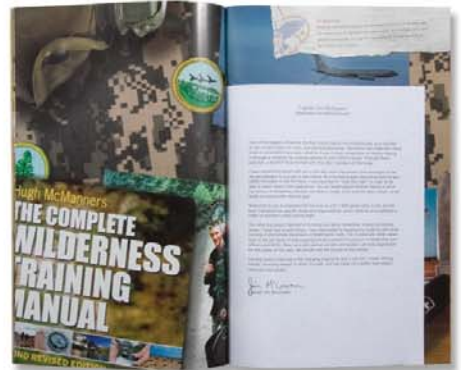
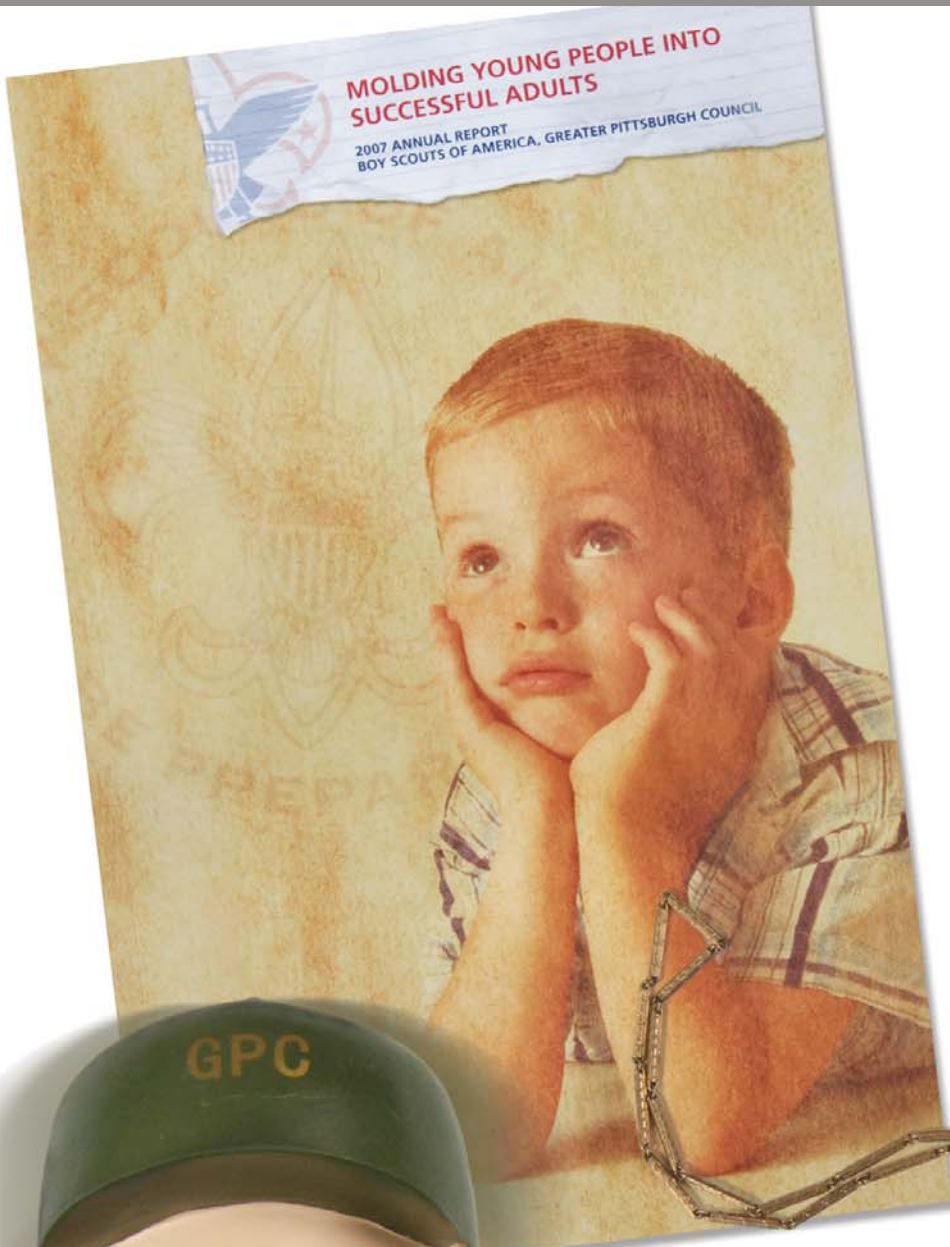


Nurturing Our Youth

Teaching values of responsible citizenship and personal honor, the Boy Scouts of America are committed to preparing today's youth to become tomorrow's successful adults. It is this century-long commitment that the Greater Pittsburgh Council needed to characterize its annual report.

To make it happen, the Council looked to Brady Communications for assistance with everything from collecting Boy Scout memorabilia and in-house photography to editing and design. The Brady Communications team developed a vintage scrapbook layout that featured testimonials from past scouts as well as up-to-date reports on the organization's 2007 activities.

The versatility of this annual report, with its timeless appeal and powerful testimonials, has allowed it to double as a brochure, helping the Boy Scouts' marketing dollars to work even harder – and stretch farther.



In Their Own Words

Individual testimonials were interspersed throughout the report, telling firsthand stories of successful adults who credit the Boy Scouts with providing the moral integrity that guides them every day.



Looking Back on 2007

In addition to the testimonials from a lifetime of scouting, the report also highlighted the past year's achievements, making a strong case for continued support of the organization.



Juggling the Details

The annual report drew its vintage scrapbook look from hundreds of pieces of scouting memorabilia - 90 years of badges, awards, photos and camping gear - that Brady Communications collected from the Council's archive and former scouts throughout the region.



Getting the Right Angle

Brady Communication's in-house photo studio allowed the team to get each shot just right - and keep to a modest budget.

