

## CASE STUDY

# Qualcomm

Taking corporate storytelling to the next level.

### SITUATION

How does a wireless technology leader maximize the impact and global reach of its corporate story?

For more than a decade, Baker worked with Qualcomm on its annual corporate overview, the company's most significant vehicle for communicating its business strategies, goals and performance. Through the most recent overviews and a brand awareness campaign launched in Washington, D.C., Baker had helped Qualcomm evolve its story to describe how its new wireless technologies positively impacted people's lives. Now with its latest overview, the company wanted to reinvent how it approached this visible piece and to take its corporate story to the next level in both form and content. Qualcomm's goals were not only to feature its business achievements and market opportunities, but also to reach audiences beyond the investor community. The company wanted to show the world how it was accelerating mobility and revolutionizing the way the people interact.

### SOLUTION

Baker's approach was to create a sophisticated online experience in addition to a printed piece and short summary version. Collectively, these pieces personalized the Qualcomm story by telling it from the perspective of the end-user, rather than by simply highlighting the various technologies. The online overview built on the content in the printed materials and enriched the story by integrating video to engage viewers in a memorable and emotionally compelling way. Finally, to address the company's international footprint, Baker translated the microsite and summary version into six languages: Mandarin, Japanese, Korean, Portuguese, Spanish and UK English.

### RESULTS

Recent statistics showed that the online overview was the second most highly trafficked area on qualcomm.com. That popularity, along with overwhelmingly positive user feedback, led Qualcomm to make it a permanent fixture on its site. Most notable was the presentation of the overview's introductory Flash video to five million attendees at the World Expo 2010 in Shanghai, a true testament to the global reach, resonance and relevance of the company's story — and storytelling.

#### CENTERS OF EXCELLENCE:

Corporate and Investor Communications

#### QUALCOMM PROGRAM COMPONENTS:

Annual Reports

Employee Annual Report

Company Overviews — Print and Online

Quarterly Fact Sheets

#### ↓ KOREAN ONLINE CORPORATE OVERVIEW

