



Wireless world on paper.

> The Background

Harrison-Green (HG) provides investor relations services to Sierra Wireless. Serengeti is the design studio of choice for Harrison Green, and has designed and produced every Sierra Wireless annual report since the company's IPO in May 1999

> The Process

Serengeti acts as an integral part of HG's creative team. Serengeti is responsible for concept creation, design and production. Serengeti works hand-in-glove with HG's writer and the client, to formulate an appropriate strategy for each annual report.

> The Project

2002 brought tough economic challenges to the wireless market and Sierra Wireless responded by highlighting how their products provided real-world solutions that demonstrated solid returns on investment for customers. For the 2002 annual report, the above strategy was translated into the theme 'Solutions for a wireless world'.

The communications objective for the annual report was to highlight four important customer case studies that would underline the theme of solutions that have a proven return on investment for the customer. The challenge for Serengeti was to use stock photography as a way of making these case studies come to life for the reader. Serengeti also created a visual motif that ran throughout the report to reinforce the 'wireless world' theme.

The client wanted to try and economize on the printing costs for this report. It was decided that the financial section would be printed and bound as a separate document and slipped inside the back cover of the main document. This allowed the financials to be printed in black and white and on less expensive stock.

> The Results

The 2002 annual was the most visually stunning report that Sierra Wireless had published thus far. The client decided to use the front (full colour section) as a marketing communication piece as well as an investor relations piece. And Serengeti has gone on to produce the 2003 and 2004 annuals for this prestigious client.

Sierra Wireless, Inc.

Sierra Wireless is a global leader in providing wireless communication solutions that enable mobile professionals to improve their productivity and lifestyle. The Company has a unique ability to design and market the industry's most differentiated and reliable wireless solutions, while providing customers and partners with world-class support.