

A large red circle is positioned in the upper left quadrant of the page. It contains the text 'AR: Review 2010' in white, bold, serif font. The circle overlaps with the main title text.

**AR:  
Review  
2010**

A new  
framework for  
best practice  
annual report  
information  
design.

Truly Deeply  
Brand Strategy & Design



# Appeal and Presentation; are you engaging enough?

**Whilst successful organisations present themselves across all their activities in a professional and appealing manner, it's interesting to note that their annual reports are often the exception to the rule.**

Poorly designed reports provide little engagement for either shareholders or the market. The outcome is that fewer investors are engaging with reports, and those that do often fail to find either the information or the inspiration they seek.

At a time when organisations are desperate to engage and improve the relationships they have with their stakeholders, the appeal and presentation of their shareholder communication provides enormous potential for improvement.

## **Best Practice Principles**

- Does the report present the organisation in a professional manner that reflects its standing in the business and investment community? Does it communicate a positive and professional image of the organisation through its stature, articulation and deeper understanding of business and performance?
- Does the cover demand readership? Does the report utilise intriguing statements on the front cover and on inside pages with pull-out quotes, action sub-heads, bulleted paragraphs and other readership-enhancing devices to create a legible hierarchy of information? Does it hold the reader's attention once inside?

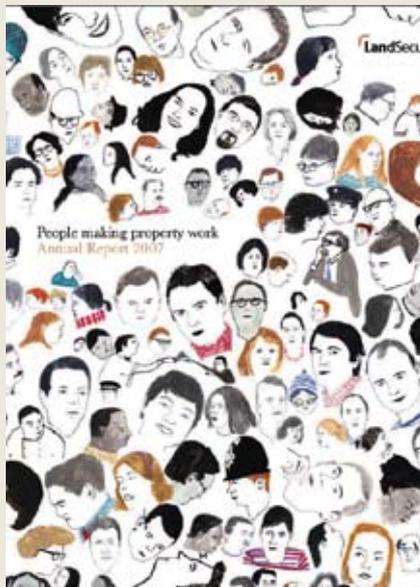
- Does the report have a wow factor? Is the report design an exceptional evolution from last year, or is it an unremarkable repeat?
- Is the design user-friendly and accessible? Is the material presented in a logical order, free from inconsistencies? Are charts, graphs, tables and photographs used to enhance and support the key messages? Are good quality photographs or illustrations used to reinforce the theme or key messages?
- Does the design of the report allow multiple levels of readership such as skimming and in-depth reading?
- Is your report compromising its communication by squeezing more information into less space, or a taking an overly corporate/compliance based approach?
- Is the report well printed and bound. Does the quality of the production reflect the quality you wish to promote for your organisation and its brand?
- Is the online report designed for screen viewing? Does it provide a quick snapshot for the casual reader?

*'The report should be designed in a way to ensure ease of understanding of reported matter and encourage the reader to open the report and to hold the reader's attention once inside.'* Criteria statement: NSW Premier's Public Sector Annual Reports Award.

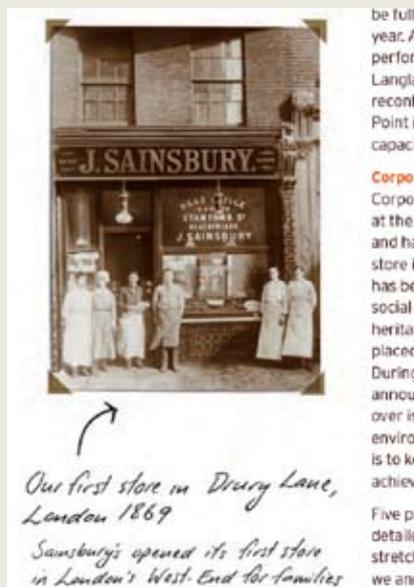
*'The annual report should be easy to read and engage with the reader who might not be financially literate. The graphics and text should complement each other. Copy should be crisp and clear and avoid clichés. It should be written with enthusiasm and passion.'* Criteria statement: Australasian Reporting Awards.



GlaxoSmithKline Annual Report 2008



Land Securities Annual Report 2007



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If you would like to know more about our methodology for transforming good annual reports to great shareholder communications and how it may be applied to your report, call our client services director Malcolm on (03) 9693 0000.