



We'll make your next Annual Report a
Showstopper!

 marketing
impact

Experts in social housing communications

A SMASH HIT

with residents...

Working with residents of Soha Housing we've produced two annual reports, which involved workshops and training. This process helped them win a national award for resident involvement.

Yesterday's course was one of the best I have attended. It was light hearted, fun, but with a positive outcome. If other tenants had the chance, this approach would get them more involved.

Soha resident



and stakeholders too...

We believe the best annual reports should be enjoyed by anyone connected with your housing association. A well-presented report, that is eminently readable with an astute amount of content, will shine at the premiere and throughout the whole production.

If you want your key messages to take centre stage, you must ensure your report makes the spotlight. It must look attractive and enticing, be written lucidly with a fluent style and a warm tone, and using an engaging theme to support your messages. Key statistics should be clear and concise with favourable comparisons displayed proudly and disappointing areas appraised honestly.

I believe any marketing agency should become an integral part of an organisation - only then can they be really effective. I believe Marketing Impact to be this – their people are its best assets! A really great team to work with.

**Karin Thurston,
Dyslexia Action**



Printed reports...

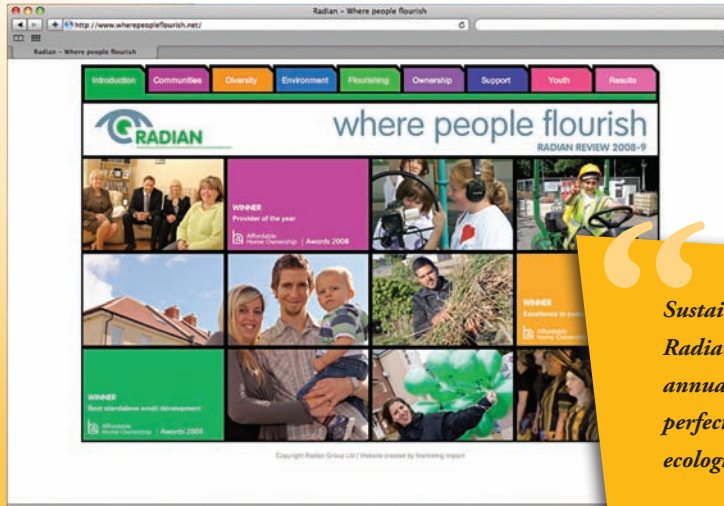
The look and feel of top class design, printed on quality stock will always have its place, even in an increasingly digital age. We take great care from concept development through design and copywriting to final print, to ensure that your bespoke report delivers a star performance.

Delivering a report year on year which reflects our business, but still remains fresh can be challenging. MI really gets under the skin of our brief and this coupled with excellent team working ensures a smooth process at every stage.

Paragon

to online micro-sites

Responding to client demand we're now creating fully featured annual reports as websites. This has many benefits including cost, audience engagement and reduced environmental impact.



Sustainability is a core value of Radian. The idea of an online annual report was inspired and perfectly in keeping with these ecological ambitions.



If you'd like to discuss your next annual report, you'll be in safe hands with Marketing Impact.

Contact Steve Davidson, tel: 020 8399 7400,

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