

### Best online report

- FTSE 100
- FTSE 250
- AIM/Small cap
- International/Unlisted

### Context

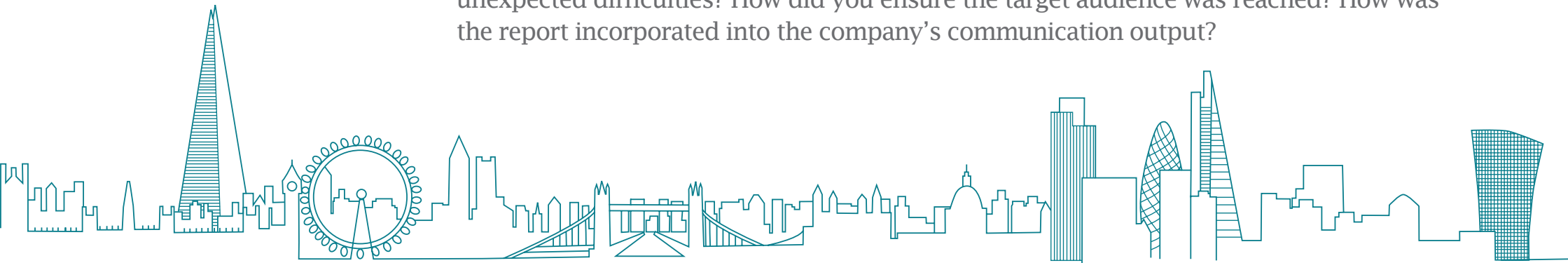
This is your chance to provide some background information. Who is the organisation/client? Where do they fit in the market?

### Challenge

Tell the judges what you wanted to achieve. What were the objectives of the report? What need did it fulfil?

### Strategy/Implementation

Explain to the judges the approach you took in order to meet your objective(s). What was the strategy? How did the strategy develop? If the report is annual, how did the strategy differ from the previous year? What research was carried out and incorporated? What influenced the decision making? How did you implement the strategy? Did you encounter unexpected difficulties? How did you ensure the target audience was reached? How was the report incorporated into the company's communication output?



### **Innovation**

This is your opportunity to show off to the judges why your work stands out from others. Was the report innovative?

If not explain any restrictions faced with the innovation of the report. How did the report fit with the rest of the brand? What online/ digital elements were used within the report? What creative aspects were incorporated? Include information on use of video, interactive graphs or downloadable documents.

### **Functionality and accessibility**

Explain to the judges the thought behind the navigation and accessibility of the report. How easy and clear is it to use the online report? Is the information easily accessible for each target group?

### **Result**

Tell the judges about the success of the report. Results do not have to be quantitative but they ought to reflect how the initial objectives were met. If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work. What was the outcome? Were there any expected outcomes? How effective was the report? Were there quantifiable results? If possible, include feedback from both internal and external stakeholders.



### Supporting materials

Supporting materials may be submitted to help the judges evaluate your entry. All supporting material should be included in your single PDF entry document.

### For the best online report category, suggested materials include:

- Screen shots of the report
- Link to download the report
- Video explaining navigation (no more than two minutes long)
- Internal feedback
- External feedback

When providing links and videos please ensure they do not expire as the judging will be taking place in May 2017. If necessary please include user names or passwords needed.

