

Where have all the report designers gone? By Reg Pauffley

Many of the reports are full of very good content and some are well written, however the overriding factor for me this year has been the lack of really outstanding design. Designwise, not that many of the reports are truly compelling or engaging. Is it lack of budget or are designers suffering from too much compliance, or is it confusion between off and online?

It seems to me that we're going through a period where competition for the audience's attention is greater than ever before, so reports need to be working harder than ever before to grab that attention and communicate effectively. I'd like to highlight some that I feel excel from a design perspective and, at least for some, put this up to their content.

I'm going to start with **LVMH** (France), a report which really captures and reflects the personality and nature of the business. You might of course expect a luxury group to produce a stylish report, but this continues to surprise at every level. It makes use of excellent photography and typography to create a powerful, high quality piece of design. The cover is stunning.





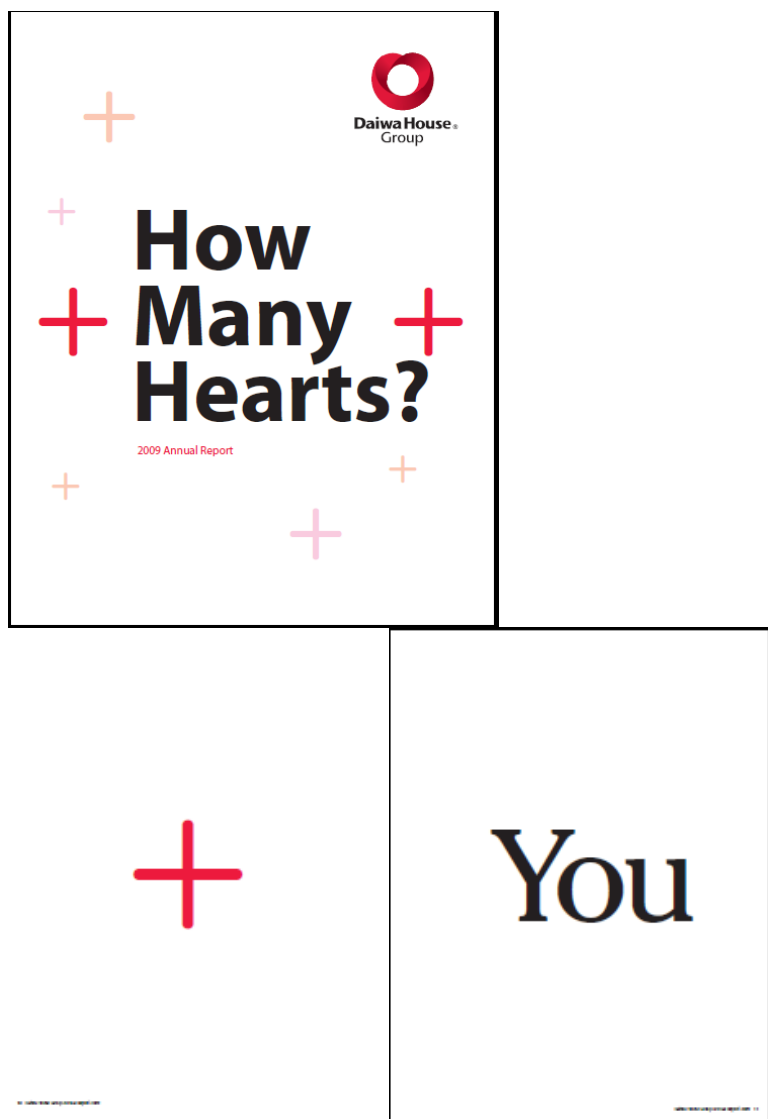
Next is **AkzoNobel** (Netherlands), where the designer has created a report bursting with energy through the use of graphics, colour and photography. It's a good example of a landscape format that works, it's user friendly and not too long either - 160 pages in total, which includes a 20-page sustainability section. Make sure you look at the online version too as this is one of the -rare- examples where the print and the web reporting vehicles supplement each other finely.



How for a German group? Here is **AUDI**. A report which is beautifully produced (although typically long). It charms with a variety of visual styles, held together with clean, informative typography. The result is that the audience is presented with an engaging journey through the report. An elegant, stylist report that truly reflects the brand values of the company.



Daiwa House is a Japanese based group. This report uses the management vision of "*Connecting Hearts*" as its overall communication theme and conveys this in an authentic way throughout. The designer has created an intriguing pace to the flow of the information, aligned with an all-embracing sense of calm. Ultimately, the report invites the reader to become involved with the content at whatever level that suits. A sensitive and revealing piece of design.



It's a cool beer next in the shape of **Heineken** (Netherlands). Here the designer has used a bold graphical style of illustration mixed with photography to support the story of the business. The report is lively and exciting and convincingly projects the brand essence and marketing style of Heineken. It's got great read appeal.

Operational Review

Key message: Almost half of all apples grown in the UK are used to make cider. High amounts of apples are used to make cider. Before the lockdown, there were just a few tonnes of apples used to make cider every year.

Key message: Improving processes was a key objective for 2020, along with other areas of focus. Improving processes was a key objective for 2020, along with other areas of focus. Improving processes was a key objective for 2020, along with other areas of focus.

Key message: The company's 2020 strategy was to focus on... The company's 2020 strategy was to focus on... The company's 2020 strategy was to focus on...

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Americas

Revenue €1,541 million

EBIT €273 million

EBIT (incl) €273 million

Capitalized services 9.4 million hectolitres

Net sales volume in production 8.3 million hectolitres

Key message: The economic environment in the Americas is... The economic environment in the Americas is... The economic environment in the Americas is...

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Now on to **Danone** (France). Here is an outstanding example of a magazine-style annual report. It's very reader friendly, both from the design angle and the way it's written. It provides an excellent level of insight into the company, the way it works, its strategy going forward, its beliefs and its values. It's a very effective, well designed and compelling piece of communication.



On course in 2009

Danone's consolidated sales for 2009 came to €14,982 million, showing a like-for-like rise of 3.2%. Operating margin rose 61 basis points to 15.3% and net income rose up 11.5% to €1.41 billion on a comparable basis. While lower prices for raw materials played a part, these strong performances are first of all the result of the strategy deployed from the first quarter on, focusing on sales volumes and an attentive ear for consumers, whose behavior has changed radically in response to the economic crisis.

In concrete terms, this meant price adjustments, repositioning ranges and rolling out new, more affordable formats—all without diluting our mission of bringing health through food to as many people as possible. This new strategy does not in any way weaken our commitments on health and nutrition, built on products offering nutritional profiles to match consumers' specific needs and respond effectively to public health challenges at local level. The same commitments are also reflected in ongoing efforts to raise awareness and encourage better diet with the support of the 18 Danone Institutes.

In 2009, action taken led to steady improvement throughout the year, with gains accelerating in the closing quarter for all four business lines: Fresh Dairy Products, Waters, Baby Nutrition and Medical Nutrition.

Contribution to 2009 sales

- 36% Fresh Dairy Products
- 30% Waters
- 24% Baby Nutrition
- 10% Medical Nutrition

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Let's end on a sweet note. **Tate & Lyle** (Britain), a striking example of a predominately typographical annual report. The designer has used colour and typography well to produce an informative and easy to read annual report. The result is a simplicity that works. No easy task!



Let me know what you think and how much you care about good design at: reg.p@creativeconsortia.com.
 Read also my web pages and comments on corporate reporting on: <http://whosdoingwhatincorporatereporting.com/>