

# An integrated sustainability strategy calls for an integrated report

SAVAGE BRANDS



Entergy Corporation manages and measures overall performance by the impact on all stakeholders. The time had come to visibly represent the message that sustainability is part of its core strategy, values and brand. The result? The company's first integrated online accountability report uniting the financial and sustainability story, reaching owners, customers, employees and communities with a clear, singular message.

## THE RESULTS

 **6K** 6,300 VISITS  
(IN FIRST 8 MONTHS)

 **▲40%** 40% EMPLOYEE  
TRAFFIC  
(KEY AUDIENCE)

 **800+** OVER 800 IOS  
APP DOWNLOADS  
(IN FIRST 8 MONTHS)

### IMPLEMENTING A GOAL OF REACHING ALL AUDIENCES

The leadership team's vision – one message for all stakeholders – shaped the report's core message, content and format. With both a responsive website and an app, the digital report put important information directly in the hands of the audiences.

### TAKING THE THEME OF LINKING FURTHER: TRUE INTEGRATION

Whereas many "integrated" reports feature a sustainability report with a separate annual report under one cover, this one interwove the content and sent a cohesive message to all audiences. Audience relevancy increased by having stakeholders tell their points of view through featured videos and landing pages throughout the report.

## HOW SAVAGE HELPED ENTERGY TELL ITS STORY



### BOILING IT DOWN TO THE CLEAREST POINTS

The theme was something Entergy's leadership had been focusing on all year: clarity. The integrated report was a vehicle for providing clarity and for paring down Entergy's explanation of who it is as a company. Instead of trying to describe the pillars of its complex business strategy, the report boiled the message down to core values and key strategic imperatives.

### SHOWCASING PEOPLE AND LEADERSHIP

Entergy is a people-focused company, but its reports have not always reflected that. By featuring its people at work in photography, videos and messaging, and by focusing on the benefit of its strategies to each stakeholder, the report helped demonstrate the company's commitment to people. The online format also provided an opportunity to reinforce the strength of its entire leadership team.

### ACCOMPLISHING BOLD BRANDING GOALS

With the diverse audiences that needed to understand Entergy's message, an integrated report was an effective strategy – audiences could see the company holistically and evaluate performance beyond financial results. More than that, by integrating sustainability into the core company story, Entergy demonstrated that sustainability is not just a "bolt-on" strategy for it; it is an integrated part of its business and vision.

Visit the Entergy Integrated Report: [Online Here](#)

