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Guy's and St Thomas' Charity launches comprehensive annual report marketing package

In a departure from the traditional single volume annual report Guy's and St Thomas' Charity has this year launched two publications to celebrate its work.

Designed by London agency Red Stone design, the statutory financial annual report is a size A4 publication and the accompanying magazine-style brochure is two thirds in height to sit below the report masthead, revealing both titles when used together. The publications work independently or complement each other depending on the target audience.

The Charity's financial annual report meets the Statement Of Recommended Practice regulations introduced by the Charity Commission, transparently and succinctly reporting achievements against objectives and setting future plans. The year's accounts are clearly laid out with a single accent colour marking sections in a cost effective, two colour publication that meets requirements without extravagant effects. A limited number of large-scale, full bleed photos hint at the real, tangible benefits of the Charity's investments that are detailed in the accompanying brochure.

Conceived as a broader marketing tool the Charity's brochure is designed with the public reader in mind, with commissioned, emotive photography throughout and succinct, approachable features written for a variety of audiences including patients, staff, hospital visitors, potential donors and health policy makers.

The brochure's introductory contents page marks out exemplary grant case studies by theme with images and brief explanatory text. These themes are then delineated throughout by clear page headers so that every story is immediately recognisable as a piece in the Charity's wide-reaching programme of awards, innovations and fundraising. Case studies are no longer limited to the year's new grants and include updates on significant long-term investments the Charity has made in order to extend the publication's shelf-life.

The colourful, informal, people-led content enables a distribution strategy that reaches beyond the confines of a grant recipient's office into patient waiting areas, surgery receptions and public healthcare centres, encouraging more high quality grant applications and gifts.

The annual report and brochure were launched at a special event, the centre piece of which was a specially produced DVD featuring three major grants. The DVD cover was also designed by Red Stone to tie in with the brochure.

The multi-functional package marks a departure for the Charity but provides a comprehensive set of promotional tools for the widest possible impact. All maintain a core design scheme that builds on an expanding and recognisable suite of literature that reinforces the corporate image and mission.

Hard copies of each publication are available from Laura Mason, Tel: 020 7188 9083, email: laura.mason@gsttcharity.org.uk or you can download copies and excerpts from the DVD from the Charity website: www.gsttcharity.org.uk/aboutus/publications.html

Ends

Notes to News Editors:

1. For more information please contact Laura Mason, Communications Assistant, Guy's and St Thomas' Charity on: 020 7188 9083, mob: 0772 2119 1570 or email: laura.mason@gsttcharity.org.uk
Guy's and St Thomas' Charity provides funding to support Guy's and St Thomas' NHS Foundation Trust and associated health services in Lambeth and Southwark and to benefit the wider NHS. For more information contact Laura Mason or visit www.gsttcharity.org.uk