

Brand Fabrik

Online reporting, the migration from print.

Putting your annual report online is an effective way to create an exciting multi-media marketing tool. Fabrik can help you to make the transition from traditional print to the web smoothly, creatively and cost-effectively.



Brand building
insight from...



Your annual report is a vital marketing tool that tells people what you have achieved and where your organisation is going. It's a great opportunity to engage with shareholders, stakeholders and customers and attract high-quality employees, funding and new business.

There's an art to communicating online. Posting a copy of your printed annual report on your website may seem like an easy solution. But PDFs are full of memory-hungry illustrations and reversed print, which means they can be slow to download and frustrating and awkward to read.

If you really want to grab people's attention, you need to make your online report eye-catching and user-friendly and keep the text short and sweet. And that's where Fabrik comes in. Our in-depth knowledge of stakeholder communication and comprehensive range of creative services mean that we can handle every stage of the process.

Providing what your stakeholders want

People of all ages are spending more and more time on the internet, including the over 50's, who are now the fastest growing online age group. And that opens up all sorts of possibilities.

A real benefit of online reporting is that a good site structure makes information more accessible than reading a weighty printed document. For example, if a stakeholder is interested in a specific aspect of performance, they can choose to go into this area in more detail, while reviewing other material less thoroughly. This puts the user in control, not the publisher.

Of course, there will still be people who prefer to read a printed report - you will need to cater for them and for the people who don't or won't use the internet. But you will probably find that most people will prefer a concise, well-written executive summary, backed up by a user-friendly online version that provides more information if they need it.

39 million Britons use the internet regularly, spending nearly one day a month online - 65% longer than three years ago. Older users account for 53% of the annual rise and broadband take-up in people over 65, and even over 75, is three times the UK average.

(Office for National Statistics, UK Online Measurement, Ofcom, 2010).

Using the latest technology provides maximum flexibility and means that you can create the perfect balance of online reporting and shorter print runs.

This multi-media approach will impress your shareholders and other stakeholders, showing them that you are keen to communicate in a cost-effective way that meets their needs. You can also reduce your carbon footprint, print bills and postage at the same time and that has to be a good thing!



Online annual reports have a number of advantages. For example, they enable your organisation to:



Provide instant information at the touch of a button

Your target audience doesn't need to wait for a posted copy or plough through frustrating online PDFs to find the information they want.

Satisfy legal and regulatory requirements

Organisations can provide shareholders and stakeholders with the information they are entitled to, or like to receive, in a range of formats.

Bring your annual report to life

Having an online report enables you to post video and audio clips, bringing the year to life in an exciting and vibrant way.

Reduce the need for bulky print items

Having an online report means that you only have to send out brief executive summaries to your mailing list and provide cost-effective digitally printed reports to people who can't, or don't want to, use the internet.

Provide clearly signposted and fully searchable information

Posting your report online means that people can search for specific information, quickly and easily.

Offer different languages

If you have an international audience, you can provide the report in a range of languages.

Meet web-based disability requirements

Online reports are easier for people who are partially sighted or blind, as they can increase font and browser sizes and use special software to translate the written word into audio.

Make the process easier year after year

Once you have established a successful framework for your annual report it makes the process smoother and easier in subsequent years.

Get the most from your annual report budget

The cost savings on postage, packaging and staff time are considerable.

Help to meet your company's environmental targets

Think of how many trees you'll save! We recently worked out that it takes one tree to produce less than 350 average-sized annual reports, excluding packaging.

Fabrik can provide all the technical expertise and creative services you need to make the transition from print to web smoothly and cost-effectively.

To find out more about how our multi-media experience can help your organisation, please call us for an informal chat.



- Our web experts can work with you to develop a password protected online facility so that staff can post their annual report contributions ready for editing, from anywhere in the world, 24 hours a day.
- We can also help to streamline the process by providing standard headings and checklists to make sure that you don't leave anything vital out. Once you have produced one annual report you'll find subsequent reports even easier!
- Our highly experienced writers and editors can transform all the contributions into consistent and crisply written internet-ready text. They will also work with our designers to produce an executive summary and make any adjustments needed for your traditional annual report.
- We can provide versions suitable for a range of target audiences, from high-level corporate readers through to customers without specialist knowledge. Need text that meets plain English accreditation? No problem!
- Our experienced web designers can guide you through the complexities of the latest disability legislation to make sure that your online annual report satisfies all the requirements.
- We are also happy to work within your existing technical platform - whether it's .Net, Sharepoint or Open Source - or produce something more bespoke.

Fabrik Brands
Creative Industry

Fabrik adds industry to creativity. A hands-on place, where everyone works on the shop floor, we focus on quality and craftsmanship.

We make the case for our clients' products and services. We build brands. We shape reputations. We craft digital communications and print that efficiently do the job they're designed to do.

We're concerned with quality-control and productivity, but we reject mass-production. Each item we produce is made to meet the precise needs of a particular client.

Proud of our bias towards making things, rather than talking about things, we welcome visitors to our factory-floor. To arrange a tour, please contact us.



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