

Winning hearts, minds and awards with Aetna's annual report design.



**industry**

- health care
- insurance
- financial services

**deliverables**

- annual report
- web annual

**challenge**

Aetna is one of the nation's leading providers of health, dental, group life and long-term care benefits, as well as financial services.

In 2000, Aetna was facing multiple business challenges of mergers and acquisitions, management changes and consumer frustrations. They approached members of our team to deliver an annual report that demonstrated how they are leading the discussion in healthcare and financial services.

**solution**

The theme of the annual report needed to address a variety of consumers' top-of-mind concerns, including health coverage, financial planning, retirement savings and prescription drug costs. It also needed to show how Aetna was meeting these challenges.

Therefore, we created the theme, "What keeps you up at night... Keeps us working all day." This theme was visualized with Aetna members around the world and around the clock addressing concerns and how Aetna business units are meeting them.

**results**

Calm, blue-hued photography highlighted the nighttime concept, while simplified layouts and classic typography achieved the correct tone that Aetna desired. The annual report was well received by members and investors, who perceived it as honest and straightforward.

Both the print and online versions of the annual report were awarded by the Annual Report 100, which recognizes the top 100 annual reports in the nation.