



project:

annual report

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CASE STUDY: PCC WELLNESS ANNUAL REPORT

PCC Wellness Community is a non-profit organization that was founded to meet the healthcare needs of the medically underserved residents of Chicago's west side communities.

Through the Taproot Foundation, PCC was awarded a service grant to have their first annual report created.

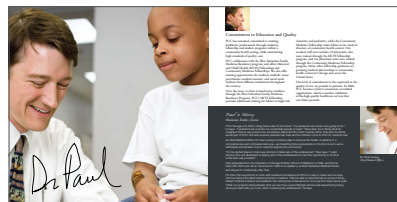
What did this mean?

This meant that a team of marketing professionals would work together pro-bono to create a 16 page annual report. Over a period of 8 months we met weekly to develop themes, gather information, interview, collect content, stories, create design concepts and photographic recommendations.

The result.

Storytelling. In every sense of the word. That was the theme of the annual. While doing our discovery one thing was very clear: That everyone had a story and it was powerful, engaging, and real. From the patients that received incredible care to the doctors and administration, these were people dedicated to making a difference and patients who were grateful to this organization for the care they received. We wanted to

convey this in the annual report. Using a mix of photography that featured real patients, caregivers and families, our photographer Michael Boyd shot on location at one of the eight clinics on four separate occasions. Our writer created compelling and personal stories mixed in with statistics about the growing needs of healthcare and costs. The piece was designed as an 8 1/2 x 8 1/2 to set itself apart from standard annual report sizes, while not costing any more to print. Each spread features one page with a full bleed image as well as a signature to further reinforce the uniqueness of this individual. The other half of the spread featured a second smaller photo and that persons' story. The top copy in white featured traditional annual report information.



▶ to download a pdf of the annual report go to: http://winterandconstruction.com/pcc_annualreport.pdf