
**GIVE YOUR
DOCUMENTS
UNLIMITED
POWER TO
CONNECT,
ENGAGE
& INFORM**

ROAR

POWERED BY **MOXIE**[®]



Welcome to ROAR — the online platform that makes your communications material more accessible, more engaging, more memorable and more measurable.

With ROAR, we can help you create engaging online reports AND you still get a high spec print version as well.

35,000+

number of visits on average for an online annual report in the first 365 days

28%

of all referrers come from search engines

SOURCE: <http://lab.nexxar.com/statistics-of-annual-reports/>

WHY ROAR?

Better engagement, wider reach

ROAR stands for "Responsive, Online, Advanced Reporting". ROAR enables the creation of sophisticated and affordable online documents. We designed it to provide your audiences with easier, more engaging access to the information you want them to receive.

By online, we don't just mean a PDF file that's housed in the depths of your website. We mean a standalone microsite that can extend the reach of your documents and bring your content to life in a way that's not possible in printed media.

With animated graphics, embedded video, easy navigation and links to relevant information, ROAR will add a new dimension to how you shape content in ways people increasingly expect. In-built analytics and heat mapping allow you to better understand how readers are engaging with your content — what they actually do and look at — helping shape it to better fit their future needs.

Still need to print some copies? ROAR can also generate a high-quality, print-ready version of your document.

The more people you can reach, the more impact you can have.

Who is ROAR for?

- » Organisations wishing to migrate their statutory and other corporate reports and documents to a digital format.
- » Budget holders seeking a greater return on investment from their documents and content development.
- » Communications professionals looking to improve their organisational story-telling.
- » Anyone who would like to get the benefits of a web-based report but still needs to print a limited number of copies.
- » Boards and CEOs seeking to 'mobilise' their corporate communications for extended reach.

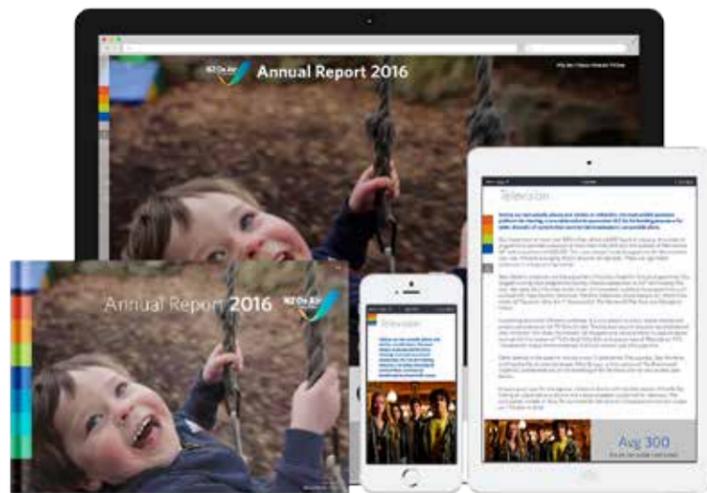
Why just report when you can ROAR?

Conventional reports

ROAR reports

Print is hero with PDF version on website	High quality print document AND fully interactive online version
Read only	Read, listen, watch, engage
Text and graphics	Text and graphics ... videos ... animations ... interactive content
More \$\$ on print, less \$\$ on content	More \$\$ on content, less \$\$ on print
Access limited to print and desktop	Access anywhere, any time on any device
Meets the expectations of some audiences	Meets expectations of all audiences in 'mobile first' era
Investing in the status quo; limited measurability of content	Investing in the future; analytics and heat maps to understand preferences and shape content

WHAT OUR CLIENTS SAY

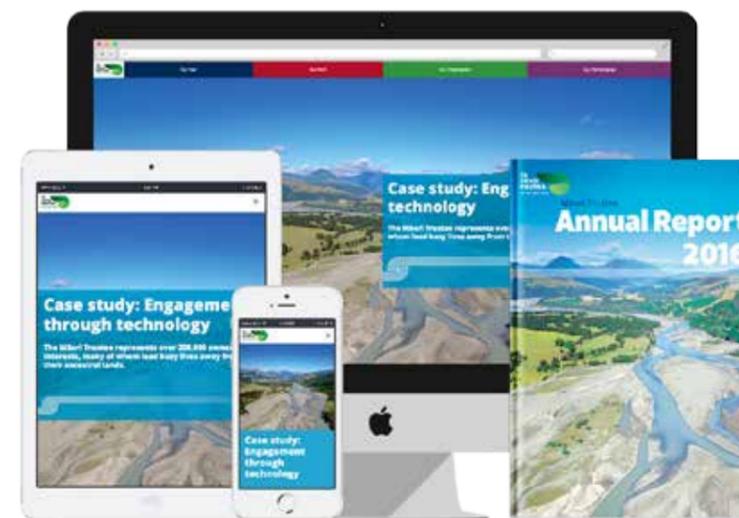


“For the first time ever we understand how many people actually read the report!”

Allanah Kalafatelis
Communications Manager, NZOA

As a multi-media funding agency we wanted to lead from the front and show that a boring old reporting document could be much more interesting in an interactive online environment. But we wanted to do this without having to go through two separate processes – write/design/build an online report and then do it all again for a print document for tabling in Parliament. We wanted something clean and easy to navigate online, but that told our story and made the most of the excellent images we have from funded content.

The benefits were: we could do it once; for the first time ever we understand how many people actually read the report; in the long run we will save on print costs, save the trees, save the planet etc. We have taken the leadership position we sought – we really do want to show the way. Most of all, it is a better showcase for the content we fund.



“We’ve had externals approach TTP staff at meetings saying they’d seen it online and that it’s fantastic.”

Lisa Tovey
Communications Adviser, Te Tumu Paeroa
(The Māori Trustee)

Just wanted to let you know that we’ve received heaps of great feedback about the Annual Report. We’ve had externals approach TTP staff at meetings saying they’d seen it online and that it’s fantastic. The social media engagement is positive (better than usual anyway!) and ... there are more hard copies being taken from reception than ever before. Many thanks for all your hard work.

FREQUENTLY ASKED QUESTIONS

Q. Why should I choose ROAR and what's Moxie?

A. ROAR has been developed by leading Wellington-based design agency Moxie Communications. Our skill is in creating enduring brands and visual communications which achieve strong impact with their audiences, and which will stand the test of time. We really get what it takes to make great reports and documents whether they're on or off-line and have nearly 30 years of experience working with leading national organisations in the creation of ground breaking — often award winning — reports and documents. Our tried and tested process supports people in the design of versatile online documents that produce great results.

Q. How can I be sure the design quality will be as good as I'm used to with the print version?

A. We bring all the experience and skill in our repertoire to ROAR projects that we do to any other design project. ROAR has been developed to allow maximum design choice and configurability for each document or report. The aim is not to commoditise design or serve up a software as a service model. ROAR is simply a tool that allows us to do what we do best; design high calibre visual communications using the web as the channel.

Q. Will it take more time than our printed version currently does?

A. We follow a design process intended to make producing your online document as easy and stress free as possible. We hold a kickoff meeting to understand your desired outcomes and agree a timeline and key milestones that will shape the project and ensure the demands on your time are contained.

Q. How much does it cost?

A. The cost of each project will vary depending on the size of the document, the complexity of design and the level of infographics, animations and video content that is required. We can include custom add ons if our extensive feature set doesn't cover off everything you want to do. We always estimate work up front and bill to estimate unless the scope of the work has changed significantly at your request. Prices for our standard ROAR option start at \$7,000.

Q. How do I let people know about my document?

A. As part of our service, we provide a list of ways to promote your online report.

Q. Will ROAR work for small documents/brochures?

A. We can work with documents of any size in ROAR. The decision about whether to take a document online is more about the purpose of the document and the audience(s) for it. Talk to us about what you'd like to achieve and we can help you decide if ROAR is the right answer.

Q. What do I actually get and how do I deal with it?

A. The static-site generated by the Moxie ROAR application is a .zip file containing one or more HTML pages, one concatenated CSS file, one concatenated and minified Javascript file, and a folder of assets which will include images, videos, and likely PDF content. There will be exactly one HTML document named index.html by convention, such that a standard web server should be able to serve the contents of the unzipped directory without any additional configuration. You also get a print-ready version (if required). This can be loaded into your microsite as a Downloadable PDF.

Q. Where does the microsite get hosted?

A. It's a static website that is provided as a .zip file which can either be hosted on your server or ours. All you have to do to access it is create a link from your website, or it can be a standalone site if you'd prefer.

ABOUT MOXIE

ROAR is the brainchild of leading Wellington-based design agency Moxie Communications. Moxie combines years of sustainable market insight, brand and communications design and strategic thinking.

"Our skill is in creating enduring brands and visual communications which achieve strong impact with their audiences, and which will stand the test of time. Developing ROAR was a natural extension of our commitment to ensure our clients stay ahead of trends in reporting and documentation. With nearly 30 years experience working with a wide variety of organisations, we really get what it takes to make ground-breaking — often award-winning — reports whether they're on or off-line. ROAR allows us to fully harness the power of the internet, but the real alchemy remains in the calibre of design thinking that goes into any report we work on, supported by our tried and tested process. Because we believe in practicing what we preach and this online brochure has been created using the ROAR platform. Our clients love ROAR, I'm sure you will too."

For an online experience of this brochure, visit www.moxie-roar.com/readytoroar

Frances Manwaring
 Managing Director
 Moxie Communications



Red Cross / Annual Report, 2011



Sport New Zealand / Governance Report, 2016

At the forefront of corporate and statutory reporting for nearly 30 years.



SPCA / Annual Report, 2009/10



Greater Wellington Regional Council / 2014



Ministry of Transport / 25 Years of Travel in New Zealand, 2015



Ministry for Women / Women in New Zealand, 2016

Ready to ROAR?

Call 04 802 3976

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ROAR