



[ESD's 2022 Annual Report](#)

Marketing Objective

(including goals, target audience, and what you hoped to achieve with the piece)

Our marketing team has transformed our annual report for shareholders into a dynamic digital experience encompassing our firm's mission, core values of Respect Everyone, Work Hard, and Play to Win.

For the 2022 report, we sought to bring our mission (Improving Society Through the Built Environment) to life through seeking the human side of our business and people in our writing, graphics, video, and accessibility.

Goals:

1. Increase clickthrough rates over our 2021 annual report.
2. Represent our 2022 experiences through in person (not Zoom or Teams) video – beyond our Chairman, CEO, and Senior Managing Director of Operations. Our people, sharing their experiences related to our mission and core values.

Target audience:

1. Shareholders
2. Teammates
3. Clients
4. Alumni

What we hoped to achieve:

1. Illustrate **what our people do, matters... now, more than ever.**

Research, Planning, and Implementation

Implementation started before planning our 2022 report because we needed a lot of authentic and relevant photos for use in the annual report. In anticipation of the heavy in-house lift for this annual report – on top of daily pop-up marketing requests, we kicked off our effort in earnest in January. Starting with the first shareholders meeting in 2023 scheduled for April – our team was ambitious, yet realistic.

Decisions: Printed? Digital? What platform? How does this work with access/ distribution internally? Via social media? How many pages? Content? Theme – yes or no?

We developed an outline, reviewed with our executives, and rolled up our sleeves. Our team is connected to every function within our firm. Our close professional relationships across the firm allows our team to witness our firm living our mission and core values every day. We had plenty of content to choose from. The research required our team to dig deeper into our client relationships, our culture, and what makes ESD a great place to work, a great partner, and great company.

Results

We decided to go fully digital using Ajar Productions [In5](#) digital magazine platform to easily transform InDesign files into an interactive experience to bring our Annual Report to life.



Two versions were distributed: One for shareholders and a separate version for our teammates and followers (Clients and Alumni). The difference is how much financial information was shared (we are a private company).

We distributed the two Annual Reports using our email distribution platform. The open and click-through rates for both emails were among the highest click through rates by percentage of people as well as number of clicks for corporate communication.

Our team also distributed our Annual report via social media. The results weren't what we were hoping for... but offered us some good insight for seeking alternate distribution channels in the future.

From a culture perspective, we engaged and showcased many people throughout our firm. Our people learned more about the great work their colleagues are doing as well as a succinct recap of many ways ESD brought our people together in 2022.

Budget/Actual Cost/Cost per Unit

No additional budget was required as our annual report was done entirely in-house – between other responsibilities.

As a result of continued effort to create video in-house, we converted an empty office into a green room and received budget for additional video tools and equipment.

Outside Consultant(s) Used

No outside consultants were used to create this annual report. You will see we used our own photography, licensed photography, and stock images and video assets.

Our Annual Report Development Team:

- Christy Weed – Marketing Director
- Dave Houghtaling – Writing & Video
- Cassie Crave – Graphic Design
- Tony Kempa – Managing Director

