

FIFA wins gold at global communications awards

SAN DIEGO, US: The FIFA *e-Activity Report* has won gold at the 2010 Spotlight Awards Global Communications Competition from the League of American Communications Professionals. Judged in the category *Online: Annual/Sustainability Report*, the jury awarded the digital report 96 out of a possible 100 points, and full marks for 'overall narrative' and 'overall visual design'.



The overriding aim of the digital FIFA Activity Report was to let the user discover the world of FIFA by taking three different journeys - without any borders. Each journey is represented by FIFA's specific colour coding with added graphic elements to support the tonality of each chapter. For example, the chapter *Develop the game* is coloured in water tones with clearly defined shapes, *Touch the world* has warm tones with vibrant wires and native elements, and *Build a better future* is enhanced with looping, intertwining strands in different grass tones.

The user is able to view a whole content section at a glance, which means each chapter is shown on a single page and can be fully explored simply by scrolling down. Corresponding graphic enhancements allow the user to delve deeper into the content where desired. The user can also download a PDF copy of the original FIFA *Activity Report*, or flick through the pages online as an e-magazine.

[Take a look for yourself.](#)