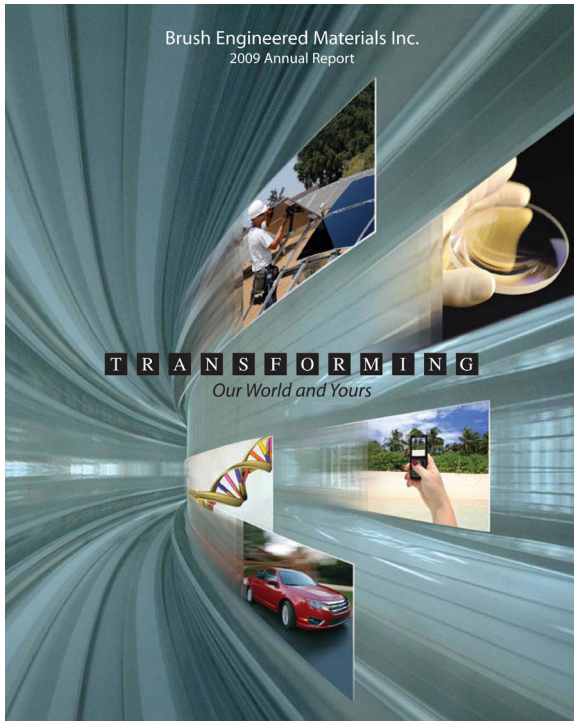


CASE STUDY

BRUSH MATERIALS INC.

Annual Reports



Client Situation:

As a publicly traded company on the New York Stock Exchange, Brush Engineered Materials Inc. is mandated by law and regulation to comply with very explicit financial reporting requirements. Yet, the company's annual report filing presents a far broader and more strategic opportunity for effective communications to key stakeholders. With its annual reports, Brush Engineered Materials sought to chart a new course. The company wanted to capture and commemorate the accomplishments of the past fiscal year, but also to prove a clear and credible sense of its enviable position and promise for the future by showcasing its inroads into new and traditional markets, the breadth of Brush's global footprint and the ways the organizations brings it all together for customers

toward overall success. Moreover, the company adopted the growing trend of combining its annual report with the previously separately published form 10-K to create a 10-K wrap, nearly doubling the document length, but creating new efficiencies in effort and cost, and simplifying its offering of investor relations materials.

Tactics:

Interviewed and consulted with more than 15 managers and technical experts at the company to uncover the specifics that engage readers. Reviewed and selected case study feature stories to show the strong bond that Brush has with its customers. Wrote and edited spreads according to theme and in adherence to deadlines. Reviewed hundreds of photographs, managed a photography crew in the capture of application photos and blend them with additional visuals according to theme. Assessed quality of annual reports among peer corporations

Results:

Today, six analysts cover Brush Engineered Materials compared to two in earlier years. Brush management indicated the annual reports were their best in the past 10 years. The friendly design and writing of the annual report style has encouraged readership. Requests for copies from annual report fulfillment services have increased. Internally, morale has improved through the recognition of efforts by and among business units. Stock price increased after publication of the annual reports.

PRSA Cleveland Rocks Awards for Two Annual Reports

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