

U.S. Bank

Client: The corporate marketing department at U.S. Bank.

Project Background: In 2007, U.S. Bank wanted to emphasize and receive recognition for its hard work in creating a diverse, community-focused, and environmentally friendly work environment.

Supplier Diversity: U.S. Bank has a well-developed supplier diversity program and aggressive goals to increase its diverse supplier base.

Diversity Training: U.S. Bank offers comprehensive courses to its employees on diversity training to ensure a positive and uplifting work environment.

Community Service: U.S. Bank donates countless hours and funds to support community organizations, including Habitat for Humanity and the United Way, among many others. U.S. Bank also matches donations made by its employees to some charities.

Environment: U.S. Bank created a new division to take steps towards improving our environment including stronger recycling programs, investing in low carbon emission technology, and supporting alternative energy companies.



Project Specifics: Understanding that it had many achievements to be proud of, U.S. Bank wanted us to create a Corporate Citizenship Report that could also be used for the Global Reporting Initiative (GRI). We conducted division manager interviews and performed original research in the following areas:

- Supplier Diversity Director to learn about the supplier diversity program
- Human Resources to learn about the employee benefits programs and the commitment to hiring diverse team members
- Corporate Marketing to learn about U.S. Bank
- Community Outreach to learn about the community service initiatives
- Environmental Director to learn about the conservation efforts

After multiple rounds of copy writing, editing and proofing, we laid out the entire design of the report (32-pages).

We purchased the photography that were used throughout the report.

We created the bar graphs and pie charts based on the financial information provided to us.

We identified all the areas that related to the Global Reporting Initiative to create a GRI Table that was presented on the last page of the report.

We created 20 versions for GRI purposes and printed 50,000 copies of the Report.

Finally, we created a PDF for online viewing.

Results: U.S. Bank was so impressed with our work that we were given several more projects, and we are currently working on additional 12-page brochure projects for various banking divisions.

