



## Printed Communications: De Vere Group plc

De Vere Group is a highly focused company concentrating on two growth markets – hotels and health and fitness.

### Challenge:

Our working relationship with the De Vere Group began in 1999 and since then we have produced shareholder communications to support their well-known brands and highlight their financial and business successes.

### Solution:

We created annual reports that focused on the future by clearly communicating their bold strategy, key achievements and plans for future growth in a way that inspired confidence. This was done on two levels, visually through the use of striking graphics and imagery and tonally through an unambiguous and assured language style. To complement the client's proactive nature, we created HTML and PDF formats of the reports to increase online accessibility for shareholders and the City.

### Our work:



### Client benefits:

- Presented an image of the business that was commensurate with business performance and future commercial aspirations
- Communicated core business messages and customers benefits that influenced a private equity buy-out
- CiB Awards 2003 Winner

### Testimonial:

"Forepoint has consistently provided us with fresh ideas and an enthusiastic approach to this critical piece of corporate literature."

*De Vere Group plc.*

### Contact us:

For more information about our printed communications work and other areas of expertise, don't hesitate to get in touch:

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