

2024

Annual Report

We build strategic
content production
and communication
management.

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Capturing the Zeitgeist

In 2024, content and communications didn’t just accelerate, they evolved. We chose to help lead that evolution. Content creation is no longer a commodity service; it is a strategic value proposition. At Indeks, we advance that value, shaping our partners’ visibility and impact to global standards through a content-centric communications vision.

This year we delivered close to 100 projects across a wide spectrum-from retail and finance to construction and technology, from investor relations to executive communications.

The answer to “Why Indeks?” is straightforward: we are curators. We don’t merely present information; we select it, structure it, and give it meaning. We don’t follow the rhythm of the agenda-we set it. With a single agency, clients access integrated, distinctive service.

We believe content should be designed, not just written. We combine that approach with Design Thinking. Every project is a journey in which we blend user experience, needs, and expectations with the tempo of the day. In reporting, we differentiate not only with strong narrative but with visual integrity, accessibility, and digital adaptation.

Within our Speaker Agency, we calibrate topic-speaker fit to the Zeitgeist through dynamic prioritization. At every event, we look beyond the stage to focus on content, context, and strategy.



Indeks in numbers: 4,000+ pages of content; annual and sustainability reports for 21 companies; corporate publications across 10 sectors; 50+ speaker representations; and an award-winning IR deck (Ebebek – TÜYİD). These figures reflect not only scale, but the depth of expertise we have built.

Bottom line: the world is accelerating. Effective content requires foresight and planning-not instant reaction. Impact happens when the right content meets the right moment and the right channel. Our job is to fuse ethics, aesthetics, and strategy to make that impact possible.

Yaprak Özer
Curator,
Indeks Content Communication
Indeks Speaker Agency

Working with Indeks

Competitive Advantages

Become a reference point with sustainable, original content. Keep audiences engaged with regular publications and become a trusted source.

Save time and resources. While your team focuses on the core business, we deliver high-quality content on schedule.

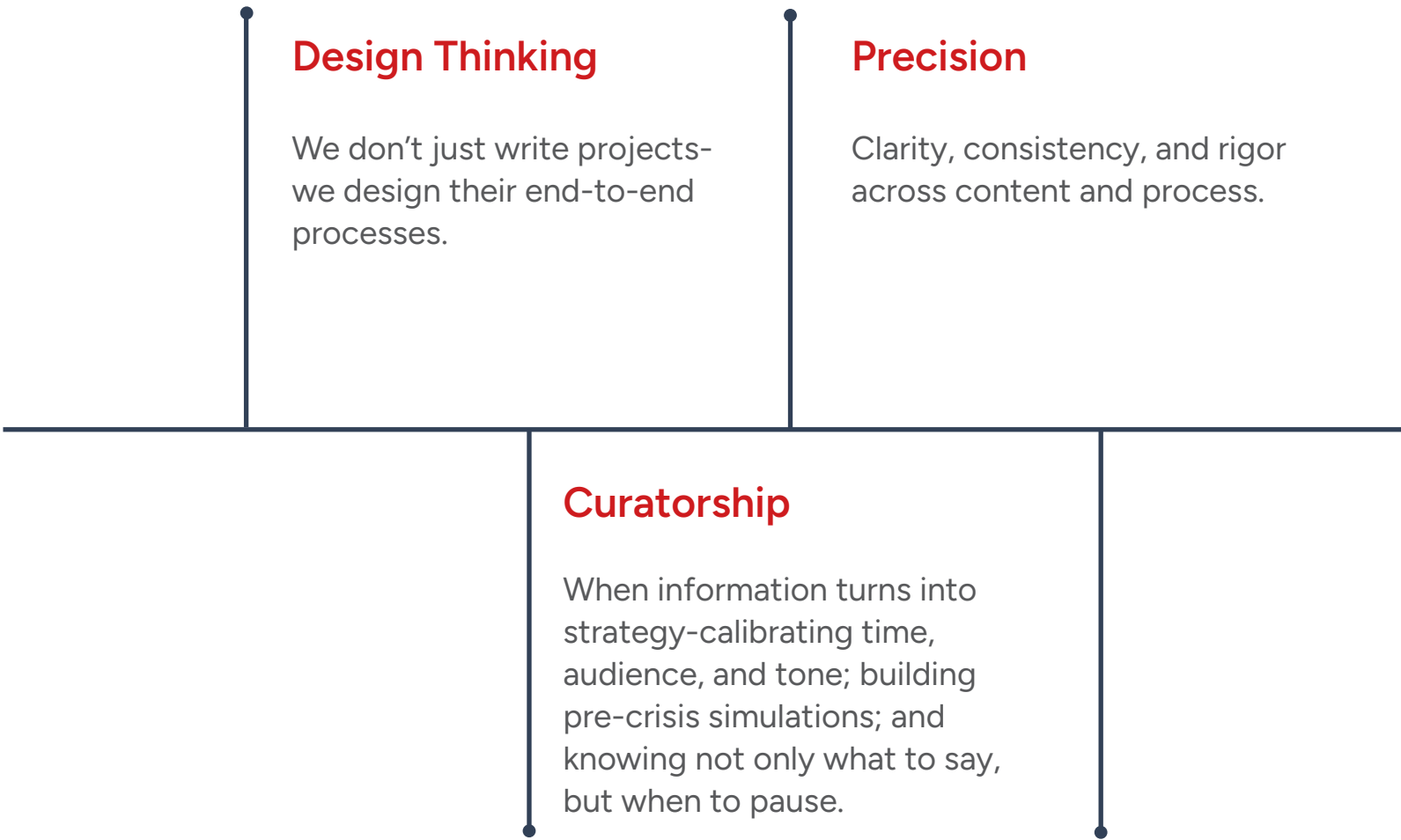
Achieve your goals with audience-fit messaging-tailored by platform and channel, including leadership and crisis communications.

Flexible production model: daily/weekly/monthly/quarterly output, research, interviews, blogs, articles, executive speeches, and social content.

Expertise; Innovation; Creative thinking; Strategic planning;

Creative design & visual communication; Reliability.

Our Differentiators



2024 Highlights

Content & Design

Use case: The Presidency Story — 20 events in 20 months, 38 speakers; learning trips and programs created an interactive learning space.



In the Speaker Agency, we do more than source names—we place meaning in the right context.

Güzel Yaşa: Evolved from a magazine into a living content platform; diversified channels and lifted engagement.

Year-round outputs: Weekly mailings; periodical magazine; interim reports; daily/weekly bulletins; investor decks; sector reports; blogs; social media.


ebebek projects win 2 awards:

A solid content architecture and layered narrative aligned to attention spans and financial literacy; outcome: a TÜYİD industry award. ARC Awards 2025 “PDF Version of Annual Report: Retail: Specialty Stores”



Reporting Services

Annual, sustainability, TSRS-aligned and integrated reports delivered end-to-end, content, design, execution, translation, photo-video, and digital reporting.

Year-round 

4.152 pages	21 companies	10 listed	
17 annual reports	3 sustainability reports	2 TSRS-aligned reports	1 sector report

Content development: Discovery and data intake; standards-compliant original copy; success stories; leadership messages; data analysis and storytelling.

Design & visual communication: Modern, easy-to-read layouts aligned with brand identity and the year’s core story.

Digital reporting: Interactive web/app delivery enriched with video and animated graphics; user-friendly UI.

Translation & language services: Multilingual translation, localization, editing, and proofreading for global stakeholder access.

2024 Highlights

Speaker Agency

Year-round 

For corporate events, conferences, trainings, and launches, we place the right voice on the right stage to maximize impact.

50+ speaker placements

10+ curated talks/meetings

10+ moderations

100+ talk topics

Strategy:

Expertise + audience + context + Zeitgeist.

Services:

Bespoke speaker development and matching; topic/content proposals; run-of-show; briefing and rehearsal; moderation and emceeing; ice-breaker.

Portfolio:

Business leaders, academia, technology, motivation, broader than the visible roster, with placement by topic–content fit.

Communication Consultancy

Through strategic and crisis communications, we help you build effective, consistent, and sustainable stakeholder relationships.

Media relations:
Press releases, interviews, media strategies—planned and executed with experienced consultants.

Crisis communications:
Preparedness programs, role-play, in-crisis and post-crisis steps, and bespoke scenario work.

Leadership communication
a confident cross-platform voice for executives; written and spoken content. reports; blogs; social media.

Internal comms & corporate training:
Cross-team collaboration, feedback culture, shared language, multilingual trainings.

Year-round 

10+ trainings

30+ scenario exercises

10+ on-camera simulations

We Transformed, Enabled, Reflected

Selected Client Experiences



Güzel Yaşa: Evolved from a magazine into a platform; trend-tracking and test-and-learn agility.



Investor relations — Across IR decks and annual reports, strategic recommendations and fast turnarounds added value to decisions.



A report aligned to corporate identity and strategic goals; professionalism and creativity turned it into a powerful asset.



Media-relations training tailored to senior leaders; scenario-based simulations strengthened practical skills.



İndeks İletişim ile 2021 yılından bu yana sürdürdüğümüz iş birliği, her seferinde aynı profesyonellik ve özenle ilerliyor. Gerçekleştirdiğimiz faaliyet raporları ve sürdürülebilirlik raporu süreçleri de hem içerik hem de iletişim açısından oldukça tatmin ediciydi. Ekip, kurum kültürümüzü anlayarak bizi en doğru şekilde yansıttı. Özellikle her aşamadaki hızlı geri dönüşleri ve yapıcı yaklaşımları bizim için çok kıymetliydi. Profesyonel, yaratıcı ve güvenilir bir iş ortağıyla çalışmak çok değerliydi.

Our References-2024

We thank all partners who trust Indeks.
Those with confidentiality sensitivities are not listed.

		 Kurumsal Kimlik ve Uygulamaları 2 Ekim 2018	
			
			
			
			

Our References



The full list is provided via QR code.



Milestones



2001

- Indeks founded;
- “Career World” on TRT2;
- conference curation for the CRM Institute.

2002

- First corporate magazine: Vesaire (Vestel);
- first Media Relations training.

2003

- indeksiletisim.com;
- Indeks Management Strategy Competition;
- first annual report;
- Yaprak Özer named WEF Young Global Leader.

2004

- Leigh Bureau representation in Turkey;
- Turkey’s first Sustainability Report (for Erdemir);
- content sponsorship of the 13th National Quality Congress.

2005

- Indeks Corporate Publishing;
- monthly “Indeks Gazette.”

2006

- “One-stop content communications” service launched

2007

- “Job Interview” TV program on CNN Türk.

2008

- First international Gold Medal with Doğan Holding’s annual report;
- foreign-speaker operations evolved into Indeks Speaker Agency.

2009

- Indeks Publishing; UN Global Compact signatory;
- KalDer “Management is Women’s Right.”

2010

- Academic partnerships;
- investor-relations reporting;
- customizable interactive annual report for Garanti Bank;
- Content Factory Ltd.; “Century’s Index”; first COP report.

2011

- 10th anniversary;
- record awards with Turkcell and Garanti reports;
- second COP report.

2012

- Corporate book and annual report
- covering the first decade;
- first overseas Media Relations training.

2013

- Digital leap; new websites;
- professionalized social media;
- content analysis/measurement.

2014

- Turkey’s first virtual content marketplace: Content Factory;
- Indeks AdvisorLine ecosystem.

2015

- Advanced digital transformation;
- SEO & social investments;
- 24/7 intake via sales panel.

2016

- Platform renewals;
- digital identity to speed proposals;
- rising social traffic.

2017

- Investor Relations app (two versions);
- personal branding/management;
- website overhauls;
- production partnerships.

2018

- Data-privacy (KVKK) compliance;
- video-led digital marketing;
- YouTube channel;
- International awards.
- e-books.

2019

- CRM and e-invoicing;
- website consolidation;
- archive migration to cloud;

2020

- Remote-work shift and infrastructure adaptation;
- advisory reframed.

2021

- Updated speaker portfolio and websites; new reporting products;
- online/hybrid services;
- leadership content.

2022

- Continued CRM/infra upgrades;
- new expert speakers;
- ongoing written/oral content.

2023

- Media/crisis advisory for a global brand with an international consultancy;
- Yaprak Özer joined the global trainers’ pool;
- Propeller Club Istanbul presidency.

2024

- SEO refresh;
- product diversification;
- AI embedded into workflows;
- growth via social and LinkedIn newsletters;
- Ebebek–TÜYİD award;
- Speaker Agency restructured.

indeks:

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www.indeksiletisim.com

www.indekskonusmaciajansi.com