

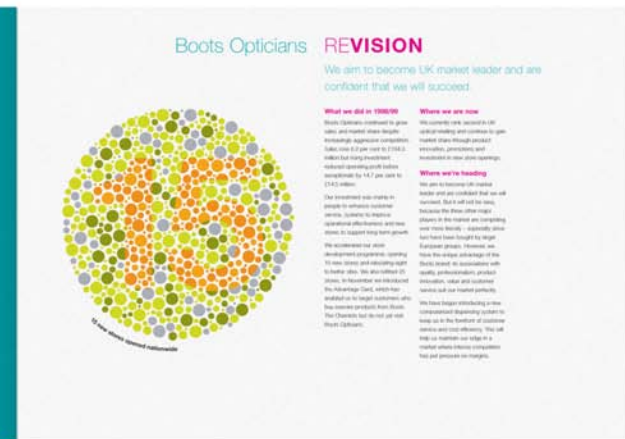
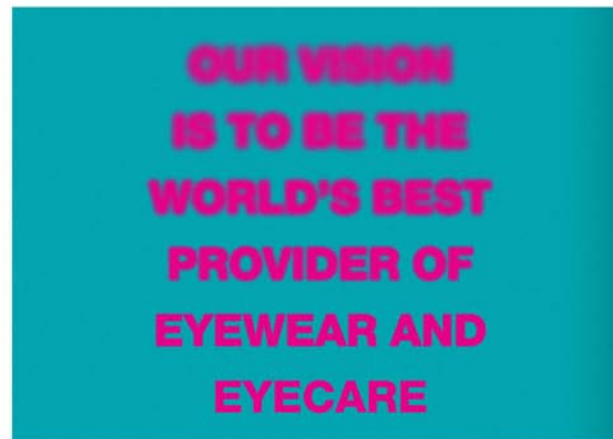
# Boots by Glazer™

## Corporate Literature

Alliance Boots employs 80,000 people in 23 countries, and keeping them informed about the company's objectives, strategies and achievements is central to Boots' culture of collaborative working.

The company's Annual Report to Staff has traditionally been a key document for delivering these messages. But a communications review suggested that, with greater creative and strategic input, it could be made to work far more effectively.

We worked closely with the Alliance Boots team to develop a powerful and memorable message for each of the company's seven divisions. Imagery and text were honed to maximise impact, and create an inspirational document which won an award for the 'Best Report to Employees' and the Gold Award for the 'Best Corporate Financial Publication' at the Communicators In Business Awards.



★ 2 CiB Awards

[glazer.co.uk](http://glazer.co.uk) +44 (0)20 7221 2595