The InfoMation Project

Data Analysis, Interpretation and Visualisation for Impact Decision Making

In Association with Little Brother Media Productions and Karen Allen International

ABOUT US

Karen Allen

- Former BBC Foreign Correspondent with 25+ years of experience in news and current affairs delivering clear and compelling storytelling skills for international TV, Radio and Digital platforms.
- Karen is an award winning journalist now focused on delivering impact digital narratives for international audiences.
- She brings a polished professionalism and a wealth of experience from the world of conflict reporting, global policy, diplomacy, politics and business, converting what are often complex ideas into visually compelling, clear and creative narratives.
- Karen holds a BA(Econ)Hons and MA International Relations and Contemporary War from King's College London and continues to keep a firm foothold in the world of global current affairs. She can frequently be found moderating high level international engagements, giving her a sharp understanding of the value of no-nonsense clear communication in cross-cultural settings.
- Karen's company Karen Allen International is a communications consultancy focusing on content creation, training, advisory services and digital storytelling.

Petri Kleynhans

- Petri has been in the Creative Industry for more than 15 years, gaining experience as Producer, Director, Editor and Animator in broadcast, corporate and government spheres.
- Petri's company, Little Brother Media Productions, has been in business for 10 years, with both national and international clients on their books.
- A storyteller at his core, Petri has honed his craft with more than 150 screen credits behind his name.
- Little Brother Media Productions specialises in Video Production, 2D animation and Motion Graphics, making them the perfect fit for this collaboration.

OUR STORY

THE INFOMATION PROJECT is a collaboration between Little Brother Media Productions and Karen Allen International, whereby the core skills of both enterprises are combined under one brand in order to deliver consistent, high quality InfoMations, backed by decades of technical, statistical, political and journalistic experience.

Between them Karen and Petri have more than four decades worth of experience in the AV production, news, current affairs and international policy arena.

Their story began more than a decade ago when they collaborated on a series of high impact video products for a number of leading international organisations. With their Africa base and global focus, UNICEF commissioned the pair to produce visual material on child poverty in Nigeria. From there, Petri and Karen expanded into the exciting world of digital data visualisation.

Their mission is to develop high quality customised InfoMations™ (or animation infographics) for international organisations, corporates, NGOs and educational institutions world wide. Karen and Petri bring a unique blend of editorial rigor, clarity of thought and creative flair to their work. Their aim is to make THE INFOMATION PROJECT an industry leader for the delivery of high-impact visual communications.

DELIVERABELS

THE INFOMATION PROJECT can deliver

- Highly polished, visual impact communications for use by corporates, international organisations, NGOs and educational establishments
- Customised InfoMations (animated infographics) – with clarity and creativity at their core
- Visual Products design for use on digital platforms and for embedding in real world presentations.
- Blended expertise from a team of world class foreign news professionals and creative animators
- Industry Experience and Deadline Discipline
- Communications Consultancy and Digital Deployment Strategic Advice

PORTFOLIO

The InfoMation Project offers customised data visualisation products. Our InfoMations (animated infographics) portfolio includes cutting-edge, high impact productions for use by policy analysts in the emerging tech sector.

We also offer razor sharp animations for our corporate clients, as well as clear and concise visual messaging for governments, NGOs, health and educational sectors.

Here are some samples of our work.

Digital Vigilantism

The client for this InfoMation offering was an international think tank, with a brief to deliver high impact messaging to policymakers about the unintended consequences of social media proliferation. The aim was to convey the dark side of cyber vigilantism within an African setting and to familiarise the audience with the notion of “digital vigilantism”.

RMDTRADER

An ongoing series of InfoMation offerings is being used to drive market awareness and introduce new concepts and technologies to the target market as we explain complex financial concepts to a new audience.

Girl Child

This InfoMation offering was part of a series of videos which highlighted the responsibilities of the Department of Social Development in South Africa. The purpose of the series was to engage the public with difficult topics such as drug abuse, early childhood development and victim empowerment plans, but do so in a sensitive manner which would stimulate conversation

Coca Cola

This production was created for the Coca Cola Africa Roadshow and formed part of a series of multi-screen AV’s which was used during the event.

The InfoMation Project

Data Analysis, Interpretation and Visualisation for Impact Decision Making

Karen Allen - karen@infomationproject.com
+27 82 456 1814

Petri Kleynhans - petri@infomationproject.com
+27 82 265 5060

In Association with Little Brother Media Productions and Karen Allen International