



Press Release

## **Oxford Analytica's enhanced Daily Brief to deliver a sharper edge for global analysis**

**September 17, 2014** - The Oxford Analytica Daily Brief®, an analysis service that draws on a global network of academic and other experts to deliver strategic assessments about the meaning of global events for firms and governments around the world, is about to undergo a major enhancement that will make it of even greater value for clients.

The flagship product of global analysis and advisory firm Oxford Analytica, the Daily Brief has been delivering forward-looking, hard-edged analysis on worldwide events to blue-chip clients since September 1984.

Now in its 30<sup>th</sup> year, The Daily Brief is to benefit from a complete overhaul in delivery and format that will allow clients easy, fast access to its high quality analysis. Improvements to the service will include rapid delivery on all types of mobile devices as well as desktops via a user-centric and responsive interface.

Oxford Analytica has commissioned White October, an Oxford-based digital agency renowned for its innovative, lean approach to building online resources, to develop the new service.

Graham Hutchings, Oxford Analytica Managing Director, said:

“The new service will provide clients with the levels of customisation and ease of use that they require. We wanted to provide an interface that makes our Daily Brief assessments more accessible and easier for clients to use. White October has helped us do just that, and I am sure that clients will notice a real difference. We now have an interface that matches the quality of our product.”

White October Managing Director Dave Fletcher adds: “Having already worked with Oxford Analytica on a previous project, we knew we would be able to form the close, collaborative

working relationship needed to deliver a quality product. Our two teams of experts spanning multiple disciplines worked hard together, and we're proud of the results.”

The enhanced Oxford Analytica Daily Brief service will be officially launched at ‘Global Horizons’, the Oxford Analytica International Conference in Oxford, on September 17-19. It will be fully live in the last quarter of 2014.

Key benefits of the new service include:

- Convenient access to Oxford Analytica Daily Brief analysis, split by region, theme and sector.
- At-a-glance summary for over 50 countries, updated daily, with new tools and resources.
- Political risk metrics for 100 countries, updated quarterly.
- Cross-regional themes, regularly updated.
- Clearer, simpler, faster, more usable website and emails, dedicated to serving clients.
- Responsive design, providing excellent experience on smartphones and tablets.

### **Oxford Analytica Daily Brief**

For over 30 years the Oxford Analytica Daily Brief® has delivered global analysis that gives top corporate and government executives a proven edge in predicting the course of key trends — and preparing for contingencies.

Through daily dissection and analysis of fresh developments in global politics, macroeconomics and the political economy — guided by the latest academic research — the Daily Brief offers qualitative predictions and guidance as to the impact of events ‘just over the horizon.’

The Oxford Analytica Daily Brief was originally modelled on the briefing document delivered each morning to The President of the United States. The bulletin alerted the White House to situations requiring action or analysis, and its format and delivery were considered useful for enterprises operating on a global scale and in politically sensitive areas.

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### **Links**

[Oxford Analytica Daily Brief®](#)

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[White October](#)

### **Media contacts**

**Oxford Analytica:** Ivonne Schroeder on +44 1865 261 669 or [ischroeder@oxford-analytica.com](mailto:ischroeder@oxford-analytica.com)

**White October:** Karen David on 07989 439291 or email [karen@spriggsdavid.co.uk](mailto:karen@spriggsdavid.co.uk)

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