

# Built to Build

Analysis, strategy and roll-out of new annual reporting

Best Practice Session  
Geschäftsberichte-Symposium

Zurich, 24 June 2020



Implenia®

# Customer of Content is King, Content is Prince, Distribution is Princess

 **What customers of annual report want.** Stakeholder analysis

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 **What content we deliver.** Current topics that are relevant

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 **What instruments we use.** Push and pull on user journeys

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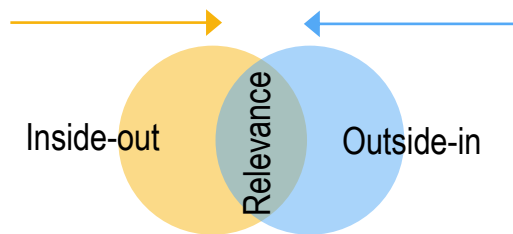
 **What results & learnings we took.** Dividends in cash and in kind

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# On Stakeholders: what they want in which formats and instruments

## How and what we analysed

- Stakeholder Interviews
- Site- and Search-Data
- Desktop research
- Benchmarks



## Key Findings → on content

- Differentiated needs
- Different entry topics
- Different 2nd click topics

## → on formats

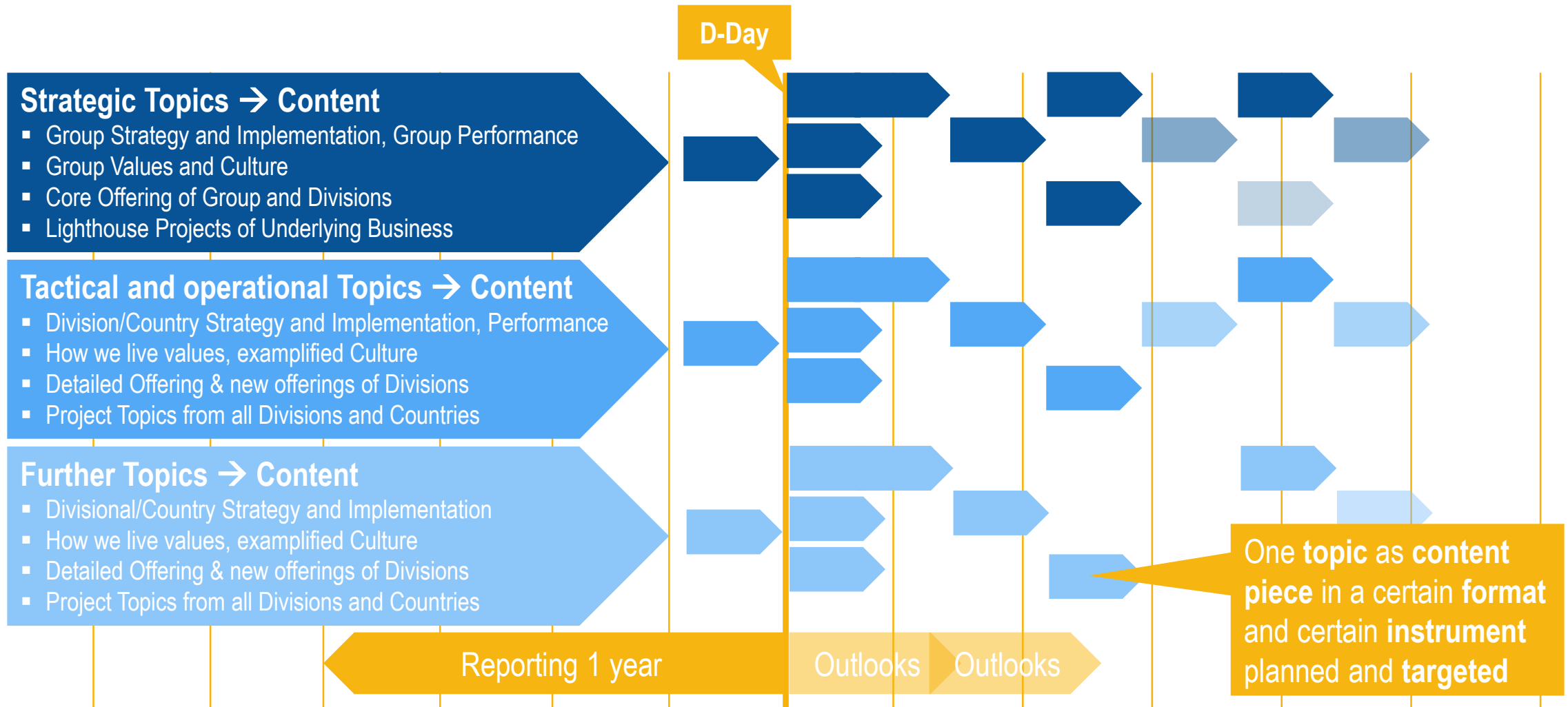
- Numbers, charts, short text
- Reduce to the max possible
- Animations/Videos for push, entry, background

## → on instruments

- Financial Community and self-printers: **PDF needed**
- Small Shareholders: **Print on demand is OK**
- Spread Searchers / Users: Site **integrated HTML5** key for content journeys
- Internal: **Words of CEO & CFO** to frame and value
- Public: **differentiated** usage

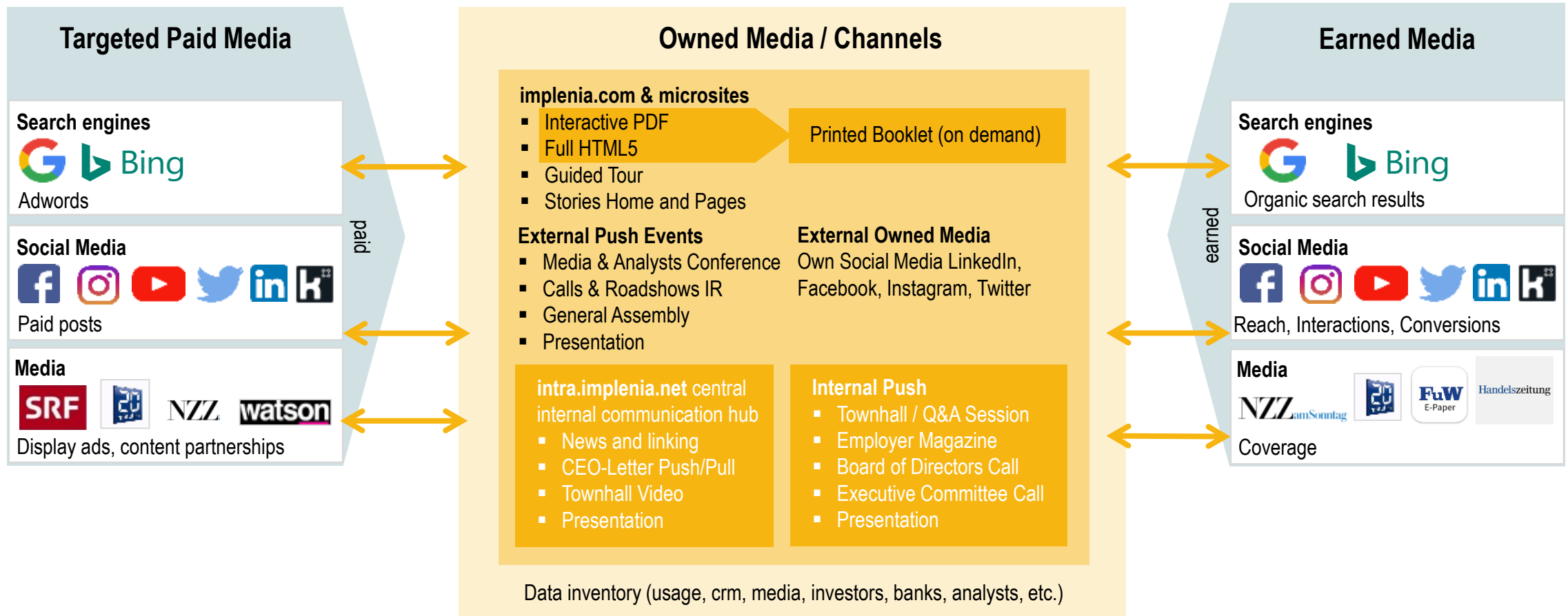
Markets	Target Groups	Sub Target Groups
Opinion market	Public	Public
	Media/Journalists	Public Media Specialist Media Contstr./Real Special Interest Media
	Project related	Directly Project-affected Indirect Project-affr
	Polititians	Polititians (segm
	Associations/Unions	Trade Asociacion Associations in Cor. further Associations
Customer market	Public customers	Federal state/State A States/Cantons
	Business customers	Big Customers, Subcont SME, Subcontr., Supplier Real Estate Investors
	Private customers	Private Buyers Private Rental Family Offices further Private customers
Finance market	Analysts	Analysts Construction Analysts Immobilien
	Banks	Loan/Bond banks Customer Banks
	Investors	Institutional Investors Private Investors Retail Investors
Labor market	Current Employees	New Employees  Young Talents Talent Pool Apprentices Experienced Professionals Leadership Team
		Potential Employees
	Education Institutions	Vocational Schools Universities/Applied Sciences Institutions of further education other educational offers

# On Content: an «Income Statement» and «Balance Sheet» of topics





# On Instruments: content marketing of push and pull on journeys



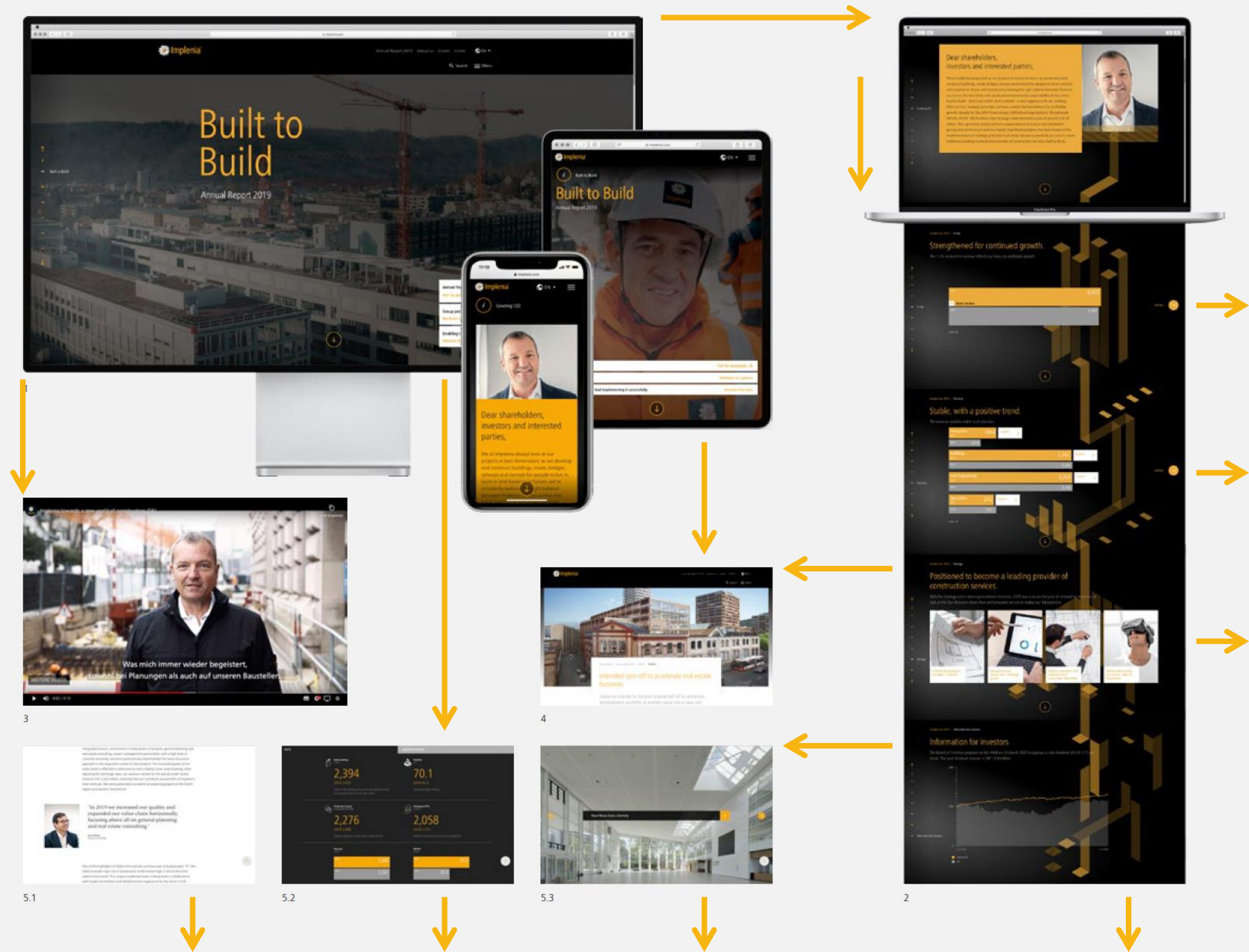
↔ **Flow of data:** customer/user data, cookies, fingerprints, browserdata, ...

The **New Annual Report** follows an online-journey-first approach on the instruments which optimises the user experience. It brings Implenia's business activities and strategic priorities to life with multimedia content that works on any device.

A guided tour takes the user systematically through the report's core content, and brings the past financial year to life with the aid of dynamic, eye-catching animation. Commentary on the central KPIs and the integration of key messages provide contextual information about key themes within the business reporting.

Content-driven cross-links allow each user to shape their individual journey. Narrative formats using multimedia content (CEO Interview and Stories) deepen the strategic themes, linking the Equity and Corporate Story.

- 1 Responsivity
- 2 Guided Tour
- 3 Cross-media Content
- 4 Stories
- 5.1 Division Portrait
- 5.2 Division Portrait, Key Figures
- 5.3 Division Portrait, Key Project



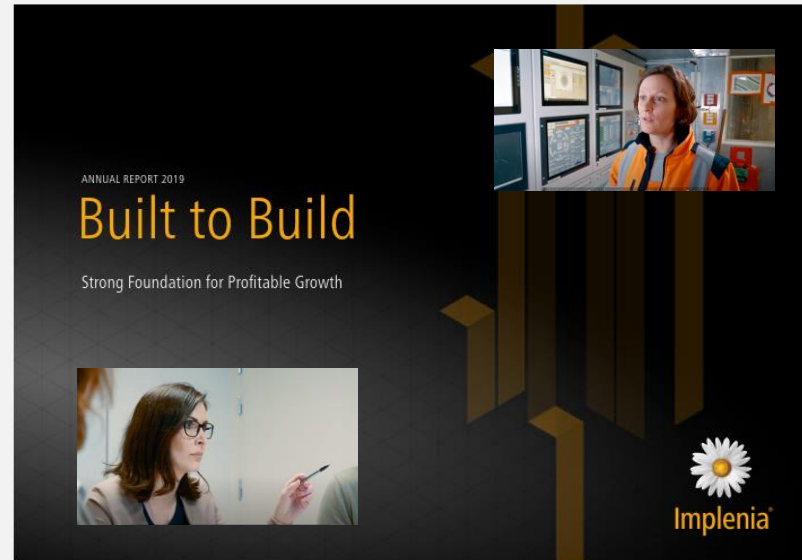
While the **online report**, with its **guided tour** and **narrative formats**, focuses on the strategic topics, the **Interactive PDF** concentrates mainly on a crosslinked and clearly arranged presentation of more mandatory information.

While the PDF is aimed primarily at the financial community, and presents the pure facts and figures a Year in Brief, Division Portraits and CEO in Dialogue pages provide a central overview.

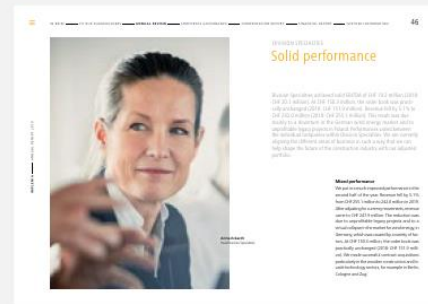
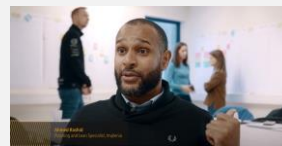
The Equity Story has been augmented with a significantly expanded Non-Financials section, as well as an overview of the whole market with assessments of trends & potential developments.

The PDF is also essentially the print version of the 2019 Annual Report which, will was only available as prints-on-demand.

- 1 Annual Report, Title / Booklet Title
- 2 The Year in Brief
- 3 CEO in Dialogue: future of construction
- 4.1 Division Portrait
- 4.2 Division Portrait, Key Project
- 5.1 Non-Financial Report, Key Figures
- 5.2 Non-Financial Report, Sustainability
- 6 Business Report
- 7 Financial Report



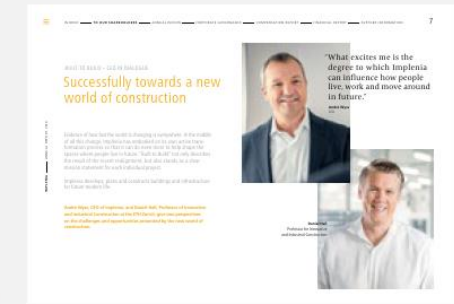
1



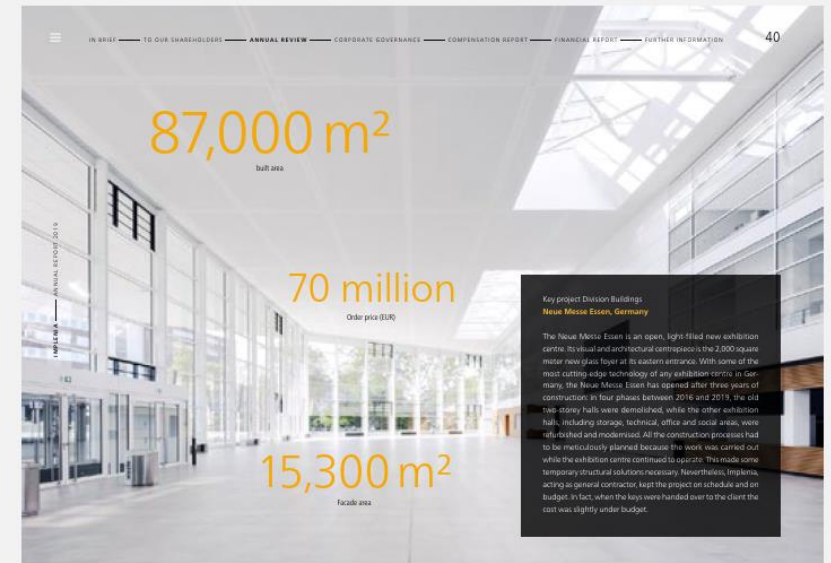
4.1



2



3



4.2



5.1



5.2



6

7



# On results and learnings: first learnings



Content by content  
**To be measured**



**Pay out in 2<sup>nd</sup> year**

of new conception investment, due to reuse of all templates and print costs close to 0



Opportunity to collect  
**data to build on**

**«Interest Curve» can be flattened, the right tail respectively lifted**



**You bring users to a next topic,**

if you offer more formats, more specific content, background, related information, people citation, scroll down (not right)



**Internal perception**  
is part of success

**Usage of content can be aroused in our markets abroad**

main Languages: EN, DE



**Content of annual report topics related to projects is of highest interest**



Development



Buildings



Civil Engineering



Specialties

## Conclusion: an integrated part of Marketing/Communication activities

 Stakeholder: **each content and instrument has more than one**

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 Content: **more than revenue and profit are relevant topics**

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 Instruments: **think in content pieces, collected to instruments**

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 Result: **more awareness and interaction... and more than 1 day**

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 **Online is not a strategy, but not being online is not an option**

Thank you very much  
Happy to answer  
your questions and discuss