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2002 Financial Review

Week of May 12:

site of the week: The Progressive Corporation 2002 Annual Report

This online experience is as pointed, relevant and visually-interesting as a printed annual report. ... GO

The Progressive Corporation 2002 Annual Report

The 2002 electronic annual report communicates corporate and financial information to shareholders, employees, directors, potential investors and analysts, as well as various local, state and national governmental agencies and the general public.

Like any annual report (print or online) it balances style and substance in a way that visually boasts the company's accomplishments while still presenting the company's successes accurately. But, more than anything, it strives to illuminate and articulate the way that the company is run. Through the use of playful interactivity the developers achieved an experience for the report that was unique and Web specific. The concept for this year's report—transparency.

It's the lack of superfluous content that make the site an efficient and useful source of information. Standard annual report content is nicely partitioned and presented with one standout accessory— honest and unflinching black-and-white photographs of/by 82-year-old artist John Coplans. The photographs are used sparingly but efficiently adding interest and graphic detail to the pages without ever overshadowing

the business content. While many online annual reports are straight HTML text, this site, thanks to a Flash interface used primarily for smooth, interesting transitions, is also a gratifying on-screen presentation.

A common and consistent interface guides visitors through the pages and the navigation is straightforward with intuitive elegance. However, just as there are endless ways of reading the same information in a booklet, the developer has provided a flexible, yet simple, set of tools and choices for viewing content. Visitors can quickly grasp the company's message—without having to endure a linear presentation of dry business data. Color-coded navigation bars and continue buttons enable visitors to read from the beginning or bounce to a particular section. For convenience, links back to Progressive's main site are always available at the top and bottom of every page.

An effective sniffer code from the home page seamlessly provides an alternate version if the user doesn't have the Flash plug-in installed.

Mark Schwartz/Joyce Nesnadny, creative directors

Cindy Lowrey, art director

John-Paul Walton, programmer

Cindy Lowrey/John-Paul Walton/Michelle Moehler, designers/animators

Glenn Renwick, The Progressive Corporation, writer

John Coplans, photographer

Nesnadny + Schwartz, project design and development

The Progressive Corporation, client

Web site: www.progressive.com/AnnualReport

Web site: www.NSideas.com