

The Royal Parks

Annual Report

Brief

The Royal Parks are a national treasure and are administered by an organisation whose sole function is to make our lives richer and happier. The Annual Report is laid before Parliament each summer, and is both an opportunity and a requirement to explain the work of the past year.

Solution

Based around the concept A Day in the Parks, this report uses a diary narrative to explain the work of The Royal Parks. Using bespoke photographs and copy, it follows various activities and people within the eight parks administered by TRP, from sunrise to sunset. The timeline concept enabled the development of a story within a story, illustrating both the obvious and the little known.

Result

By all opinions, a successful report. This subsequently led to chacha winning the commission for the next two years.

