

How do you raise your brand strength and position through financial reporting?



Client's key aims and objectives

- Raise profile of the Society through the Annual Report and Accounts
- Increase effectiveness of communication
- Meet all statutory and CSR requirements
- To meet a demanding schedule

Background

With a raft of achievements and awards to its name, Britannia Building Society is recognised as one of the country's leading and best-known mutual societies. It ranks as the second largest building society in the UK.

Like all organisations over the last few years, Britannia has had to cope with increased levels of information in the Annual Report and Accounts in order to meet statutory requirements, whilst still needing to deliver a compelling and exciting document in time for its AGM.

This has resulted in shorter, pressurised, production timescales and the temptation to view the document solely as a statutory obligation – something that has to be done and delivered on time. However, this approach would miss an opportunity to maximise the impact of this key communication tool and ensure its messaging is exciting and 'on brand'.

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Remedy's approach

The Annual Report and Accounts should act as a major positioning tool for the Society. It needs to reinforce the mutual status of the Society and be accessible to all stakeholders, from analysts to members. Therefore, it is critical that the document embraces and expresses the values, vision and distinguishing characteristics of the business. It has to represent Britannia and also make people want to read it!

Having worked with Britannia for 13 years, to challenge their thinking and persuade them to explore the potential of a well-branded report.

We presented and developed our recommended route, achieving buy-in from the client for an exciting look to the Annual Report and Accounts. We also reassured them that, with good planning, the project was deliverable on schedule. We managed and created the report in 10 days from receipt of final copy; delivering the final reports 24 hours ahead of schedule.

The results

The Britannia Annual Report and Accounts has progressed from a stark, typographic document to a vibrant, engaging piece of literature that captures the spirit of its service ethos, expresses its mutual status, and communicates its performance in a clear and readable fashion.

The Annual Report and Accounts form part of a suite of stakeholder communications that are all 'on-brand', and which reinforce and underpin key messages.

The literature stands out in a crowded marketplace and its style and enhanced production values punch home Britannia Building Society's No 2 UK status.

“Remedy has been a safe pair of hands for 13 years and we trust them to take our report forward. This year's report and accounts capture everything we want to communicate about Britannia. We are thrilled with the results.”