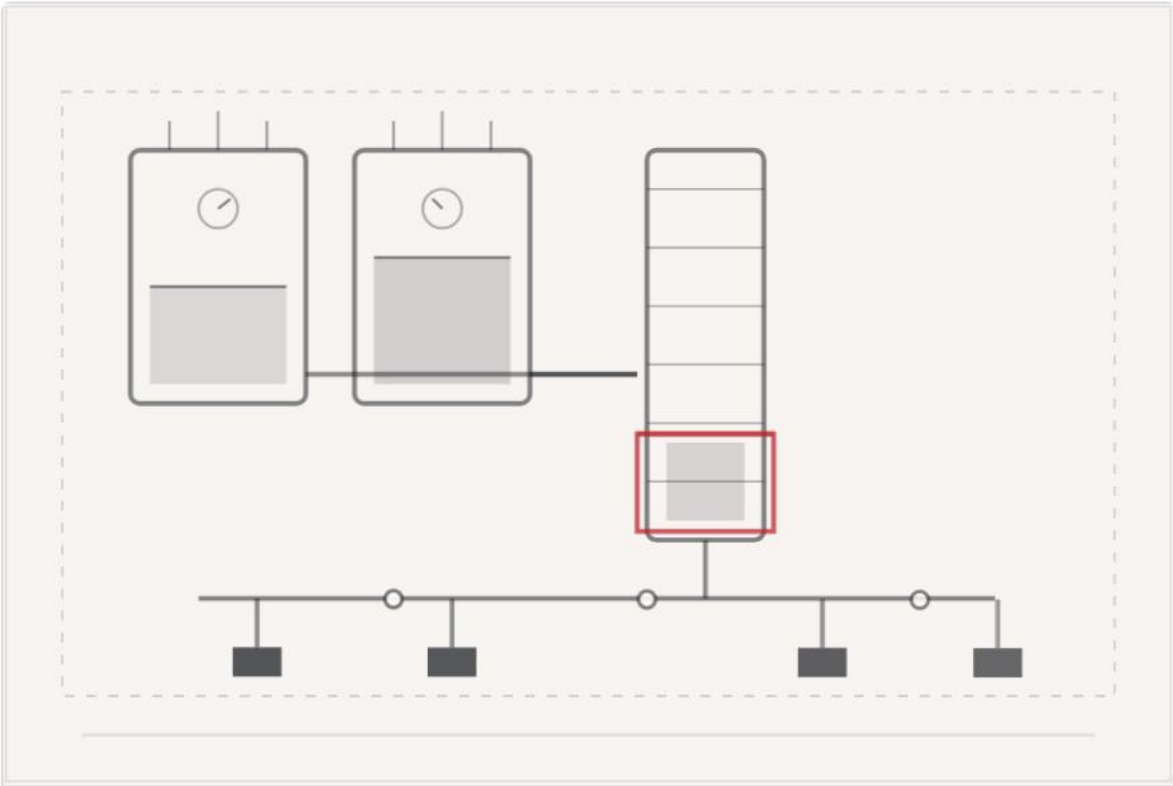
NARRATIVE 01



Computational Biology

A thematic deep dive illustrating how emerging investment categories can be communicated through multiple levels of narrative.

NARRATIVE 02



Biopharma Infrastructure

A systems-oriented narrative combining multiple charts, commentary and supporting evidence into one cohesive story.

NARRATIVE 03

The storytelling ladder.

The same research narrative can be expressed at four progressively richer levels. Each level adds context, evidence and depth without replacing the one before it.

LEVEL 01

Chart



The fundamental building block — the visualization itself.

LEVEL 02

Story



The chart placed into editorial context with supporting narrative.

LEVEL 03

Section



A complete editorial experience combining narrative, evidence and figures.

LEVEL 04

Full Report



Multiple sections form one connected research experience.

Demonstrating the framework.

Every narrative can exist at every editorial level. What changes is the depth of the treatment, not the underlying source of truth.

NARRATIVE ↓	Chart	Story	Section	Full Report
NARRATIVE 01 Healthcare Investing Landscape Market-level recovery, momentum and funding patterns.				
NARRATIVE 02 Computational Biology An emerging investment category told at multiple depths.				
NARRATIVE 03 Biopharma Infrastructure A systems-oriented narrative with charts and commentary.				

In closing.

One story.
Multiple expressions.

Rather than beginning with the question “what should we animate?”, one possible approach is to begin with the stories already present in the research — then express them at the level of depth the audience and moment require.

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