



thinking

2015 trends in corporate reporting

Summary

This is the first year we have seen a significant reduction in the number of companies creating corporate reports.

In 2014,

71%

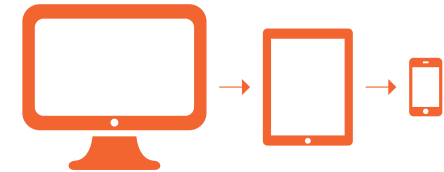
of the *Fortune* 200 chose to use an annual report as an opportunity to communicate beyond the minimum financial requirements, a decrease from **82%** in 2013's.



This reverses the upward trend we had seen for the past few years.

However, companies producing reports are using the communication opportunity to their full advantage.

The number of digital reports has remained steady in recent years, and the adoption of **responsive web design** was a major trend this year.



If you're looking for the right approach for your organization, you'll have to balance many competing factors, including budgets, what stakeholders expect, what you need to achieve, and where you wish to stand among your peer set.





Print is the predominant form.

A 10-k wrap, full-report or summary review are all options. Even companies with sophisticated, media-rich online reports still issue a printed version, or at a minimum a PDF formatted for printing. Print has distinct advantages, beyond its familiarity, since it's something you give or send to people, that provides some control over how you present your message.



Online reporting is here to stay.

There was major adoption of responsive design this year, up **68%** from 2013. Video use was down **15%**, but it isn't clear if that is a one-year anomaly or the start of a pullback. Apps are not widely used; only a few companies continue the approach.



Responsibility reporting is growing rapidly.

In 2014, **135** companies published responsibility (citizenship or sustainability) reports, an increase of **25%**. And nearly half of those had a digital component. Integrated reporting has still not become mainstream, with just a few early adopters maintaining the approach. But, many are adding responsibility content to the annual report or creating combined efforts.



Print Reports

83 of the *Fortune* 200 used a 10-k wrap format, with **42** including only a letter in addition to the 10-k.



42%

10-k Wrap

29%

10-k Only

17%

Report with full financials



10%

Summary Review

2%

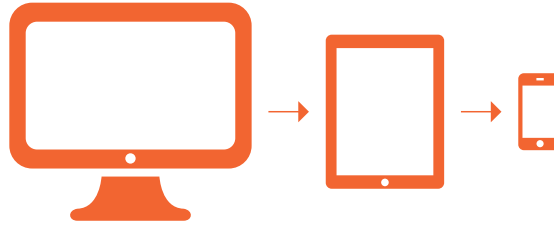
Integrated Report



Digital Reports*

Responsive design has arrived.

78% of digital reports were created as responsive sites, ones that conform seamlessly to any device (tablet, phone, laptop). This is a huge 68% increase over last year.



78% ↑

of the *Fortune* 200 online report sites used responsive design, up from 46%.

Video is here to stay.

We saw a decrease in the number of sites incorporating video, 44%, down from 52%; we can't be sure if this is an anomaly. Video is a powerful storytelling medium and engages users in ways text and still photos cannot.



44% ↓

incorporated video, down from 52%.

Apps.

Not widely used for reports; a few early adopters continue the approach. Some have websites designed with the tablet in mind.

Challenges.

Digital media still relies on the reader to come to you. That means marketing of some kind to get full value from the effort, including social media, a teaser printed piece or other vehicles.

*For the purposes of this paper a "digital report" is defined as web-native pages/module or microsite. This does not include PDFs and PDF viewers, which are digital presentations of materials designed for print.



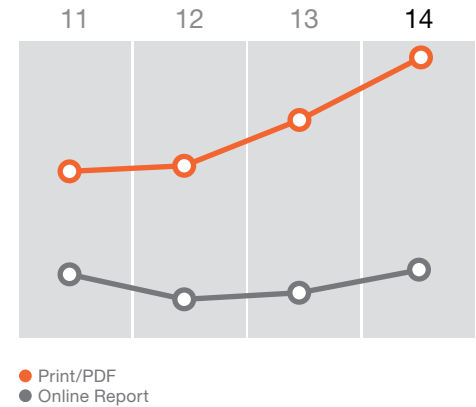
Responsibility Reports

Responsibility reporting is growing.

However, the language is not standard. It may be framed in different ways—as sustainability, corporate social responsibility (CSR), corporate citizenship, or environmental, social and governance (ESG).

Integrated Reports are stalled.

A few early adopters continue, and a few new companies are giving it a try but it has yet to truly take hold.



135[↑]

of the *Fortune* 200 issued formal, annual or biannual responsibility reports, a marked increase from 108 in 2013.

47%

of the reports created had a digital component beyond posting a PDF.

53%

Print/PDF only



10%

Online only



47%

Print/PDF and Online



There is no question, effective corporate reporting is a critical tool. Reaching shareholders and stakeholders is challenging as attention spans shrink and information outlets grow.

Looking at the spectrum of reporting, we see a great diversity of formats and channels and expect that to persist. Today, there are many ways of doing year-end reports, all of them legitimate, and to reach an ever-more-fractured audience many companies opt to pursue more than one strategy.

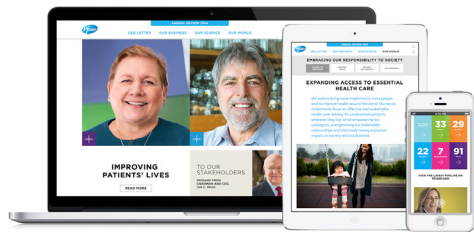
Each company's situation is unique. As a corporate communicator or investor relations leader, you need to determine what kind of reporting, in what mix of media, serves your company and stakeholders best. And, your distribution and promotion strategies should be part of your conversation.

Annual reporting remains what it has always been: a strategic communication opportunity to set the terms for the ongoing, necessary conversation with shareholders and stakeholders.

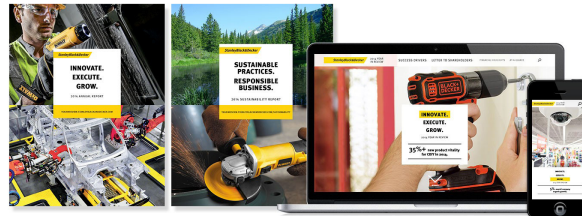
The annual report or review—in print, online or both—offers a potent vehicle for your company to tell its story, clarify its point of view and purpose, engage your audiences, build trust and set your company apart—clarifying why people should invest in the stock, work at or with the company and believe in the brand.



Ideas On Purpose has deep expertise in corporate reports—10-k wraps, annual reports, annual reviews, summary reviews, investor suite of communications, responsibility reports and integrated reports—both in print and online.



Pfizer



Stanley Black & Decker



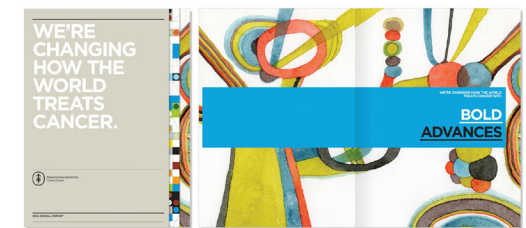
Nielsen



IMS Health



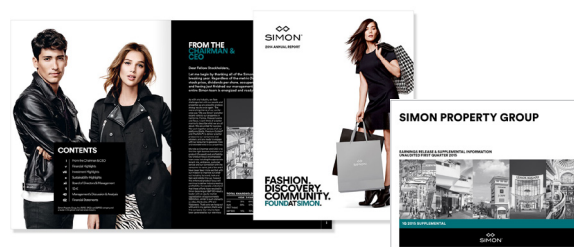
NYU Langone Medical Center



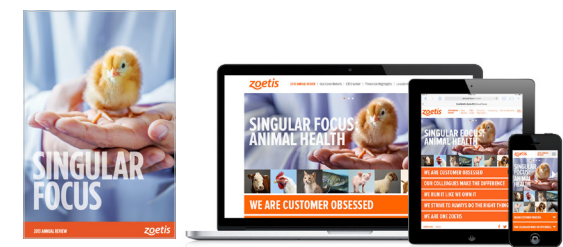
Memorial Sloan Kettering Cancer Center



United Technologies



Simon



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