



## CASE STUDY: **ComEd's ANNUAL DIVERSITY & INCLUSION REPORT**

Diversity and inclusion are integral parts of many companies' cultures, but bringing those values to life in a meaningful way that engages employees and adds appeal requires creativity.

For four years and counting, JAK has helped Chicago-based utility ComEd make an impact with its annual diversity and inclusion report. Each year, our work on the report enhances our client's corporate image while igniting excitement about a core organizational objective.

### THE CHALLENGE

ComEd had been long-dedicated to empowering employees with a breadth of backgrounds—and supporting and promoting diverse businesses and organizations in the community. They were ready and eager to communicate that commitment to diversity and inclusion to employees and external stakeholders through a fresh, readable report that would celebrate achievements and spur further efforts.

JAK was given a Word document and a few photos as a starting point. Other contributions were to be added by various individuals from within the company. JAK was to bring these seemingly disparate materials together in a brand-true booklet that would inspire confidence and pride.

### CONTACTS

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### THE SOLUTION

JAK turned a myriad of moving parts into a powerful celebration of the client's company culture.

ComEd's inaugural diversity and inclusion report, published in 2014, shined a spotlight on individual employees. The report was titled *A Whole New Light* and featured the diverse interests of select employees. Each eye-catching profile included a personal statement. JAK artists enhanced the employees' portraits with an oil painting effect and impressive framing. Innovative treatments and strategic placement also drew attention to all the other components of the report: relevant statistics, recent company awards, news reports and photography, and corporate statements and objectives.

Throughout the process, JAK proofreaders scoured the document, ensuring consistency and correctness.

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### THE RESULT

#### People read the report!

In 28 pages (with 40 photos, 17 quotations, and dozens of logos, headlines, subheads, and callouts) the report brought home the reality of ComEd's full commitment to all of its extraordinary employees.

#### In the words of the client:

*"The initial response ... has been tremendous. ... Adults are turning into wide-eyed kids and finding themselves looking all the way through the report from front to back. Thank you for helping us to achieve our goal."*

Since 2014, ComEd has turned to JAK to deliver its diversity and inclusion report again and again, trusting us to bring new ideas and innovative creative themes each year. We're happy to announce we've done just that.

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