

HERE COMES THE SUN!

Powered by the sun, delivered by mail, Austria Solar's innovative annual report appears out of nowhere, earning respect and grabbing attention.

Once, a creative director was reading in sunlight and couldn't see his notepad due to the intense glare. It was this experience that helped him see the light – and uncover an opportunity to attract attention.

The Austrian solar association represents all the important solar energy providers in Austria. It wanted its annual report to be much more than a dry recitation of financial data and the obligatory CEO message. It needed political and financial opinion leaders to notice.

The annual report didn't simply talk about the power of solar. It demonstrated it in a unique way, using a particular technology out of context for the first time.

When the report was sent in its foil package to European Union members and stakeholders, all they saw inside was a book of blank white paper, along with instructions to read it in sunlight. In reality, it was solar-powered media. When UV rays fell on the apparently blank pages, the text, graphics and images all became visible, bringing Austria Solar's story to life. Sky-blue and vivid-yellow graphics further positioned the message.

Overwhelmed with orders, the 2011 annual report had to be reprinted to meet more than 400 requests from all over the world, including Ernst & Young, the Office of the Austrian Federal Chancellor, TED Conferences and Greenpeace. It goes to show that the sun never sets on a great idea.



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