



Grand Prix Award

Best overall communication of company investment proposition

Award Description

We are looking for evidence of clear and concise communication of an investment proposition, considering the channels used and consistency of messaging.

The investment proposition is a clear narrative of the proposition to equity and debt investors. Areas that could be included to indicate the investment proposition are:

- Strategy
- Business model
- Sustainability and risk
- Market position
- Differentiating, and competitive advantage

Investors should be presented with adequate information to give context to the investment proposition as well as sufficient detail around current performance and future prospects.

Judges are looking for evidence that the company's is presenting a holistic approach to their investment proposition and it is clear and easy to comprehend for all investors. The award will review the effectiveness of all channels used, looking at messaging and consistency in corporate reports, presentations, announcements, the corporate website and other online tools.

Categories: *FTSE100, FTSE250, Small Cap & AIM, and International*

Entry requirement

Qualitative assessment 50%

In 500 words or less write a statement to tell us about your work referring to the recommended sections below (i.e. background, strategy and approach, delivery channels and success criteria). Ensure that your entry helps to emphasise how you have successfully addressed the following IR principles:

- Having an investment case that is concise and clearly communicated.
- Helping investors, analysts and others to understand a company, such that there is a fair and orderly market in its shares.
- Meeting or exceeding all regulatory requirements around disclosure.

Background

Describe the market or industry context and where your organisation/client fits in that environment, including reference to your relationships with investors and other key stakeholders and their demands.

Strategy and approach

Explain your approach to the communication of your investment proposal. Explain the channels you used and reasoning behind them. What are your external and internal key audiences and how does this shape your communication objectives?

Success criteria

Evidence that your objectives were met and that your communications were effective and has assisted investors. Were there any relevant quantifiable results? This could be supported by quantifiable or anecdotal results or unexpected outcomes.

Quantitative assessment 50%

What we look for

1. Strategy, management and positioning – 25%

- A clear, concise and easy to understand investment proposition which investors and those without specific sector knowledge would understand.
- A consistent investment proposition across all communication channels.

2. Content considerations – 25%

- Clear and consistent communication of your company's investment proposition, which provides a true reflection of strategy, business model and risk.
- Clear context for your company's investment proposition and adequate detail on current performance and future prospects.
- Clear linkage to strategy, business model, financial performance and KPIs, and risk from the investment proposition consistently across all communications.

3. Communications strategy, design and tactical delivery – 25%

- An effective use of all communication channels to present the investment proposition in an engaging way.
- Concise and clear messaging.

4. Ongoing development and effectiveness – 25%

- Impact of communication of investment proposition to investors.
- Evidence that clear communication of investor proposition is improving understanding, engagement and enabling better investor decisions.