

# CLIENT CASE STUDY >>>

## Designing an Eye-Catching and Easy-to-Peruse Annual Report for Impact

### CHALLENGE



Annual reports dominated by text-heavy pages, excessive tables, and auto-generated graphs have long been the norm. Today, **finding the right balance between visuals and narrative** is key to building credibility and investor engagement.

Zeevo has assisted many companies in transforming investor materials into visually engaging content, including a digital media company for which we **brought engagement back into their annual report layout**.

### >>> APPROACH

- ▶ Took inventory of the client's existing investor materials and evaluated the effectiveness of their contents, storytelling characteristics, and visual style against the goal of reaching the targeted investor audience
- ▶ Establish upfront the expectations for how visual communication would be applied in the annual report and defined a ratio of critical copy to data visualization and iconography that investors could quickly parse
- ▶ Leveraged communications and information design expertise to refine the investment story and visual data

### >>> OUTCOME

- ▶ The client benefited from a simple but eye-catching annual report that could be sent as a digital or print copy to stakeholders, knowing the readership would be high and the feedback would be positive
- ▶ Developed an integrated and flexible PowerPoint template to build and edit the document from start to finish, enabling the client's team to make alterations and even add content themselves
- ▶ Minimized the text and visualized only the most relevant data to keep the reader's attention on the key takeaways
- ▶ Assembled a catalog of slide templates, integrating the existing business-related content with uniformly stylized layouts to enable the client's team, even with limited PowerPoint skillsets, to create on-brand pages in the annual report on an as-needed basis

### ZEEVO'S VALUE ADD

- ▶ Our team represents broad communications and marketing capabilities with extensive experience in many key industries, including aviation, consumer products, and financial services
- ▶ Specialized in designing, developing, and delivering creative content across all platforms, leveraging latest insights and best practices to deliver cutting-edge visual communications that boost clients' brand story
- ▶ Zeevo's comprehensive support includes among other services:
  - Key messaging and creation of core messaging documents, such as fact sheets, media kits, and sales materials
  - Press release development and distribution
  - Social media strategy and implementation
  - Development of investor-facing materials, including pitchbook, roadshow, and enhanced PowerPoint branded presentations
  - Internal communications (new hire materials, handbooks, training decks, and employee newsletters)

## WHY ZEEVO?

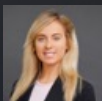
Our experience and expertise <

Our style and passion <

Our team of professionals <

Our commitment to a strategic relationship <

## LET'S TALK



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