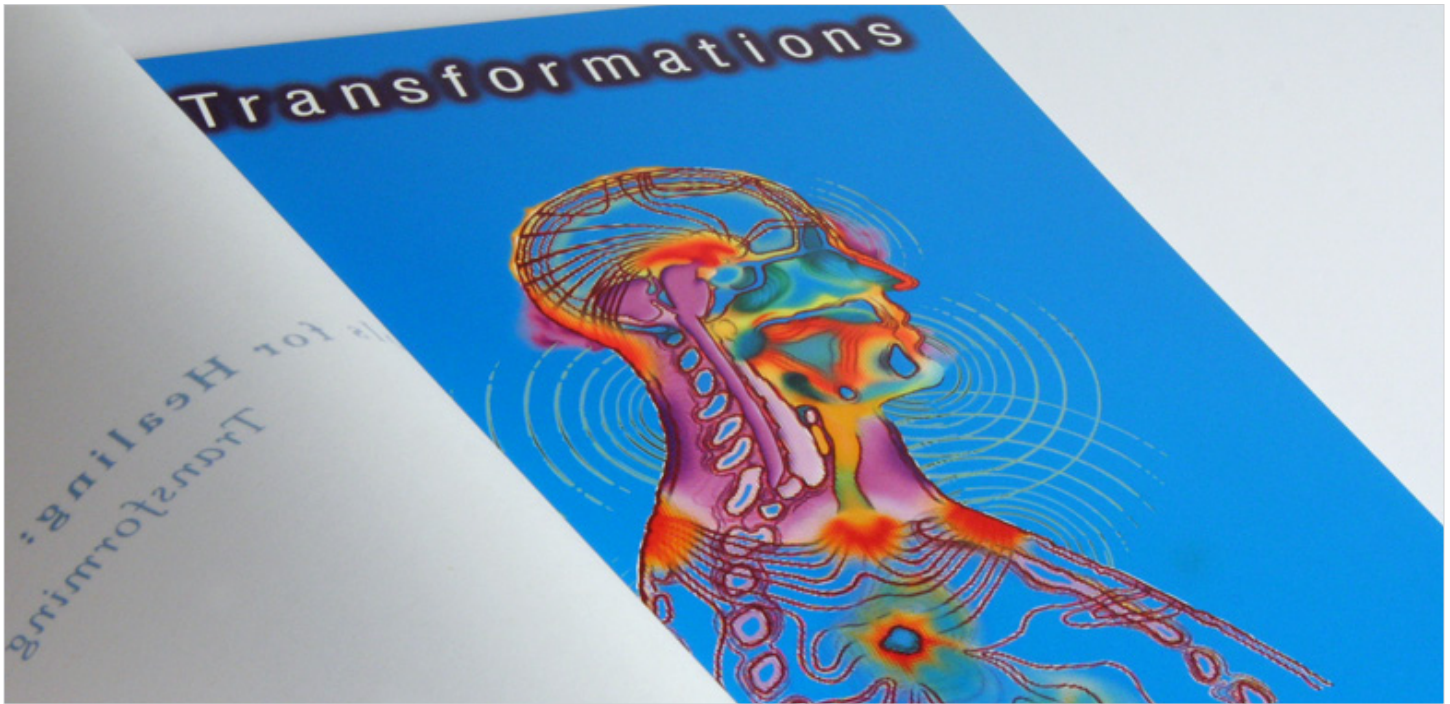


Packaging a Successful Year

Hewlett had a great year and wanted to tell every associate why, and how, they accomplished it. The idea started as a monthly calendar of events/accomplishments. We translated this idea into an oversized 'Daytimer' spiral bound book. We also packaged a look ahead video into a elegant boxed set. The package was an overwhelming success with employees proudly displaying their copy on their bookshelves.





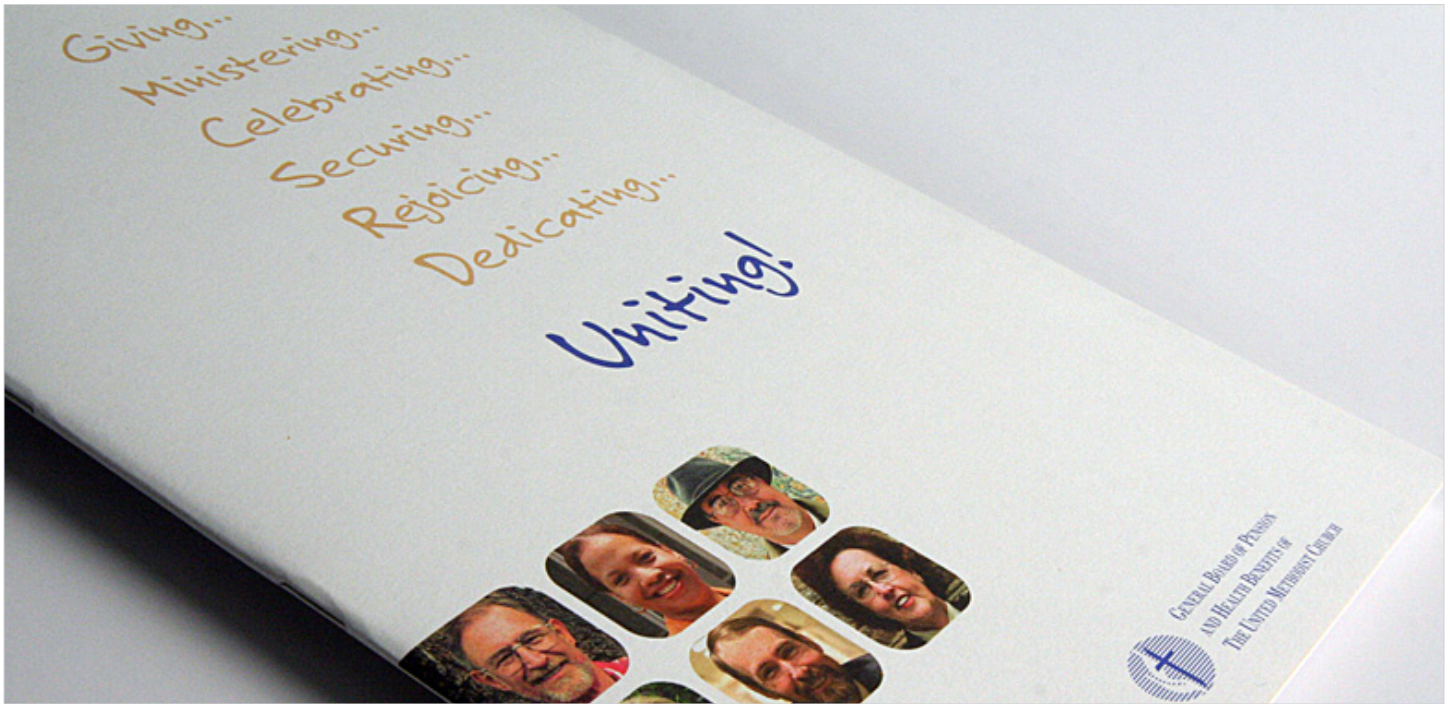
Annual Report for a Metropolitan Hospital

As the CEO explained “going under the surface of medicine is what Rush is all about.”

BDi created a custom illustration and translucent overlay cover to emulate ‘going under the surface medicine.’ We balanced warm, black and white, on-location photography with high tech color close-ups to highlight the research, innovation and discoveries of the year.

The book was celebrated as the most significant annual Rush had ever published.





Annual Report for a Pension Fund

As the pension fund for all Lutheran associates, the message needed to clearly and emphatically say: giving back. We designed an economical process to take realistic, day-in-the-life photography of actual personal case histories across the US. Hand-written fonts, natural paper, and a diary book size contributed to a warm, honest report devoid of saccharin. The report was the most significant communication developed for the Board.





Annual Report for a Hospital Research Center

Breaking down complex details and accomplishments into bite sized chunks, then unifying those chunks to clearly communicate results and accomplishments is a continual goal of effective annual reports. We developed three divisions of content then conceptualized and executed full page location photography to segment the content. What emerges is an as easy to understand, entertaining and visually rich communication that brings credibility and significance to incredible accomplishments in children's healthcare research.

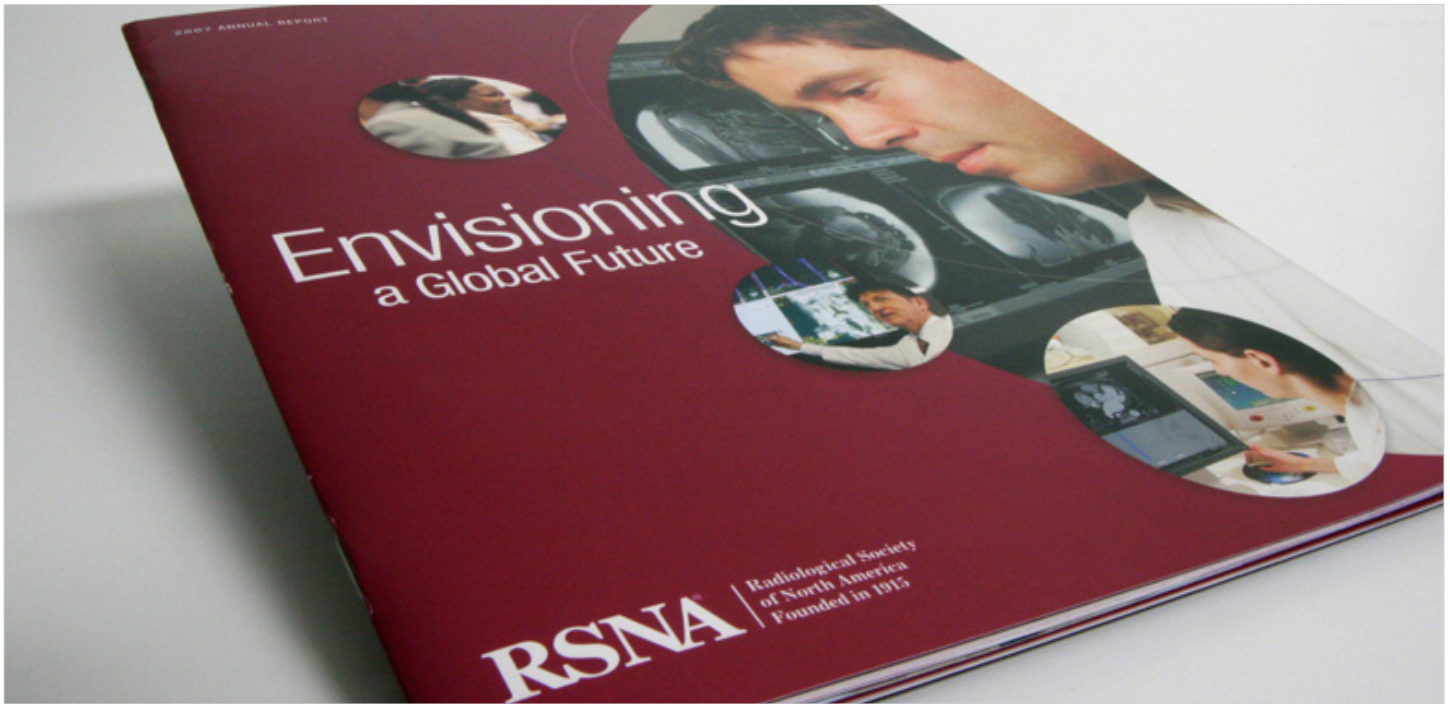




Annual Report Design and Concept for Cancer Research

This was an opportunity to talk to donors and peer institutions and boldly communicate the value of current innovations at the Oncology Center. We worked with ENH management to establish and visualize one central message rather than attempt to highlight numerous activities of the past. The focused concept drove the design by displaying 6 'innovation' accomplishments, each on a different brightly colored page spread.





Annual Report for Radiologists

One of the largest medical associations in the world, RSNA represents the radiology profession in both research and practice. We found opportunity to improve their annual report from a text heavy document to an engaging, visually oriented report that highlighted 6 major achievements using full page hero images and clear, concise oversized messages. The idea came from the realization that radiology is a very visual medicine.





Annual Report for a Pediatric Hospital Research Center

For this Children's Memorial Research Center report, our idea brought the story of the researchers and their breakthroughs to life in a big and engaging way. Captivating location photography and bright colors guide the reader through CMRC's groundbreaking achievements.

