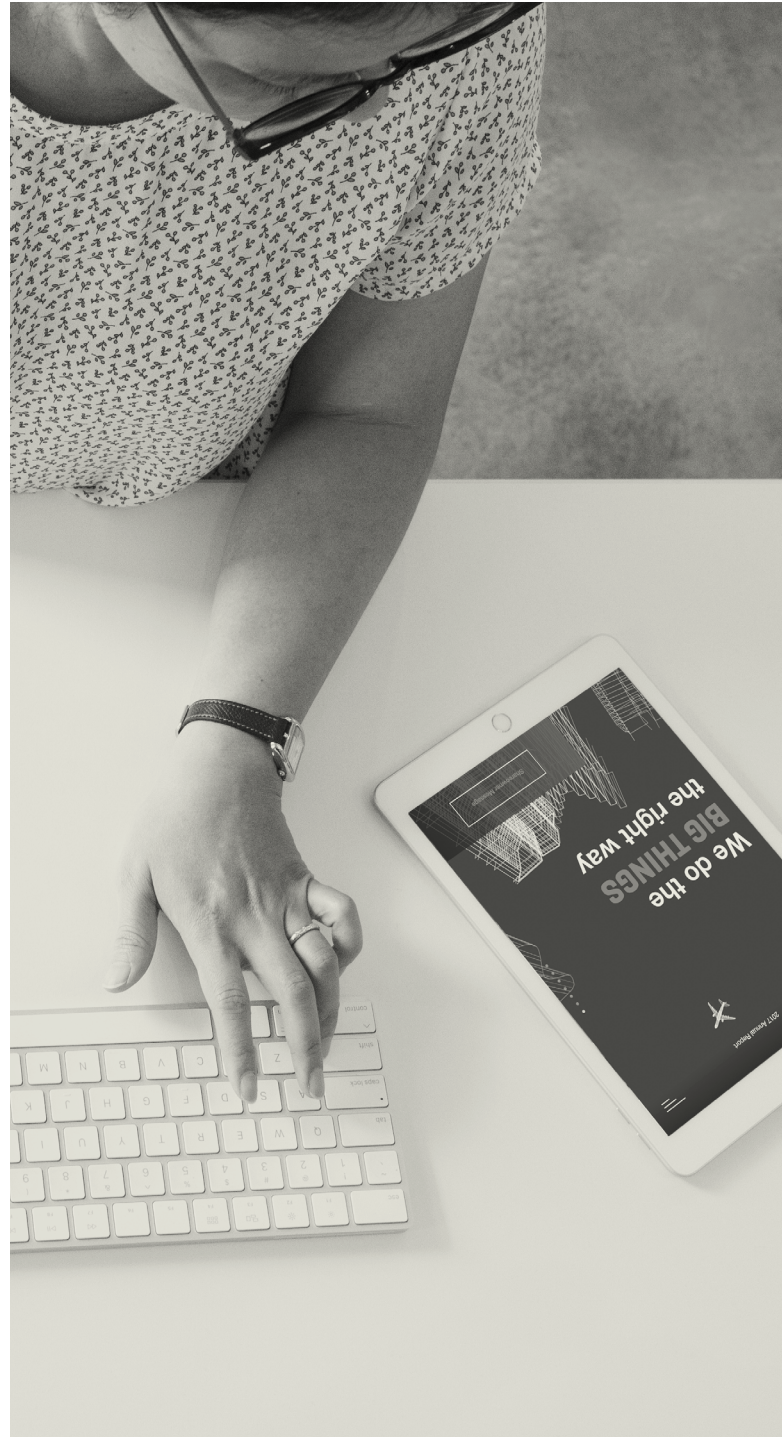


Ideas On Purpose

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2018 Trends in Corporate Reports

strategic brand communications





Looking at the spectrum of reporting in 2018, 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.

There is no question, effective corporate reporting is a critical tool, not only a compliance exercise. Reaching shareholders and stakeholders is challenging as attention spans shrink and information outlets grow.

Responsibility Reports

Responsibility reporting continues to grow and get more robust.

Growth was seen in companies issuing reports, with 42% delivering digital components beyond posting a PDF compared to 30%. Corporate Responsibility content on corporate websites are now often supported by robust annual communications, whether in stand-alone or integrated reports. More than half of the companies surveyed incorporated the GRI Index in some way. We also noted a strong presence for the UN Sustainable Development Goals. This is something we will track in our next report.

In this white paper “responsibility report” includes CSR, Sustainability and ESG reports.

140



of the Fortune 200 created formal annual or biannual responsibility reports, slightly up from 136 in 2016.

Of the reports created,



51%



PDF only



49%



Online Only

42%



of the reports created had a digital component beyond posting a PDF, up from 30% in 2016.



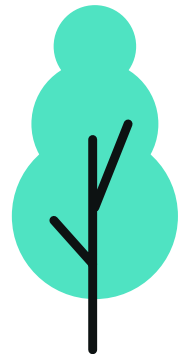
102



of the Fortune 200 incorporate the

GRI

in their reports.



Annual Reports

Annual Reports still have value.

In 2018, there was a significant uptick—almost double from 2016—in companies adding narrative content to their 10-K. Other print formats dipped slightly. Video usage remained flat, at a solid 48% within digital reports.

Companies see value in creating a leveragable asset to tell a company's story, or re-purposing video into the report. Smart companies see the additional opportunity to enhance communication.

Digital



48% **FLAT**

of digital reports included video

22% **FLAT**

Created a digital component beyond a PDF

Print



73% ↑

10-K Wrap



23% ↓

10-K Only

4% ↓

Summary Review

23% ↓

Report with Full Financials

2% **FLAT**

Integrated Report



Annual responsibility and financial reports remain a focused strategic communication opportunity: a relevant and compelling reporting vehicle to set the terms for the ongoing, necessary conversation with shareholders and stakeholders.



An important component in creating your company's "license to operate", a report or review—in print, online or both—offers a potent vehicle for your company to tell its story.

The best reports have a clear point of view and purpose, engaging your audiences, building belief and setting your company apart—clarifying why communities and stakeholders should embrace your company, invest in the stock, work at or with the company and believe in the brand.

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 the conversation.



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



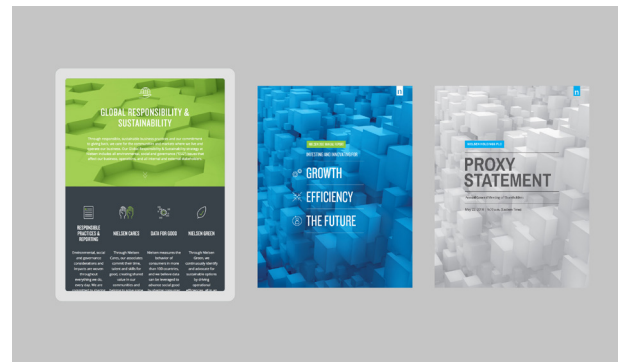
Dominion 2016-17 Sustainability and CSR Report



Memorial Sloan Kettering 2017 Annual Report



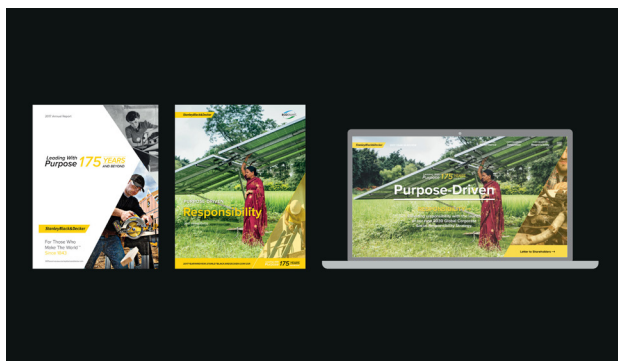
The Navigators Group 2017 Annual Report



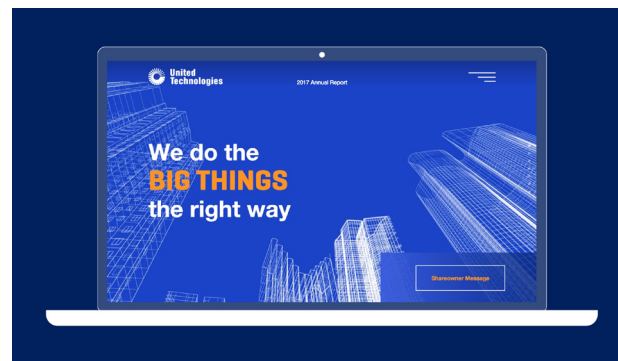
Nielsen 2017 Investor Suite



Oshkosh 2017 Sustainability Report



Stanley Black & Decker 2017 Year in Review Suite & Sustainability Report



United Technologies 2017 Annual Report



Zoetis 2017 CSR Highlights





Ideas On Purpose

Ideas On Purpose

is a brand and digital design agency. We apply strategic thinking and beautiful design to build our clients brands, change perceptions, engage audiences and inspire action. We have deep expertise in Annual and Responsibility Reports.

Learn more at

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