

we know
annual reports!

guiding you through what you need to know!

welcome

We love creating exciting Annual Reports that work for you and your company! It's our speciality.

Being committed to excellence and success we have detailed every point you need to know, so when it comes to Annual Report time you are ready!

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innovative design works

At Think we believe that creating innovative designs lead to successful outcomes. Design really can sell your company to your consumers.

Communicating in business is important. What you communicate is even more important. Think are devoted to developing Annual Report design solutions that work for your company. We educate ourselves on your business and its customers to contribute informed ideas from a different perspective.

An Annual Report can be a large selling point for your company. It is a report that is annually reviewed by all of your shareholders and other interested parties, making it potentially a great way of communicating and advertising! You can use it as a marketing tool to your shareholders to assist in growing their confidence in your company.

As it is a mandatory report why not make it work for your company!



identifying key attributes

Setting clear objectives of what you want your Annual Report to represent is the first step in getting started on your Report.
But how do you know what you want to communicate?

When getting together the information that you need to supply us, write out some key points on what has happened in this financial year. For example:

- Financial Success. (is it a record profit year?)
- Changes in Management Roles.
- New Offices.
- Different Workflow to Improve business.
- New Services Offered.
- New Alliances with other Companies.

What is the main message you want to sell to your shareholders this financial year?

Your Annual Report should appear powerful and confident with a clear selling proposition. Financial successes should stand out and it should be easy to read and navigate.



advantages

There are many advantages of a well designed Annual Report. Investing in your Annual Report can give you impressive outcomes such as:

- A powerful Advertising tool to your shareholders and consumers.
- Build Shareholder confidence.
- Communicate Changes in the Company.
- Convey Company Attributes and Ideals.
- Impressive Selling Device for gaining New Investors.
- As it is viewed by a large audience it can Showcase your Company.
- Reinforce your Company's Brand and Presence.

Advantages of using Think to design your Annual Report:

- We are Creative Experts at Designing Annual Reports.
- Client and Outcome focused.
- Create Annual Reports to your specifications, on time and to your budget.
- Create designs that Achieve objectives set.
- We offer Environmental alternatives (such as interactive pdfs), Reducing Costs and helping the Environment.
- Think's Design and Consulting are Cost Effective - ask us for a quote today!



think's process

At Think we use methodology to ensure every piece of work is quality assured and delivered on time to our clients. It also ensures that we achieve your desired outcome for your design.

An overview of how we work with our clients.

Briefing Process _____ approx. 2 - 3 days

Initial Discussion / Primary Research
Brief Meeting
Approved Brief

Proposal _____ approx. 2 days

Project Outline and Quote
Present Proposal for Approval

Concepts _____ approx. 1 week

Research Concept Development
Concept Design Presentation
Approval of Design

Then once you supply us with the text for the Annual Report we then start to put it all together for your approval.

creating a theme

When designing an Annual Report you need a main selling proposition or a theme to that years Report. This makes it memorable to the audience. A theme also allows for greater differentiation between each financial years Report making the reader take a greater interest in the Report.

You are communicating with your investors therefore you should:

- Look through what success has been achieved through your company in that financial year. eg. record breaking profits? changed the way you do business to benefit your shareholders?
- You need to know what it is that you want to tell your clients about that financial year.

Thinks design and consulting services assist you in working out what a suitable theme could be for your Annual Report.





timing schedule and budget

Keeping in mind what your Annual Report is going to do for your company you should start thinking about how much you want to allocate to the design and creation of your company's Annual Report.

Timing is a key issue, there are deadlines set by the ASX to when you must have your Annual Report finalised.

To make the whole process run smoother here is Think's recommended time schedule.

1 week - Briefing and Proposal

1 week - Design Concepts

2 weeks - Creation of Annual Report with all text (this time scale allows client input and a few drafts to be made)

1 week - Printing Time (some printers can be up to 10 working days)

Total 4-5 week turnaround. This is a comfortable time scale to work with, but can be varied to suit. Call us to pre-book your Annual Reports time schedule in.



stock, printing and photography

This is the fun part, looking at the shape and form of your Annual Report.

STOCK & SIZE - The size should be interesting and fit the design well. When it comes to the stock you should keep in mind that although more specialised stocks may be costly they can create a professional and successful tone.

PRINTING PROCESS - When it comes to printing there are a few options, 1 colour printing, 2 colour printing or full colour (or a mixture). It is important to go with a process that suits the design. Specialty treatments such as foiling and spot glosses can make a simple two colour design very impressive.

PHOTOGRAPHY - There are many options with this one you can either have professional photography taken on-site at your offices or workshops or we can purchase stock photography for you. Stock photography can be quite cost effective, although generally it is less specific to your business. (TIP - also keep in mind if your company has a photo library there may be hundreds of great images at your finger tips that we can make use of!)

reproduction

There are several ways of reproducing your Annual Report for viewing by your shareholders, potential investors and consumers.

- Printed Reproduction.
- Interactive Pdf.
- Distributed with a HTML Email containing your interactive pdf.
- Interactive Pdf conveniently located on your Company's website.

To accompany the traditional printed Annual Report Think recommend an Interactive version that can be uploaded to your website and send out in emails. Interactive Pdfs are pdfs with the ability to assist in navigating your viewer. Animated gifs can be included in the pdf, URLs can link to websites, email address can link to Outlook and contents pages can link to the pages they refer to.

Rather than just attaching your Interactive Annual Report pdf to an email to send out, Think can also create a branded HTML email that links the recipient to your Annual Report on your website.

Not only do these methods save you money in printing more hard copies but also means your doing your bit for the environment, as not everyone requires a printed version of your Annual Report.

Supplements, such as General Annual Meeting Notices can be also be sent out via email or posted on your Company's website.



E-mail
Outlook Express



Internet
Internet Explorer

annual report success stories

Take a look at a couple of last financial years success stories!

Working Systems 2006 Annual Report.





Repol's 2006 Annual Report.

think's differentiator

At Think we love what we do! Our passion for the business and understanding of Annual Reports makes us the perfect design studio for you to commission to create your Annual Report this year.

So for an innovative and successful Annual Report design call us today for a quote!

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and most importantly at Think ...

“wethink...
creatively”