

“Crossing The Gap”

How businesses can land on the right side of the disruption divide

Overview

There’s a deep chasm splitting today’s business landscape. On one side: companies that are barely hanging in. On the other, those that stand out as thriving icons of disruption. What empowers businesses to cross the gap? What lessons can we learn from their success?

To amplify KPMG’s market presence and reinforce its forward-thinking brand positioning, WP BrandStudio will create custom content that inspires *The Washington Post’s* influential C-suite readers to join the leading-edge organizations that cross over the abyss of stagnation and find their way in the disruption zone.

Program Components

- A dynamic **interactive hero** draws readers into a highly visual multimedia experience
- A **rich-media article** engages readers in the topic and acts as the program’s narrative through-line
- An **interactive tally** provides a tangible experience of the value of disruption
- An **interactive infographic** shows how disruptors safely navigate the gap
- A **360° video** provides a guided tour through the disruption zone
- **Hybrid documentary-motion graphic video** delves into the future of disruption

Interactive Visual “Hero”

A dynamic entry point grabs readers’ attention and draws them into the program.

Graphic shows a
cityscape of of
businesses



Readers shake their mobile
device or move their cursor to
generate disruption; causing
the disruption gap to appear
and the lights to go out on
companies that are unable to
successfully cross it



Rich-Media Article

Crossing the disruption gap requires an evolution. Companies need to ditch linear hierarchies that restrict flexibility, limit agility and inhibit growth. They need to become post-linear and smart—adopting new processes that are data-driven and responsive.

Incorporating a blend of narrative reporting, lightly animated graphics and data visualizations, we'll explore the seismic shift that's unleashing disruptive energies across industries. Topics could include:

- Key technologies that unite to support a perfect storm of innovation
- Characteristics of industries that are prospering in the disruption zone

Sample data visualization

An exploration of the lifecycle of innovation investment highlights key points in the financial ecosystem from R&D to IPO, including data points such as:

- Total VC tech funding/growth rate
- Unicorns—pre- and post-IPO valuations
- Disruptors--burn rates and profits

Interactive Tally

Should industries give up established practices for the unknown? What real value does disruption hold, anyway? Readers will discover the answers for themselves in an interactive “decision-tree” infographic that quantifies the benefits derived from innovation.

- Readers are presented with a scenario and a sequence of choices between sticking with the tried-and-true or crossing the disruption gap
- When choices are made, a text overlay shows the outcome of the choice and assigns it a positive or negative point value
- From a starting point of zero, a final numeric tally shows whether a reader’s path was ultimately positive or negative

Sample scenario:

In your job at a boutique sporting goods company, you are tasked with producing a line of snowboards that will be cooler than anything on the market.

Sample decision point: Will you go with a traditional manufacturer or a 3D printing plant?

Sample tally data: If you chose the traditional manufacturer, you’ll face an order minimum of 1 million units with no customization (-2 added to your tally); the 3D printer requires no minimum order and boards can be customized at no charge (+2 added to your tally)

Interactive Infographic

What happens when the disruption gap is successfully crossed? To find out, readers use their cursors to “move” an industry or service across a visual rendering of the gap—and see what emerges on the other side as hierarchies fall and new leaders arise.

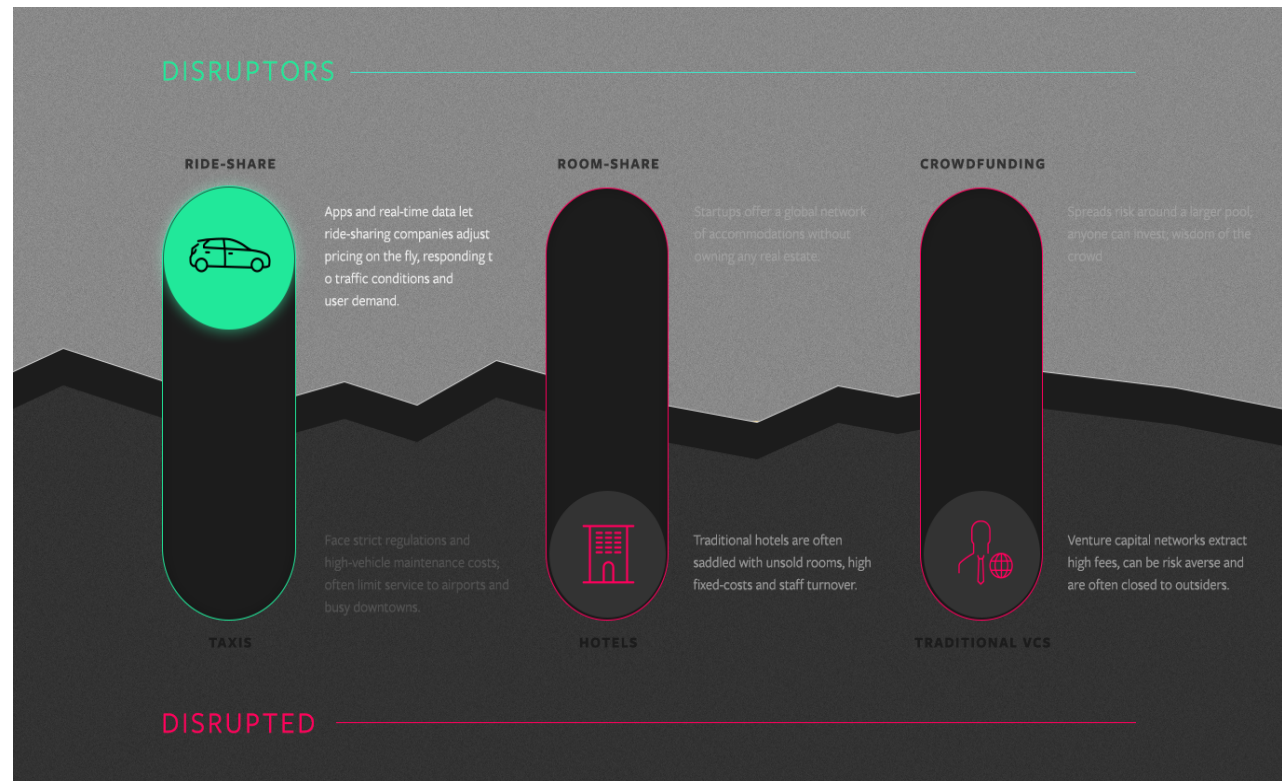
Post-disruption landscape

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Readers slide an industry or service across the gap to see its evolution

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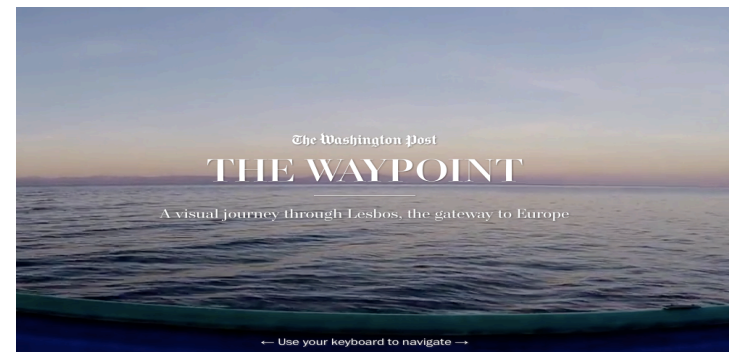
Pre-disruption landscape



360° Video

Leveraging the interactive storytelling functionality of “*The Waypoint*,” a first-to-market execution by *The Washington Post* editorial team, we’ll take readers on an immersive multimedia-enhanced video tour of life in the disruption zone.

- Voiceover narration guides readers through a journey that starts in a driverless car
- Readers enter one of three destinations into the car’s dashboard and then “drive” to their choice of a post-disruption “smart” factory, healthcare facility or oil rig
- At the factory, readers see robots zip around assembling new products; at the healthcare facility, they watch nanobots operate on a patient from within; at the oil rig, they learn how drones do work that’s too dangerous for humans
- Within a destination, readers use their cursors to “look” up, down and around and click on interactive “hotspots” on people and objects that they wish to learn more about
- Hotspots show multimedia content such as mini-video profiles and data points
- At any point during a destination, readers can switch to a different one



Execution inspiration: *The Washington Post*'s “*The Waypoint*”:
<https://www.washingtonpost.com/graphics/world/lesbos/>

Hybrid Video

While the disruption zone is new territory for many, thought leaders are already focused on what lies beyond. We'll interview futurists and experts to gain insight into the next set of disruptions and provide readers with a roadmap to the future.

- Using an innovative blend of filmmaking styles, we'll take a sneak peak at the business, technological and societal implications of what lies beyond the disruption zone
- Documentary-style video of a thought leader revealing his/ her ideas will be intercut with motion-graphic footage that explains the technology behind the idea

Sample storyline

In the disruption zone, humans rely on external devices to connect to the cloud. But the world that's coming could see us being biologically linked through neuro-implants.

A live-action video will feature a bioengineering expert who explains how this will revolutionize the way we live, work and play. The interview will be cut with animated graphics that explain what neuro-linkage is—giving viewers a 3D glimpse of how it works in action.