



E\*TRADE

## Online Corporate Report



E\*Trade Financial wanted to create a non-traditional online annual report, so Broadstreet designed an in-depth multi-level user experience enlivened by eye-catching animation and dynamic infographics. Focusing on the signature graphics of the firm's consumer campaign ensured the branding remained intact while taking advantage of the unique possibilities of online technology.

Engaging and immersive and informative, the report created an exceptional experience for the world's first major online brokerage, which challenges the status quo in business throughout its history.