



## **2018 Grand Prix Award**

### **Best overall communication of company investment proposition**

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

#### **IR principles**

Please note that for all awards categories, companies need to emphasise how you have successfully addressed the following IR principles:

- Having an equity story and investment case that are clearly communicated
- Helping investors, analysts and others to understand the growth and value drivers of a company, such that there is a fair and orderly market in its shares
- Meeting or exceeding all regulatory requirements around disclosure

#### **Award Description**

The investment proposition is a highly compelling narrative of a company's competitive advantage and differentiators that results in heightened engagement with equity and debt investors. We are looking for evidence of clear and concise communication of an investment proposition, considering the channels used and consistency of messaging.

From a content perspective companies will make reference to a simple description of the investment proposition summarising the financial position of the firm, market opportunities, strategy and risks for example, supported by data that evidences the investment narrative. Presentations and other channels will make use of material from the Annual Report and include a reasonable level of strategic content.

Communication of the investment proposition will focus on a number of different channels including the: annual report, investor presentations (results and general) and corporate websites supported by moving image. Leading communicators will also include supporting materials and data such as up-to-date Factsheets and Excel downloads and will be innovative in their approach.

Overall Judges are looking for evidence that the company's is presenting a common and differentiated approach to the communication of their investment proposition and that it is clear, consistent and actionable.

## **Entry requirement**

The award is assessed on an equally weighted qualitative and quantitative basis.

To be considered for the award you only need to provide a statement in relation to the qualitative element, so in 600 words or less write a short statement referring to the following:

### **Qualitative assessment**

#### **Objectives**

- How has the importance of the investment proposition evolved in the context of your communications strategy?
- What attributes of the investment narrative are you trying to elevate (financial, operational etc)?

#### **Communications**

- What is your approach to the communication of the investment proposition and what channels (Annual Report, Website, Presentations etc) do you use?
- What are the principle elements of the investment narrative?
- How do you create consistency across various channels?

#### **Outcomes**

- How do you measure the effectiveness of your investment communications and the integrity of your proposition narrative?

### **Guidance notes**

For the quantitative element, assessment criteria guidance includes:

#### **Content considerations**

- Communicates true reflection of strategy, business model and risk
- Provides adequate detail on current performance and future prospects
- Provides clear linkages to strategy, business model, financial performance and KPIs, and risk from the investment proposition consistently across all communications

#### **Communications strategy, design and tactical delivery**

- Demonstrates an effective use of all communication channels to present the investment proposition in an engaging way, accessible and open way

#### **Ongoing development and effectiveness**

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