

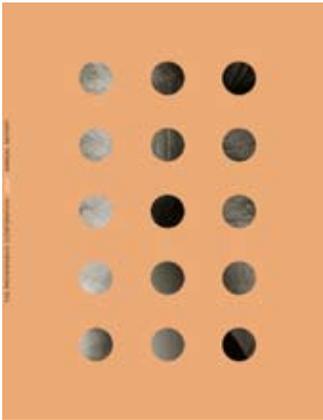
Applied Arts

CANADA'S VISUAL COMMUNICATIONS MAGAZINE

**ANNUAL
REPORTS
WITH
IMPACT**

Design firm: Nesnadny + Schwartz, Cleveland

Client: The Progressive Corporation (2002)



How we got the job: At 21 years and counting, Nesnadny +Schwartz relationship with The Progressive Corporation, an auto insurance company, has lasted longer than most marriages. “There aren’t that many relationships in the business that last this long,” says Mark Schwartz, N+S’s president and creative director. They keep things fresh not only by “trying to do better than we’ve done before,” but by understanding that the company is continually changing he says. “It’s trying to respond to that change”.

What happened next: Because they work with fine artists who need ample time to create, N+S usually comes up with a creative concept and commissions an artist in September-months before the December 31 year-end. For the 2002 report, in the wake of Enron, WorldCom and other corporate debacles, Progressive wanted to highlight its transparent organization and reporting system (at the time, it was the only Fortune 500 company to report its results monthly, rather than quarterly). To illustrate their client’s willingness to “bare all”, N+S hired the renowned octogenarian photographer John Coplans, whom until his death in August 2003, used his own nude body as a subject. The artwork was finished in December, which is when production typically begins, with the text and financial data rolling in between mid-month and February 1. As is the case with most of the shop’s work for Progressive, the final design didn’t change much from the original concept. “Progressive is one of those clients that has a great deal of trust in us,” says Schwartz. “We go through lots of design permutations internally but we generally only present one solution.”

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