

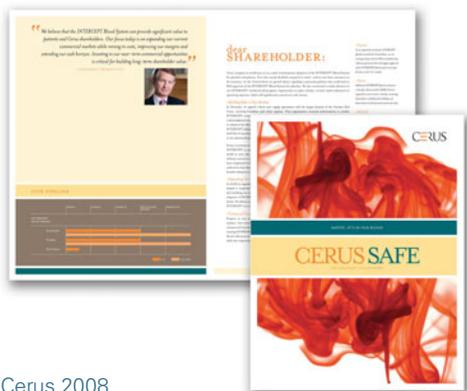
# ANNUAL REPORTS

One of Bluerae's core strengths is the ability to successfully facilitate the annual report process. Knowing that your annual report is the centerpiece of your company's external communications and it serves as a valuable tool for reaching investors, customers, and potential new hires, we strive to purposefully summarize the year in review.

**CHALLENGE:** In any annual report process, the biggest challenge is to clarify the information gathered from top level executives in order to create a clear, focused theme. This entails distilling information on corporate issues, business initiatives, and industry trends while being mindful to reflect the institutional brand. All the while, working within a strict timeframe and responding to constantly evolving content to keep everything on schedule.

**SOLUTION:** We ask the right questions and listen to what you have to say in order to glean the essence of the overall theme. It's then translated visually and verbally to tell the story in an engaging, succinct, and informative way. We explore how the information will be used to create the most effective solutions for use in both print and interactive formats. Through Bluerae's process and experience, all phases of the project are kept on track in order to stay on deadline. The final result is a forthright and memorable annual report that clearly conveys your message to investors and your extended audiences.

## CASE STUDY: ANNUAL REPORTS



Cerus 2008



Molecular Science 2008



Lipid Sciences 2007

### ABOUT BLUERAЕ:

Bluerae Creative listens. This simple act allows us to understand and interpret your needs, fluently translating them both visually and verbally into successful communications programs.

Working as an extension of your team, Bluerae sees the benefits – and the realities – of each project discipline, while always being attentive to budgets and timelines. Through the use of strategic thinking, structured work processes, and responsive collaboration, we create innovative solutions that meet, and surpass, expectations.

#### BRAND DEVELOPMENT

- key messaging and taglines
- company/product naming
- logo and corporate identity development
- identity standards and usage

#### CORPORATE COMMUNICATIONS

- key messaging and creative copywriting
- corporate collateral systems
- marketing communications systems
- trade show graphics and collateral
- sustainability reports
- photography/imagery creation or management

#### INTERACTIVE COMMUNICATIONS

- information architecture and navigation
- content development
- interactive design for websites and CDs
- eMarketing (Web banners, HTML email, eNewsletters, etc.)

#### INVESTOR COMMUNICATIONS

- annual reports
- investor kits
- fact sheets
- presentation materials
- interactive versions of all IR for websites or CDs

B L U E R A E

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