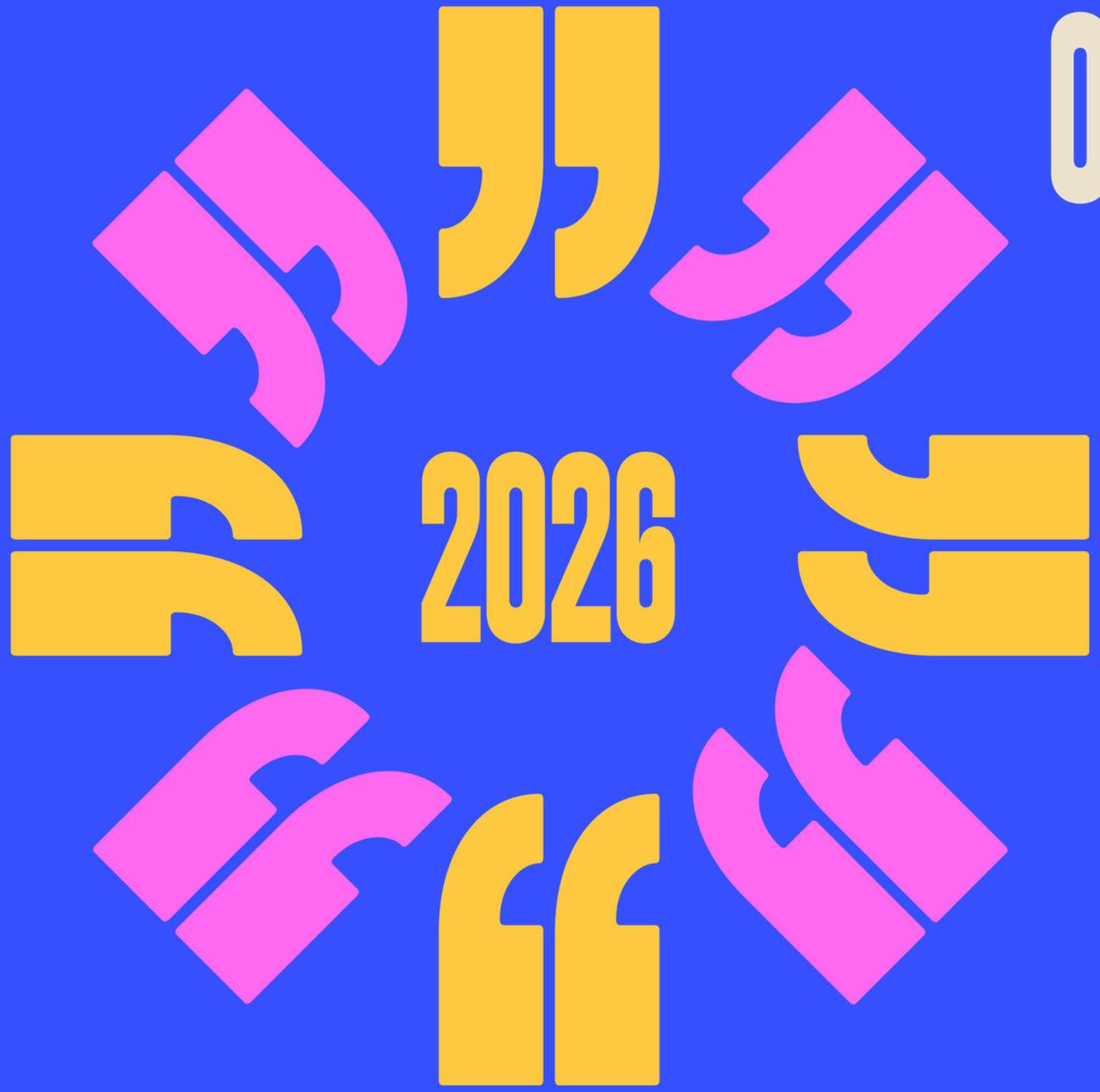
# ANNUAL REPORT




# OF ANNUAL REPORTS

The Communicator Awards



# HERE'S TO THE HEROES OF ANNUAL STORYTELLING

Annual reports are hard to showcase because their design and strategy can't be captured in a single frame. The masterminds behind annual reports absorb massive amounts of data, find the narrative thread and figure out the most creative, emotionally impactful way to tell that story. These reports rarely get the attention they deserve nor do the people who expertly craft them.

Our 3rd Annual Report of Annual Reports gives last season's award-winning reports the spotlight alongside fresh insights from industry leaders in the Academy of Interactive & Visual Arts Jury who know exceptional work when they see it.

This report showcases what "Well Said" Annual Reports look like. Enjoy!

**54%** of the winning reports included signatures in their introductions

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The Communicator Awards Team

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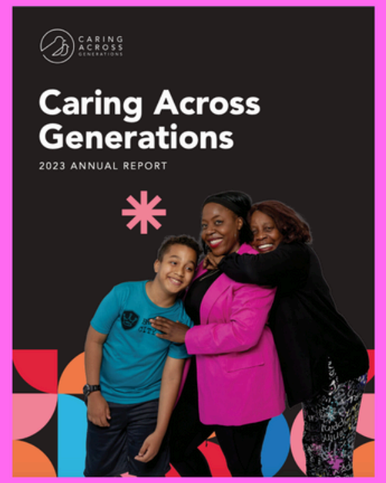
# FIRST IMPRESSIONS COUNT

The cover page is like a firm handshake. It sets the tone, reflects an organization's identity and pulls readers in before they've turned a single page.

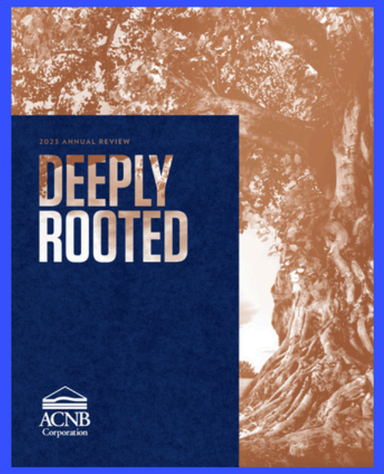
## 2025 WINNERS




**Nourish Joy Home Nursing Foundation Annual Report**
by Oculus Design Pte Ltd




**Caring Across Generations — Annual Report 2023**
by Christine Lhowe




**ACNB Corporation 2023 Annual Report**
by Lisa Sirbaugh Creative




**Jason Marine Group Limited AR 2024**
by META FUSION PTE LTD




**Advanced Test Reactor Annual Report**
by RED, Inc. Communications

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# LET THE COVER DO THE TALKING

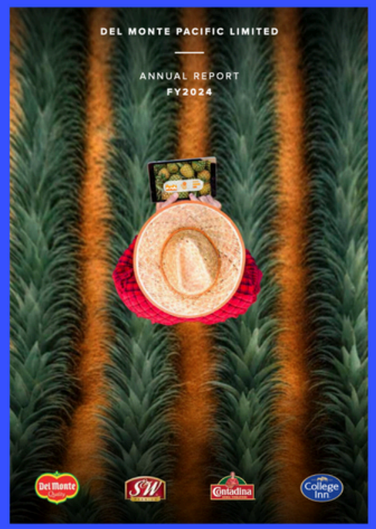
Like a movie poster or book, cover pages use visual cues to reveal the story instantly.



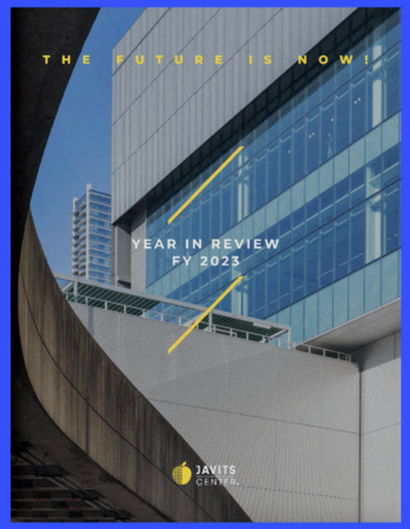

**REN – Integrated Report 2023** by REN




**FJ Benjamin AR 2023/24** by META FUSION PTE LTD




**Del Monte Pacific Limited AR 2024** by META FUSION PTE LTD




**Javits Center Annual Report** by Reitdesign, Inc.

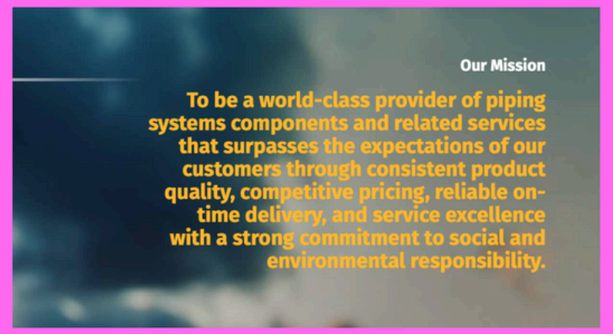
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# THE ART OF A COMPELLING START

Think about meeting someone new—you don't lead with your entire life story. The interesting parts come first. The complicated stuff comes later. It's the same for annual report introductions: a slow build that makes people want to keep reading...




**Detroit Zoo Annual Report Redesign**
by Crain Communications Content Studio




**Cosmosteel Holdings Limited AR 2024**
by META FUSION PTE LTD




**Frontiers Initiative Impacts Report**
by RED, Inc. Communications



The most important section is the front-of-book narrative, where purpose, performance, and direction are brought together and a clear throughline is established; if this framing is strong, the financials, ESG reporting, and operational detail that follow all have context and meaning.
**– Juror Ruben N. Musca, Head of Production, CRAFT Media/Digital**

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# INTRIGUE BEFORE INFORMATION

Strong introductions make you lean in before diving deep into the numbers.




## ORAC Risk Management Report
by RED, Inc. Communications




## TriHealth FY24 Annual Report
by Calm & Sense Communications, LTD




## 2023 Harford Bank Annual Report
by IM Design

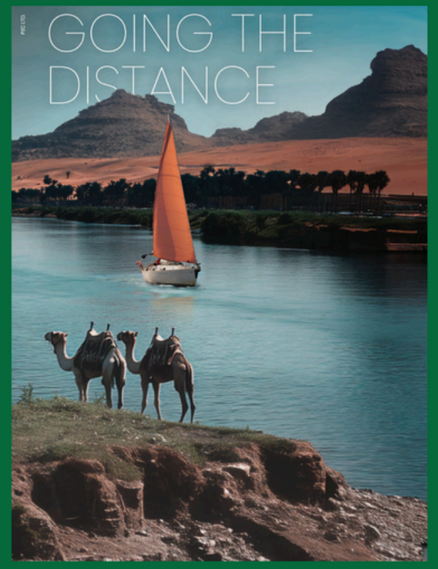
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# UNFORGETTABLE BY DESIGN

We're creative creatures. Photography, design, even catchphrases—they all create memories. See how these annual reports leave their mark.




**COMSA Corporación Sustainability Report 2023**
by ULLED




**PEC Ltd AR 2024 Adjusting Our Sails**
by META FUSION PTE LTD



**Enlyte Envision Trends Report 2025** by Enlyte



**Changi Airport Group Rediscovering The Magic of Travel**
by META FUSION PTE LTD




**British Business Bank Annual Report and Accounts 2024**
by Red Stone

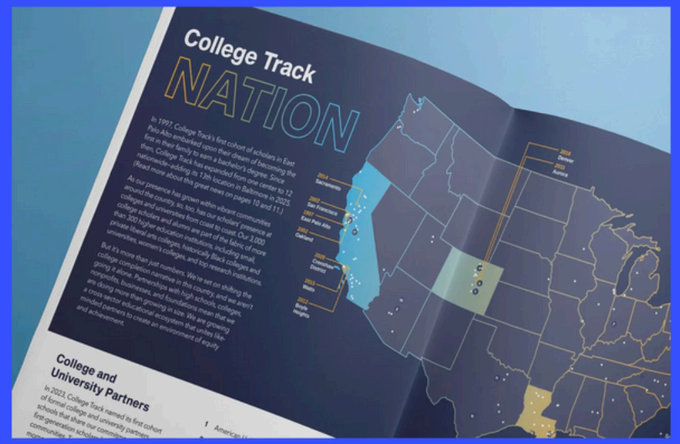
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# VISUALS THAT STICK

One of the biggest challenges with annual reports is making them look as compelling as the story they tell.

**41%** of the winning reports incorporated maps and geographic visualizations

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**College Track Annual Report 2024**
by Ratkaj Designs




**Urban Renewal Authority Annual Report 2023-24**
by REF Financial Press Limited



**Good Sam Annual Report**
by 5PointsCreative



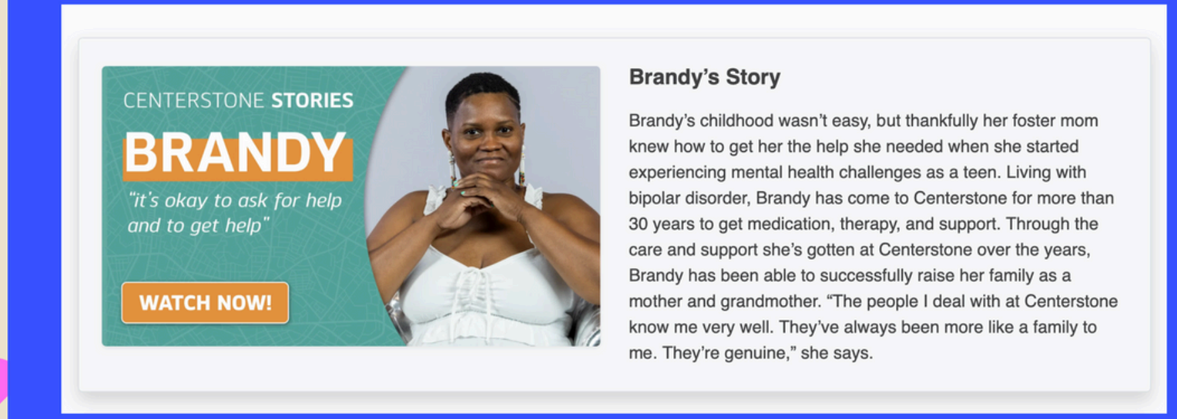

**Life Happens 2024 Annual Report**
by Life Happens

# FINDING THE THROUGHLINE

Podcasts, movies, magazines, brands, campaigns—they all use storytelling to connect with audiences. Annual reports are no different. We asked Juror Sarah LaBorde to weigh in.



What sets an excellent report apart from a decent one is that they tell the story of "why." Why did all this work matter? How did it move the needle for your stakeholders? Why is it important to your reader? If you start with that as the cornerstone of the publication, you will set yourself up for success.
**– Juror Sarah LaBorde, APR Communications & Sustainability Manager, Crest Industries**




Centerstone's Fiscal Year 2024 Annual Report – Better Care, Brighter Future
by Centerstone




AARP 2023 Annual Report
by AARP




Christus Health Members Report 2024
by CHRISTUS Health

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# UNCOVERING THE CORE

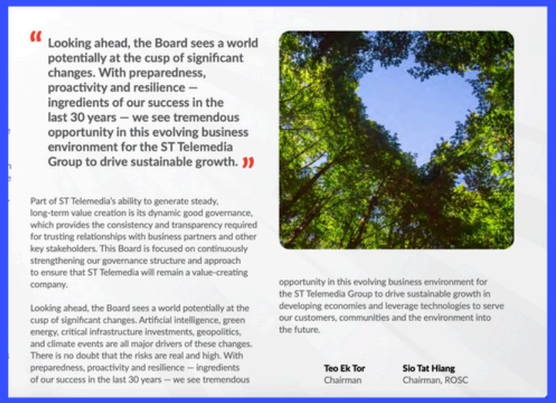
Every organization has countless stories to draw inspiration from. The art is revealing the main narrative that drives the entire report.




FHI 360's 2024 Impact Report by FHI 360




2023 Amneal Environmental, Social & Governance Report by Cosmos Communications Marena Cosmos




ST Telemedia SR Report 2023 – 30 Years of Igniting Enduring Change by META FUSION PTE LTD




Cone Health the giving effect Annual Report by Tigermoth Creative, LLC

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One of the best annual report designs I ever saw was for a petroleum exploration company that had a very lean year. [...] The entire book was about 12 pages. The visual/conceptual message was clear: 'We had a rough year and are not going to be extravagant with our investors' money in producing this publication.' The honesty was astounding.
**– Juror Lewis Glaser, Professor Emeritus of Graphic Design, Texas Christian University, Owner and Creative Director, Atomic Design**

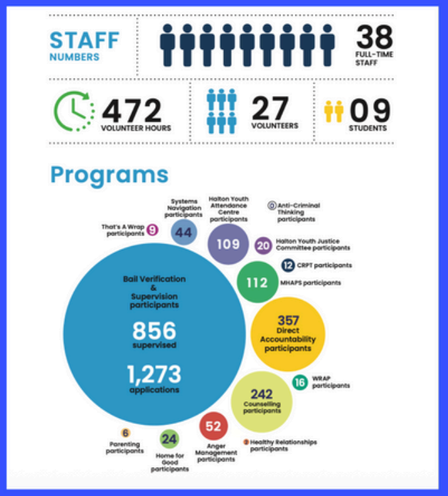


# THE FEELINGS BEHIND THE FIGURES

Looking at a spreadsheet with thousands of rows of data is...overwhelming to say the least. The challenge, and the fun, is finding creative ways to bridge that data with emotion.




**NWS Holdings Limited - Annual Report 2024**
by REF Financial Press Limited




**John Howard Society, Peel-Halton-Dufferin 2023:2024 Annual Report**
by Luminate Communications Inc.

**65%**

of the winning reports were from the US

**34%**

of the winning reports included people in suits

**28%**

of the winning reports were from Non-Profits



To elevate a report, entrants should prioritize strong storytelling supported by disciplined data, thoughtful design, and a confident editorial voice. Fewer messages, stated more clearly, are more powerful than trying to say everything [...] When reviewing entries, I assess clarity, narrative cohesion, authenticity, visual hierarchy, and how effectively the report advances trust, understanding, and connection with its audiences.
**– Juror Robert Lambert, Vice President, Corporate Communications, Centerstone**

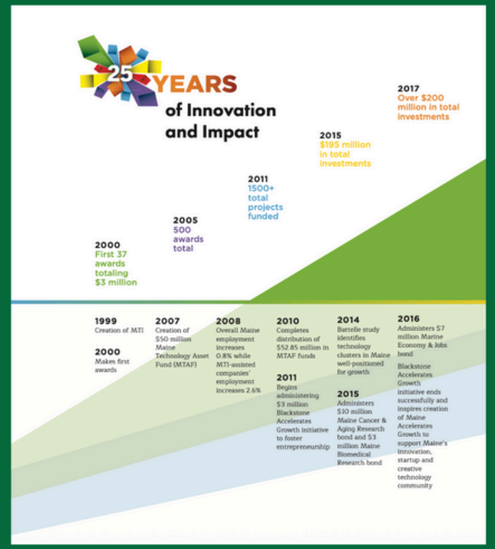
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# NUMBERS THAT RESONATE

The best approach to make data compelling? See Juror Anastasia Pankova's thoughts.

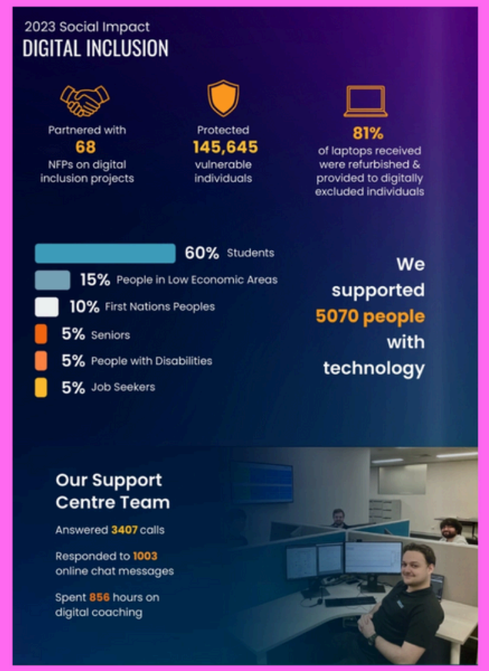


The message, tone, visuals, and data all need to work together to support one main idea. Strong editing and clean design help make large amounts of information easier to absorb and more enjoyable to read.
**– Juror Anastasia Pankova, Senior Product Support, CapIntel**




## 25 Years of Catalyzing Maine's Innovation Economy – MTI 2024 Annual Report

by Visible Logic




## WorkVentures Annual Report 2023

by WorkVentures




## Social and Environmental Report 2023/24

by Hong Kong Productivity Council




## County Administrator's FY 2023:2024 Annual Report

by Palm Beach County Public Affairs

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# REPORTS ON THE MOVE

We're wired for motion. Years of scrolling through feeds have trained our eyes to spot movement instantly. The experts behind annual reports are tapping into that, using motion to keep us engaged. Some are even getting into the world of microsites.

**29%**

of the winning reports included motion graphics




**Chicago Dept of Cultural Affairs and Special Events 2023 Annual Report**
by EDUCO




**Zone 7 Water Agency 2023 Annual Report**
by Axiom of Purpose

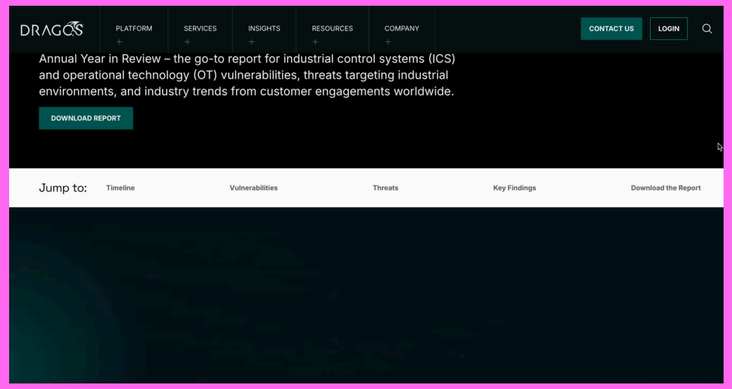
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"I think the sections that are more data-heavy are the "meat" of the report, so they need to communicate the information well while being beautifully designed. Nowadays, we're seeing annual reports as web experiences as well as print, which allows teams to make the experience with the data more dynamic and immersive.
**– Juror Christopher Santoro, Founder, Creative Director, Santoro Design, LLC**

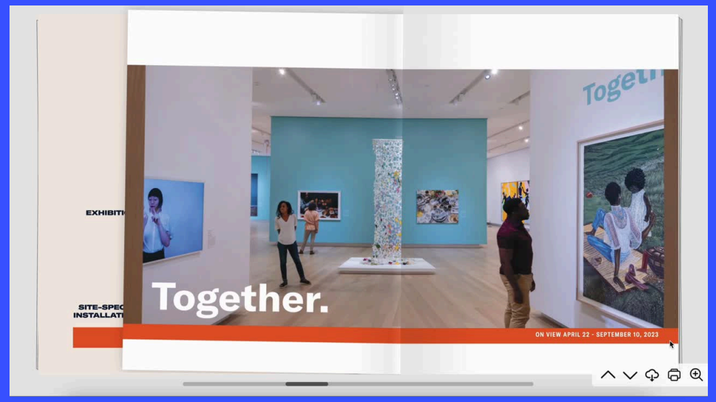


# ELEVATING THE EXPERIENCE

These annual reports don't just look good—they change how readers interact with them.




## Dragos Year in Review
by Mindgrub Technologies




## 2023-2024 Annual Report for the Arkansas Museum of Fine Arts
by Arkansas Museum of Fine Arts




## Burton D. Morgan Foundation 2023 Annual Report - Charting a Course
by TRIAD Communications, Inc.




## Hong Kong Sport Institute Annual Report 2023-24
by theOrigo Ltd.



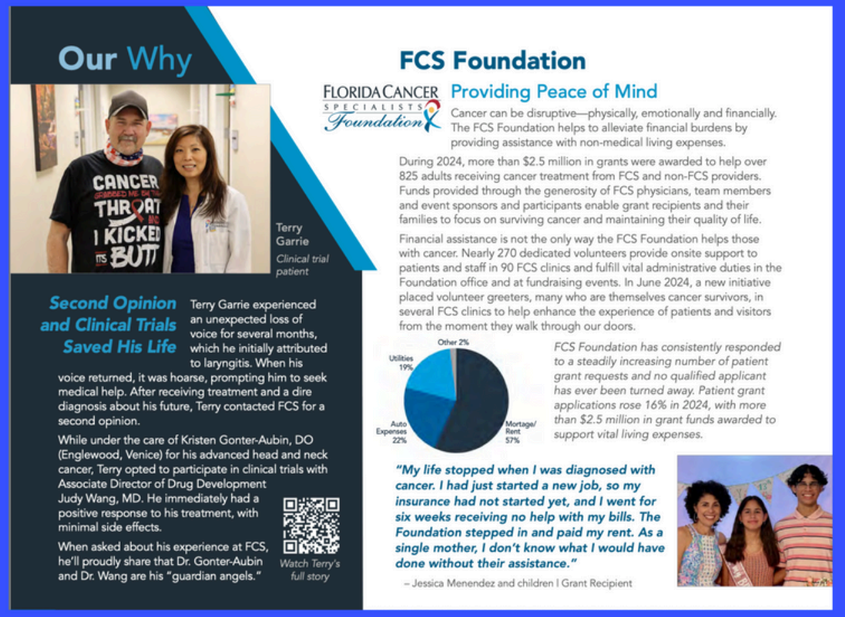

## 2024 IMPACT Report to the Community
by Jewish Federation of Delaware

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# STICK THE LANDING

They say it's about the journey, not the destination. But tell that to anyone who sat through a three hour movie with a terrible ending. Or loved a novel until the last chapter let them down. Annual reports are no different—what's inside matters, but the finish? That's what sticks with you long after you close the tab.

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## 2024 Florida Cancer Specialists & Research Institute Annual Report

by Florida Cancer Specialists & Research Institute




## City of Douglasville 2023 Annual Report

by City of Douglasville




## 2024 UF / IFAS Annual Report

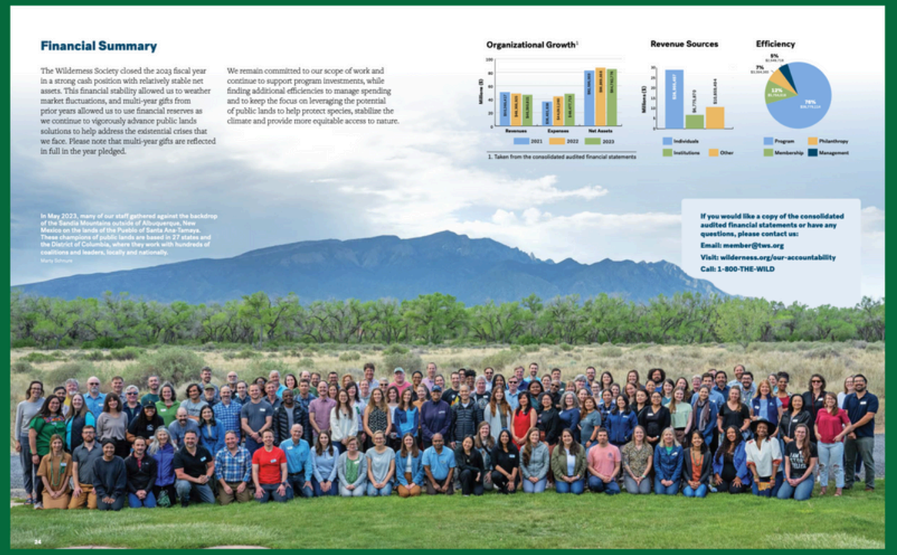
by UF / IFAS Communications



A well-designed Annual Report should feel like an informational editorial—or a calmer version of a magazine. Even if someone is only browsing through it, they should still come away with a clear sense of how the year went and where the company is headed.
**– Juror Chung Yu Chen, Creative Director, Studio After Creative LLC**

# THE FINAL BOW

These are the award winning reports that nailed the third act.




## The Wilderness Society 2023 Gratitude Report

by Owen Design Co.




## Esquimalt Nation Annual Report 2023

by Luminate Communications Inc.




## See – All as One

by The Akshaya Patra Foundation

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# THE STORY CONTINUES

Reports are award-winning when they achieve what great conversations do.

Their cover pages invite you in like a firm handshake. They build gradually, earning your attention with each reveal. They use striking visuals you remember days later. They transform metrics into digestible, human stories. And they know how to leave a lasting impression.

The visionaries behind these reports go above and beyond, translating data overload into unforgettable compelling narrative. That's what 'Well Said' looks like. Does your annual report do the same?



Submit your annual report to the 32nd Annual Communicator Awards.

**The Extended Entry Deadline is March 20th.**

Enter Now →

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# CREDITS

## Featured AIVA Jurors

- **RUBEN N. MUSCA**
  Head of Production, CRAFT Media/Digital
- **SARAH LABORDE, APR**
  Communications & Sustainability Manager, Crest Industries
- **LEWIS GLASER**
  Professor Emeritus of Graphic Design, Texas Christian University, Owner and Creative Director, Atomic Design
- **ROBERT LAMBERT**
  Vice President, Corporate Communications, Centerstone
- **ANASTASIA PANKOVA**
  Senior Product Support, CapIntel
- **CHRISTOPHER SANTORO**
  Founder, Creative Director, Santoro Design, LLC
- **CHUNG YU CHEN**
  Creative Director, Studio After Creative LLC

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## Featured Winners

- 5POINTSCREATIVE
- AARP
- ARKANSAS MUSEUM OF FINE ARTS
- AXIOM OF PURPOSE
- CALM & SENSE COMMUNICATIONS, LTD
- CENTERSTONE
- CHRISTINE LHOWE
- CHRISTUS HEALTH
- CITY OF DOUGLASVILLE
- COSMOS COMMUNICATIONS/ MARENA COSMOS
- CRAIN COMMUNICATIONS CONTENT STUDIO
- EDUCO
- ENLYTE
- FHI 360
- FLORIDA CANCER SPECIALISTS & RESEARCH INSTITUTE
- HONG KONG PRODUCTIVITY COUNCIL
- IM DESIGN
- JEWISH FEDERATION OF DELAWARE
- LIFE HAPPENS
- LISA SIRBAUGH CREATIVE
- LUMINATE COMMUNICATIONS INC.
- META FUSION PTE LTD
- MINDGRUB TECHNOLOGIES
- OCULUS DESIGN PTE LTD
- OWEN DESIGN CO.
- PALM BEACH COUNTY PUBLIC AFFAIRS
- PHOENIX COMMUNIATIONS LIMITED
- RATKAJ DESIGNS
- RED STONE
- RED, INC. COMMUNICATIONS
- REF FINANCIAL PRESS LIMITED
- REITDESIGN, INC.
- REN
- THE AKSHAYA PATRA FOUNDATION
- THEORIGO LTD.
- TIGERMOTH CREATIVE, LLC
- TRIAD COMMUNICATIONS, INC.
- UF/IFAS COMMUNICATIONS
- ULLED
- VISIBLE LOGIC
- WORKVENTURES

## AIVA Team

- **JOSH CAMPBELL**
  Producer
- **KARI GILLENWATER**
  Jury Manager
- **BRI KLAPROTH**
  Copywriter
- **ANIKA BJARNADOTTIR**
  Social Media Manager
- **AMY CHEN**
  Designer
- **EMMA LARSON**
  Production and Experience Director