

October 2023

# Animation & Film



Best  
Medium Agency  
2023



IC Consultancy  
of the Year  
2022

# We want to see a world where boring is banned!

Can you imagine that? A world where we don't have to settle for stale and stodgy, where the tedious is taboo and boredom is soooo last year. No one deserves the dreary after all!

So, we're on a mission to boot boring out the barn door through killer IC campaigns, daring design and sparkling digital innovation.

Everything we do starts with you because your audience are the most important people, right?

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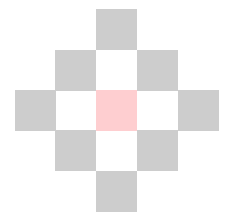
We get the **insight** we need to understand what makes your crowd tick and what motivates them so we can create campaigns made just for them.

We **make the complex simple** by surgically removing the BS and turn the mundane into the marvellous...

... and **we zero in on the problem** that needs solving, helping us to smash your targets through creative, bushy-tailed, and emotionally engaging comms.

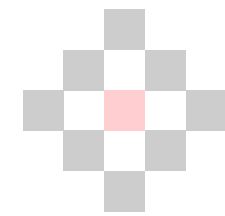
We'll **challenge you** along the way too... just don't mention the 'B' word and we'll get along just fine!

# What we actually do



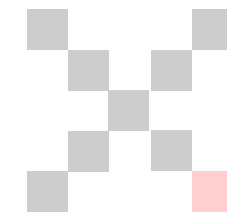
## Internal Comms & Change

We'll cut out the chaff, keep it simple and help you create and share engaging and impactful stories. It's our insight, our ability to pair solution-providing campaign strategies and activations with cool, creative content that keeps clients coming back for more.



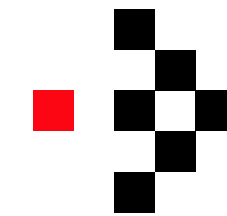
## Employee Value Propositions & Employer Brands

Come for the internal comms and stay for the EVP! So your internal brand is a little drab, and you're not getting your fair share of the talent out there. We get it. Our expert team can reinvigorate your employer brand, and make you dazzle for new recruits and existing teams alike.



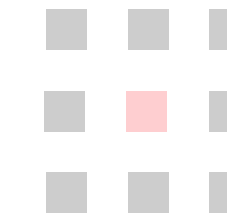
## Design & Brands

Bad design is soooo 2021. Because we get to know you before we even think about opening InDesign, we're one step ahead. We'll take your brief and turn it into something beautiful which just works across multiple channels and settings. It will hit your brief and maybe even take it to another level.



## Animation & Film

Real-life videos, talking heads, interviews, animation, GIFs, minimations, rich pictures, scripting, storyboarding – whether it's for internal or external audiences, we can bring your story to life through moving pictures.



## Digital & Virtual

We transform your digital solutions and bust the complex by designing, developing, and delivering multi-platform solutions for web and mobile apps, virtual events and online gamification.

# We're a team of creative sparks with forward thinking concepts and ideas

Meet a few of the animators and designers...



**Design Director**

## Paul Cohen

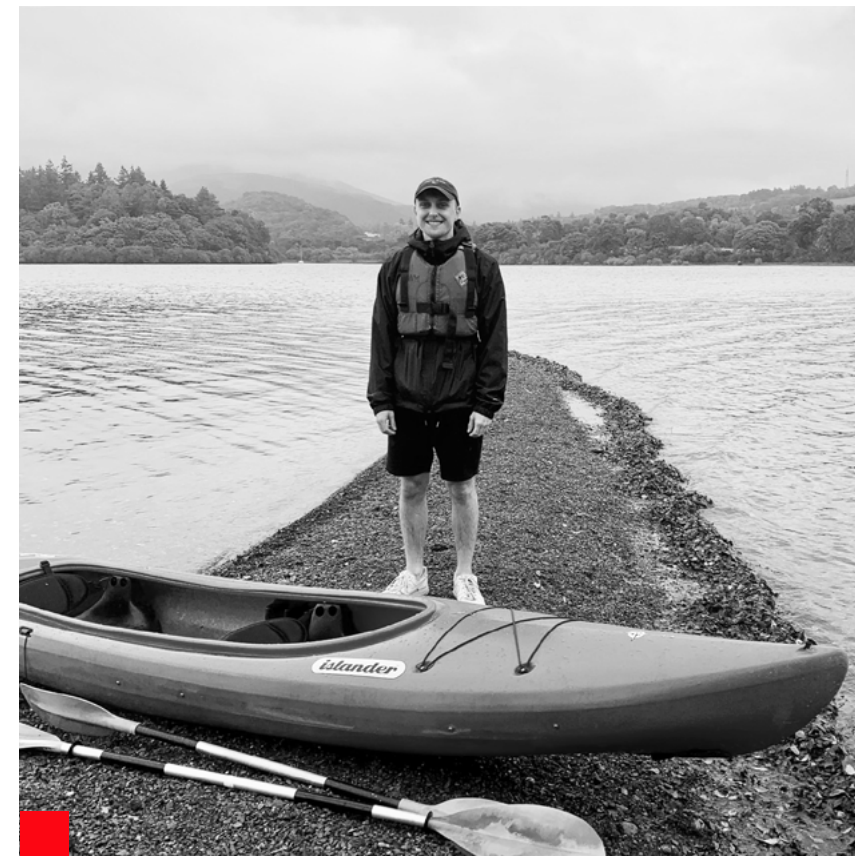
Loves all things Christmas and would like to be employed by Father Christmas one day. Paul, or PC as he's better known, creates beautiful, uncluttered and practical designs—a mere 1,785km from the North Pole!



**Creative Director**

## Nick Cordell

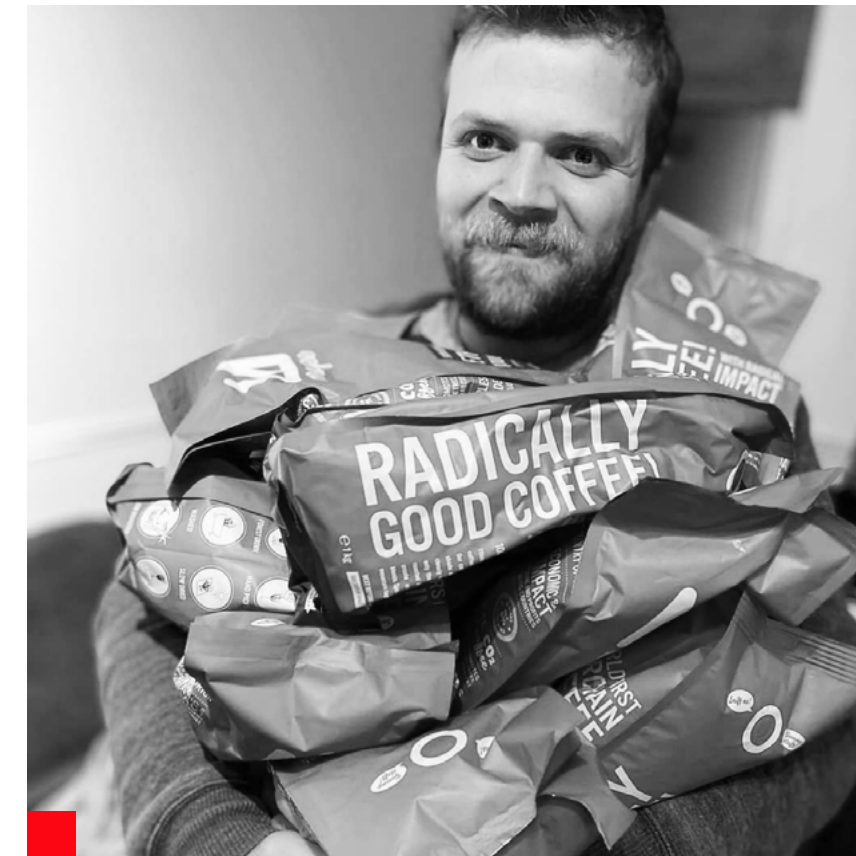
He likes to think he's an expert mountain biker, but Nick tends to spend more time in hospital after crashing than on the trails. No matter how incapacitated he is, he always comes up with design gold!



**Designer & Head of Animation**

## Bradley Poston

Normally found climbing up a wall or somewhere in the water, he's ready to make a splash on your animation or video.



**Junior Designer & Animator**

## Luke Jones

When he's not quoting catchphrases from Jaws or reviewing scotch eggs on his YouTube channel (ask him about the Australian special), he can be found magicking up seriously skilful animations.



**Senior Copywriter**

## James Blake

Senior Copywriter James once went out with an apostrophe. But it was too possessive. Copywriting jokes rock! When he's not writing, James will be playing the didge or swimming in the sea. Or both.

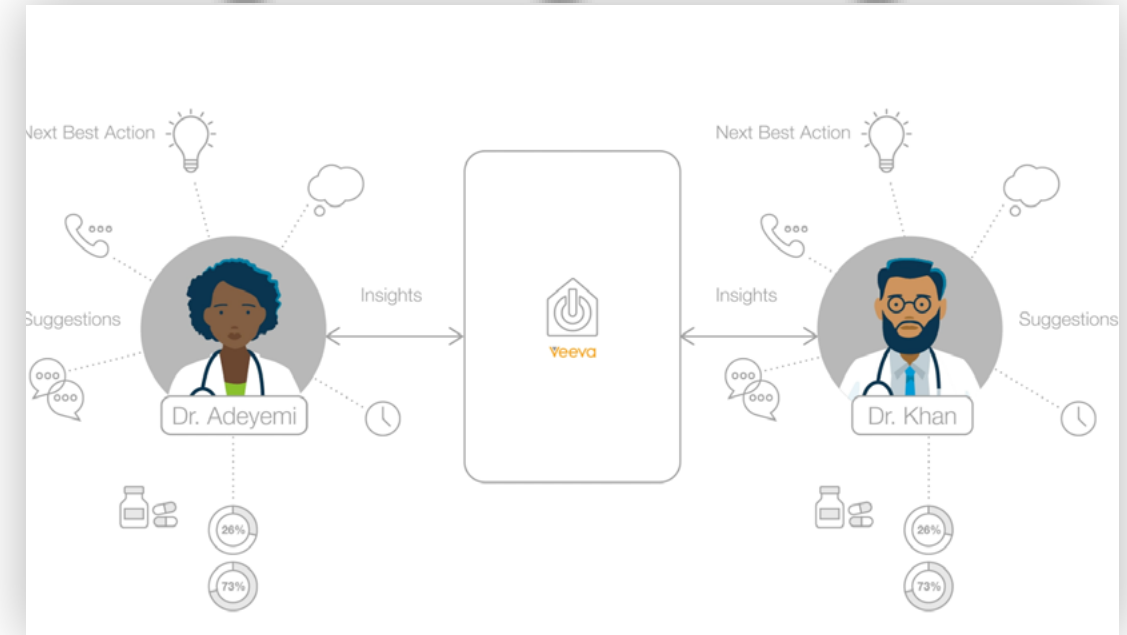
# Our work



surgery+



# Bayer Customer Powerhouse - animating the nine-to-five changes for HCP-facing teams



## Insight

Bayer needed something to clearly explain the considerable change in working practices their healthcare professional-facing team could expect from their digital transformation project, Customer Powerhouse. The new digitalised way of working would affect everything across their nine-to-five, impacting how they spoke to and reacted to their customers.

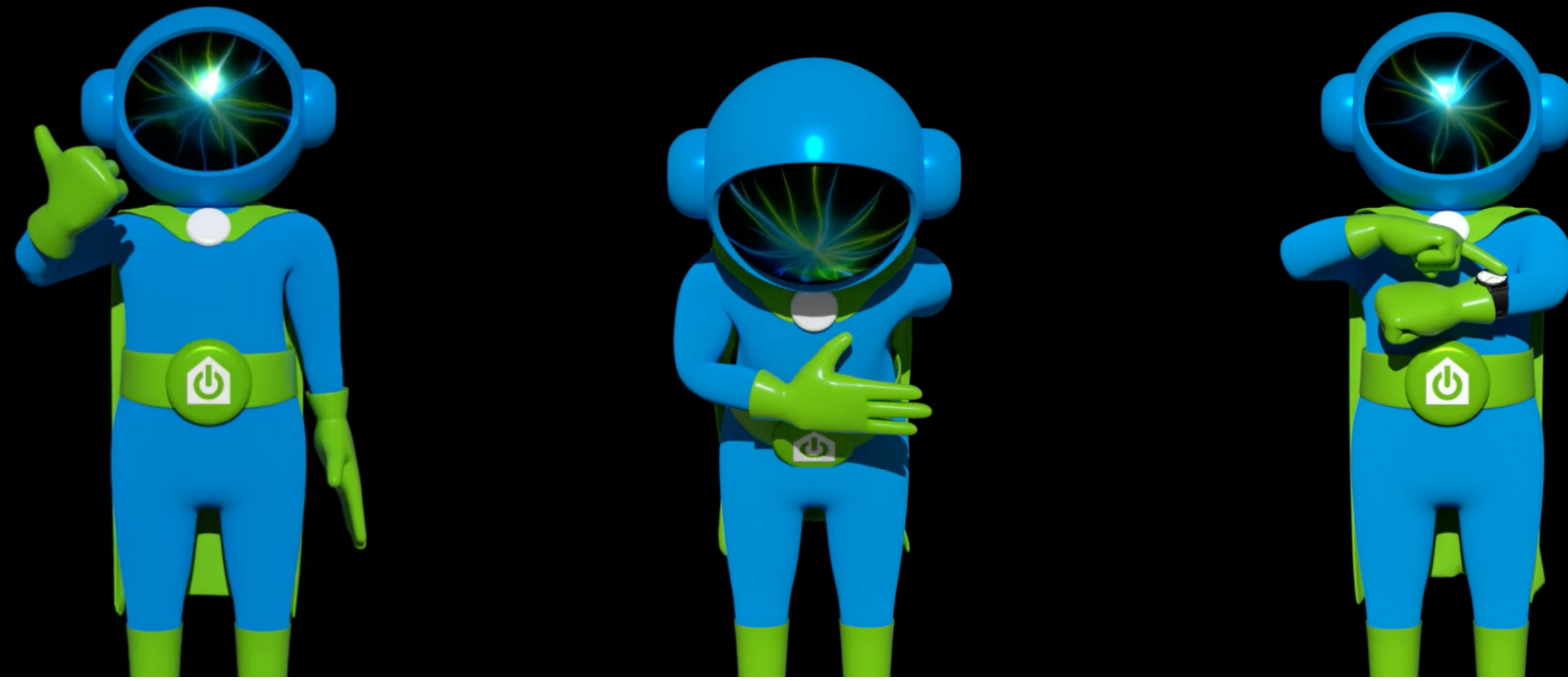
## Idea

Customer Powerhouse was a massive undertaking for Bayer. We needed to create something incisive to help create a positive mood and get across the crucial changes in practice. Picking up the nine-to-five idea, we created engaging animations for each affected group, following characters as they utilised Customer Powerhouse throughout their day.

## Impact

The animation series went viral inside Bayer via their Yammer channels, thanks to some internal comms messaging created by us to accompany the launch. Anecdotal evidence suggested viewers had a much better understanding of how the new way of working would impact them, so they could be ready for Customer Powerhouse ahead of launch.





I HAVE LEARNED SOMETHING!



# Animating Allie to keep Bayer agile in their work

## Insight

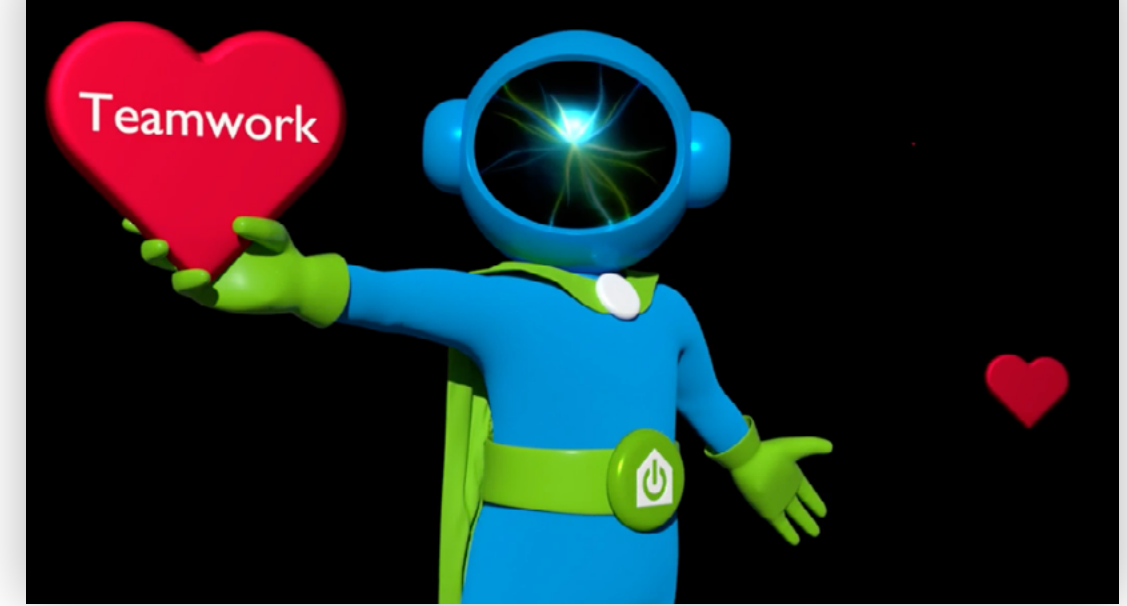
Bayer came to us to create some fun GIFs that they could use in meetings to react to what was being presented or discussed in the meeting.

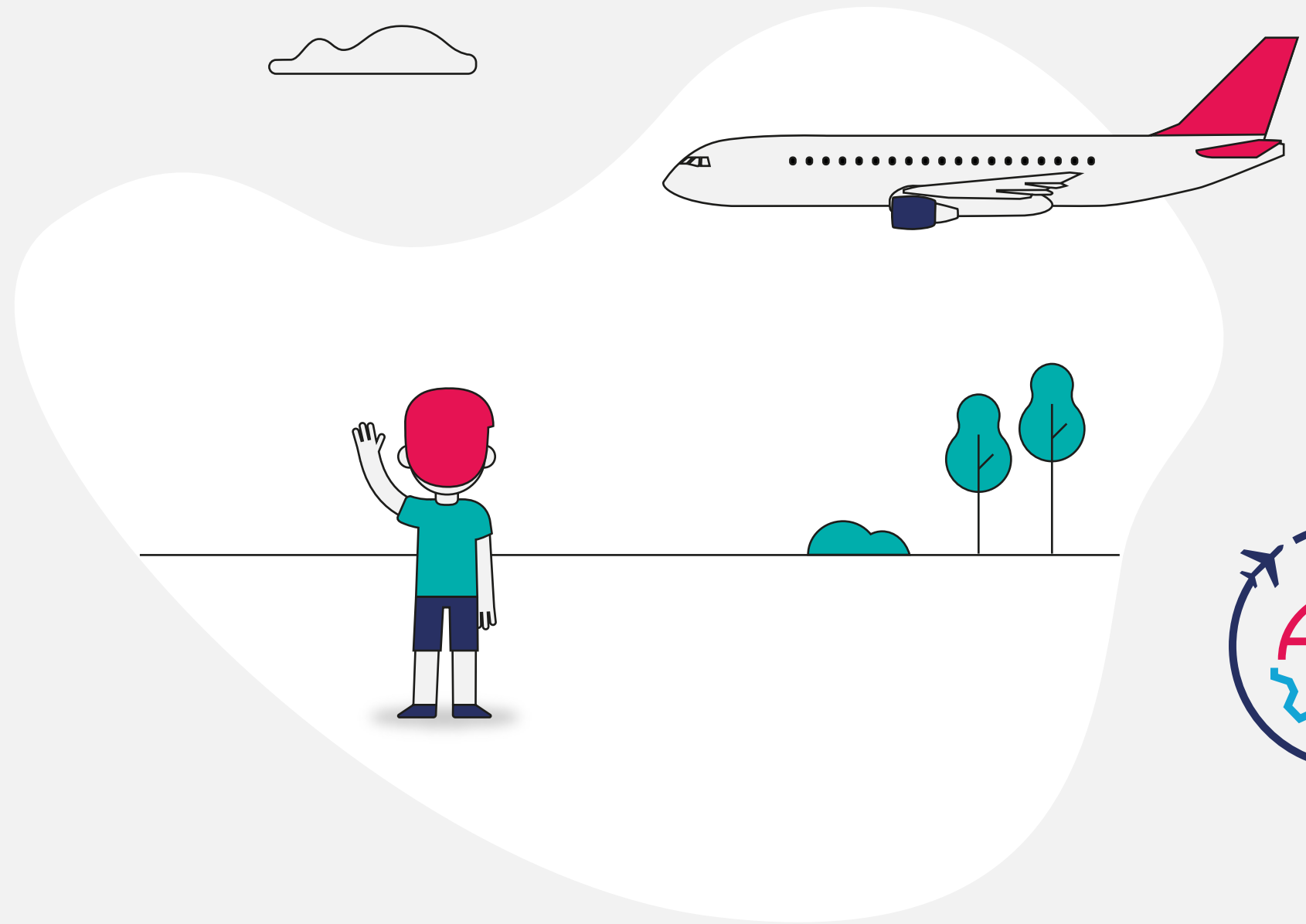
## Idea

We created the campaign's mascot as a 3D avatar that would act out the visual in the GIF. For example, 'time's up', or 'let's move on'.

## Impact

The client loved these and thought they were really unique. They have been used effectively throughout meetings since.





# STEM

OPPORTUNITIES IN AVIATION & AEROSPACE

surgery<sup>+</sup>

## Supporting STEM opportunities in aviation

### Insight

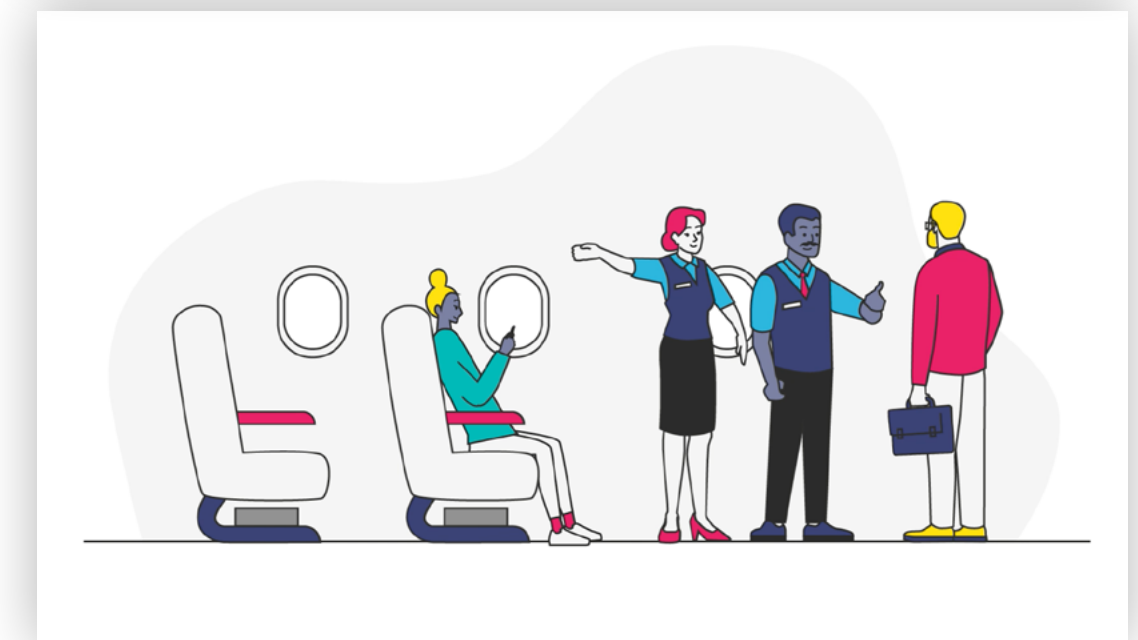
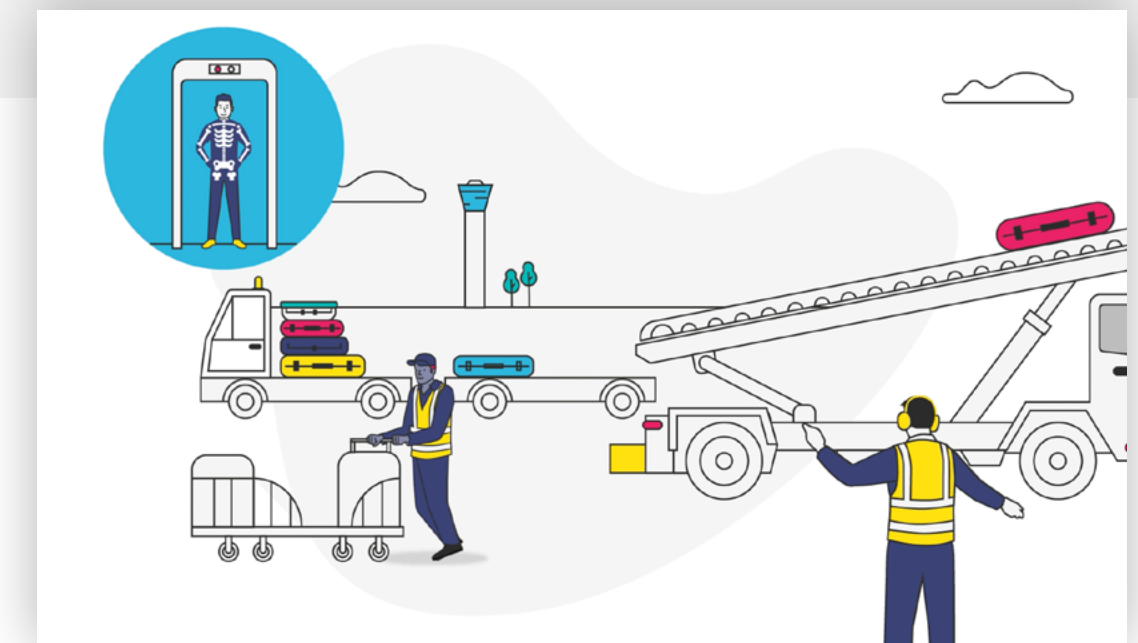
The CAA wanted to inspire and engage with young people to explore careers in STEM, aviation and aerospace to support and encourage their future career choices. They needed a brand that resonated with 5-16 year-olds and a place to house all the relevant information; be that background, resources or careers information.

### Idea

We created a fun and highly engaging brand, driven by a vibrant, illustrative style, utilising colours from the CAA brand palette. The logo encapsulated aviation, science, tech, engineering and maths all in one mark. We also created a resource microsite at [stem.caa.co.uk](http://stem.caa.co.uk), as well as teaching packs, resource materials, animations, social media content and competitions.

### Impact

Following the launch, the DfT (Department for Transport) has continued to invest heavily in the programme. User stats show that the education community is fully engaged, demanding more and more support to enable them to share available opportunities with their students.







# Helping Cadent to put their customers first

## Insight

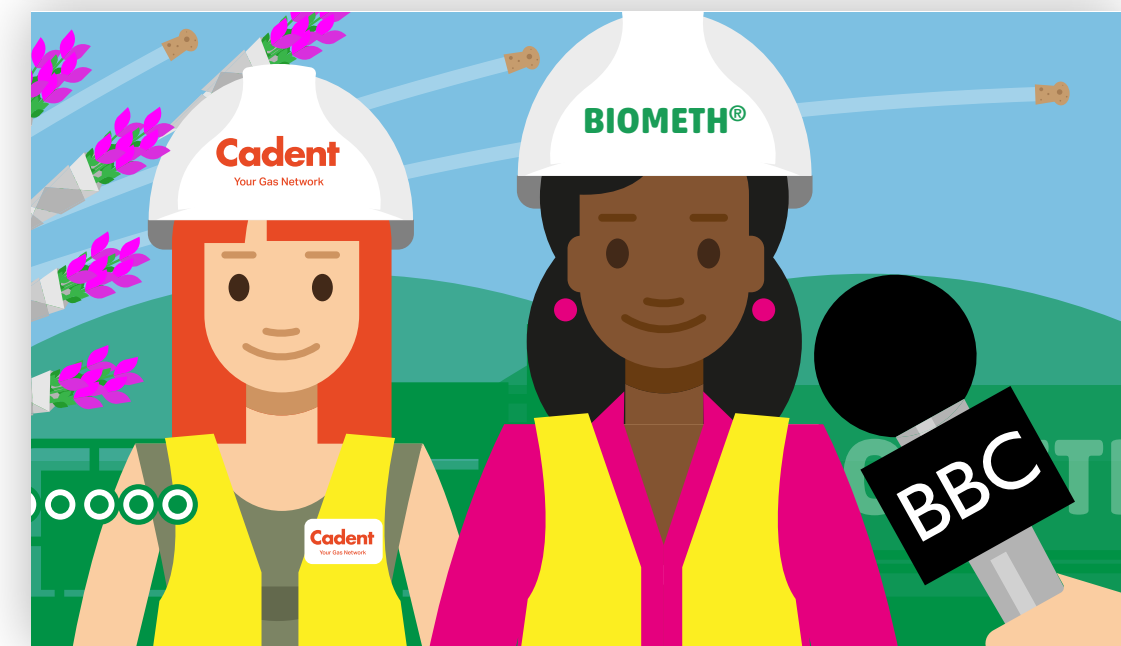
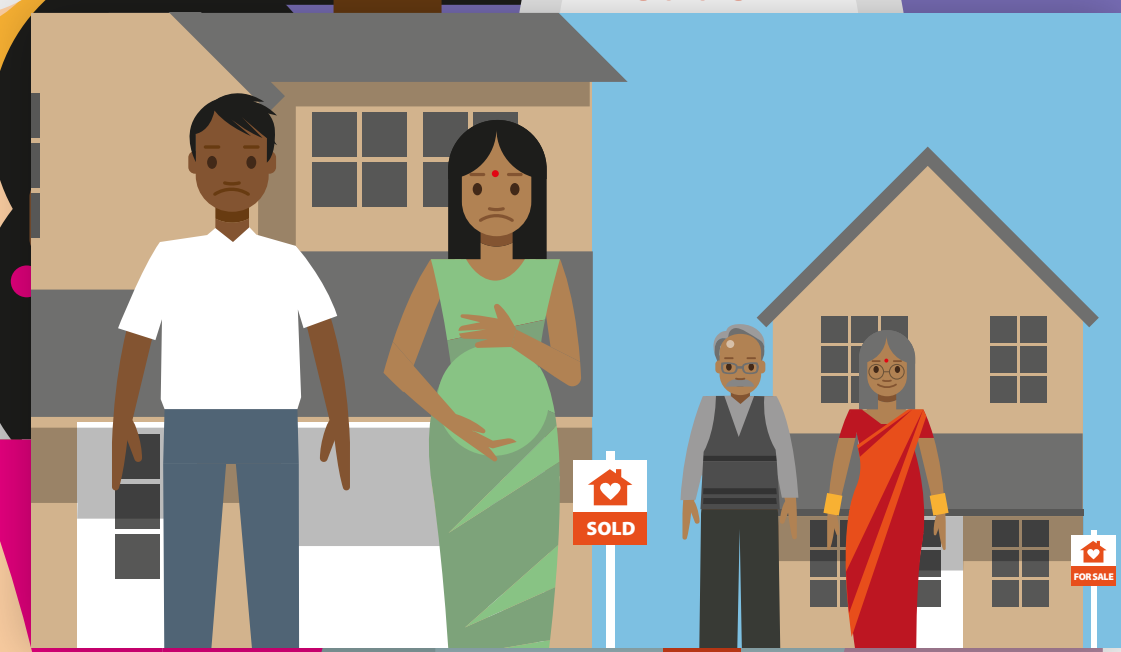
Cadent were facing an internal challenge where employees were not doing everything they could to resolve customer challenges. So they wanted to support their teams and get them to see their customers' perspectives.

## Idea

The client wanted to create an animation that included several personas in different situations, living parallel lives; one where Cadent don't resolve the issues, and one where they do. We developed this idea so that we could show the message in a clearer way, by starting the animation with all the negative consequences before showing how they were put right and the positive conclusions.

## Impact

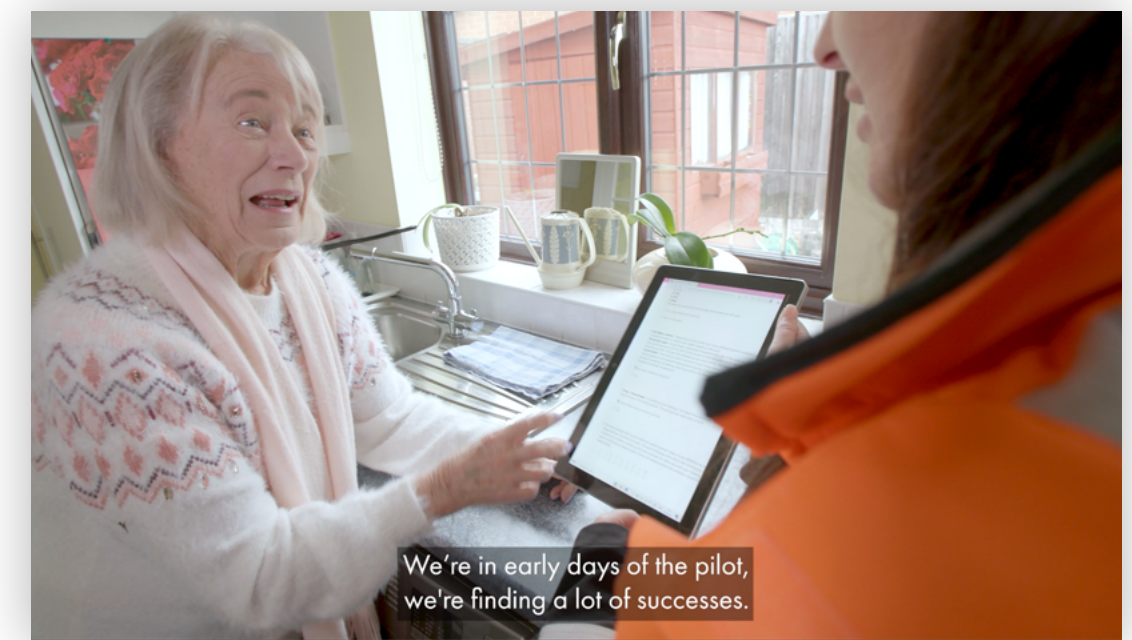
The animation was successfully used during training and the client was "very pleased with the end results". We created two versions; one full version and one with training points that would prompt discussion for the facilitator.



Cadent

# Services *beyond* the meter

Doing the right thing for customers in **vulnerable** situations



## Going above and beyond to drive Cadent's care message

### Insight

Cadent had implemented a new scheme whereby engineers could help customers in vulnerable situations get their gas back on within 24 hours of it being turned off. Only a few engineers had been trained with the ability to do this, so they wanted to increase knowledge of the scheme and encourage others to get trained.

### Idea

We filmed and edited a live action video with a combination of talking heads, and on-location shots of engineers in homes communicating with customers. The talking heads narrated the story of the scheme with the b-roll footage playing on screen.

### Impact

The video has been communicated internally and via The Patch magazine, reaching a field-based audience who are harder to contact. The video was also the supporting document for the scheme being entered into the gas industry awards 2022 - which they were shortlisted for.



# OUR NEW RECOGNITION SCHEME IS HERE

surgery

## THANKS4



## Thanks a lot! Reward and recognition at Channel 4

### Insight

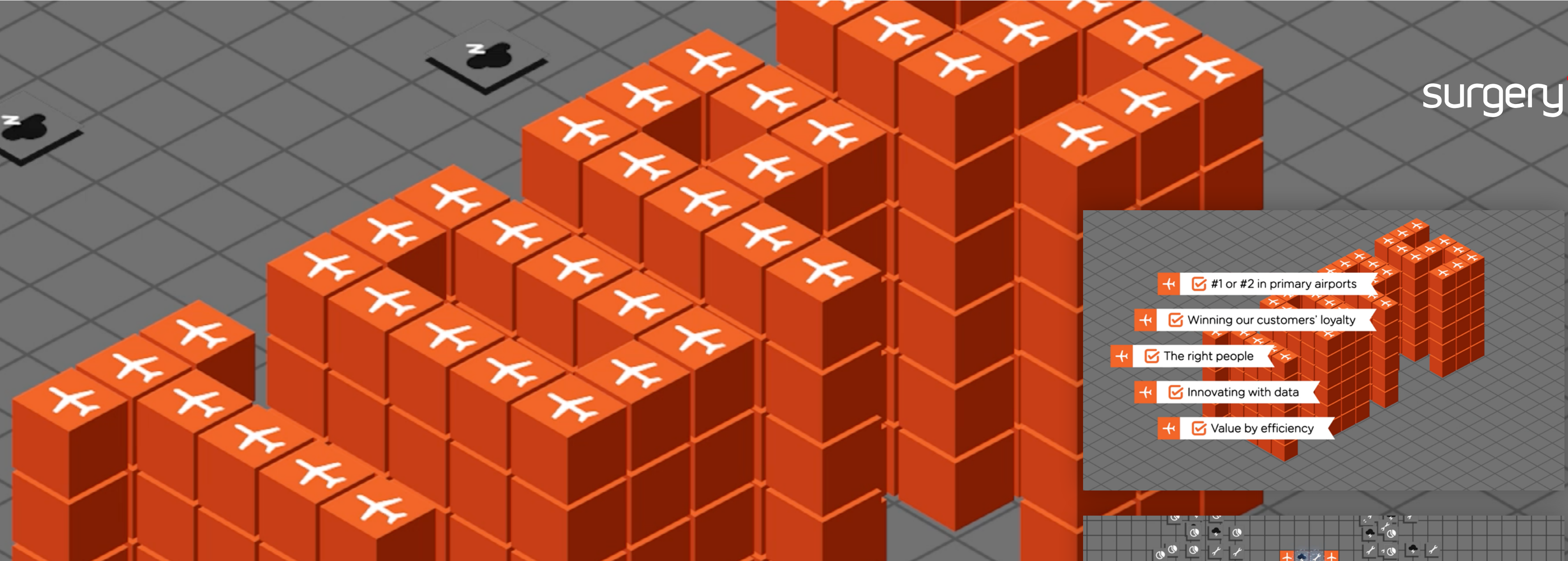
Channel 4 created a recognition programme to recognise and reward their people. They wanted to make them feel valued and suitably rewarded for their achievements. They asked us to come up with an animation that they could share on their intranet to launch the scheme.

### Idea

We wanted to provide them with a look and feel that was really dynamic, with movement, sound effects and music in the animation.

### Impact

We had a short turnaround time to get the project done and the team were really happy with the final output.



# Game on! Helping easyJet come out TOPS

## Insight

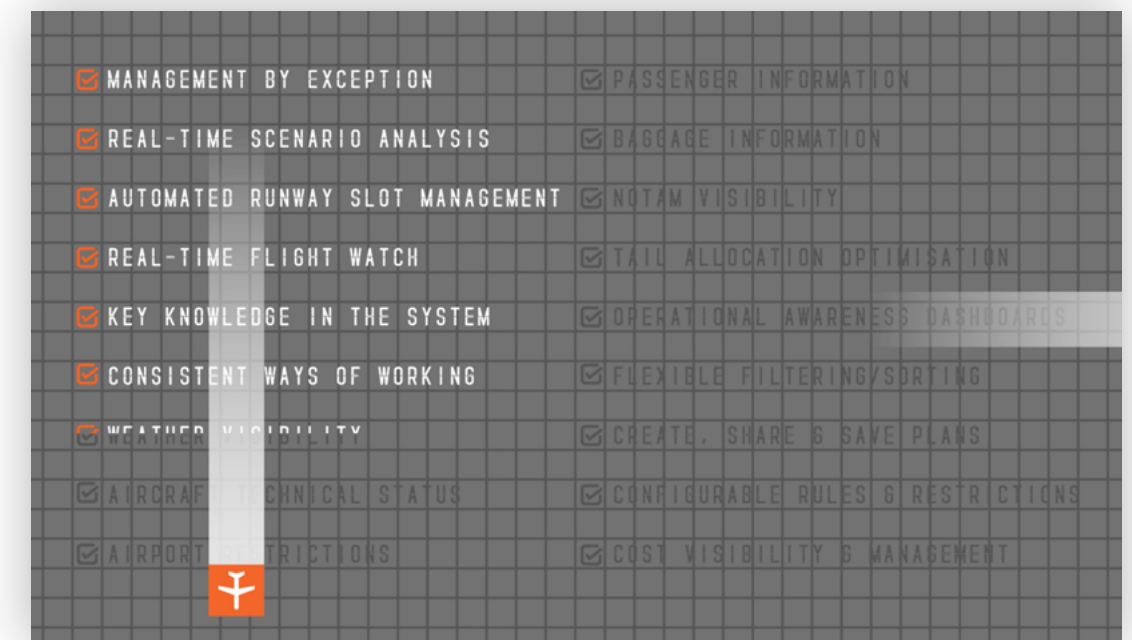
Big change was happening at easyJet. They needed something fun, funky and tech-driven to help share news around the biggest ever investment they were making into their aircraft management systems and to get people on board with the change. We knew we would have to drive home the message that this was a game changer.

## Idea

The 'TOPS' system would allow easyJetters to get the right data to the right people at the right time, helping them to create a smooth flying programme. It was a bit like a game, and we knew 'gamefying' the new process would be a hit with their younger, often difficult-to-reach internal teams. So we playbooked their new system and turned it into an engaging classic 80s game.

## Impact

The game and accompanying video really helped grab attention. We got easyJet people talking and understanding the change that was going on. Through manager conversation guides, we helped leaders to tell a consistent story, so everybody was on the right page from the get-go.





What do you think about the Law Society's plans for next year?

# An era of change for The Law Society

## Insight

The Law Society (TLS) is the membership organisation for solicitors in England and Wales and receives a significant part of its funding from solicitors' annual Practising Certificate (PC) fee. Every year, TLS puts out a consultation to members, giving them an opportunity to respond to plans for the year ahead and the way the PC fee is spent.

## Idea

A new section of the website is currently being built, using content such as infographics, data visuals and videos to communicate plans and information in a more visual, engaging way. The visual content formed the basis of communications to be shared across social media and email to drive members to the website. We needed to create an engaging and modern piece to camera video, creating and utilising icons and b-roll footage to tell a compelling story.

## Impact

Through the video created and that personal message, we actually saw an increase in responses to the consultation by 75% which is phenomenal. This will now set the tone for how we communicate to our solicitors going forward, as we head into the era of change and progression.



stable, successful and fair legal system

By telling us what you think of our plans to support you, you can help us protect and champion a stable, successful and fair legal system.



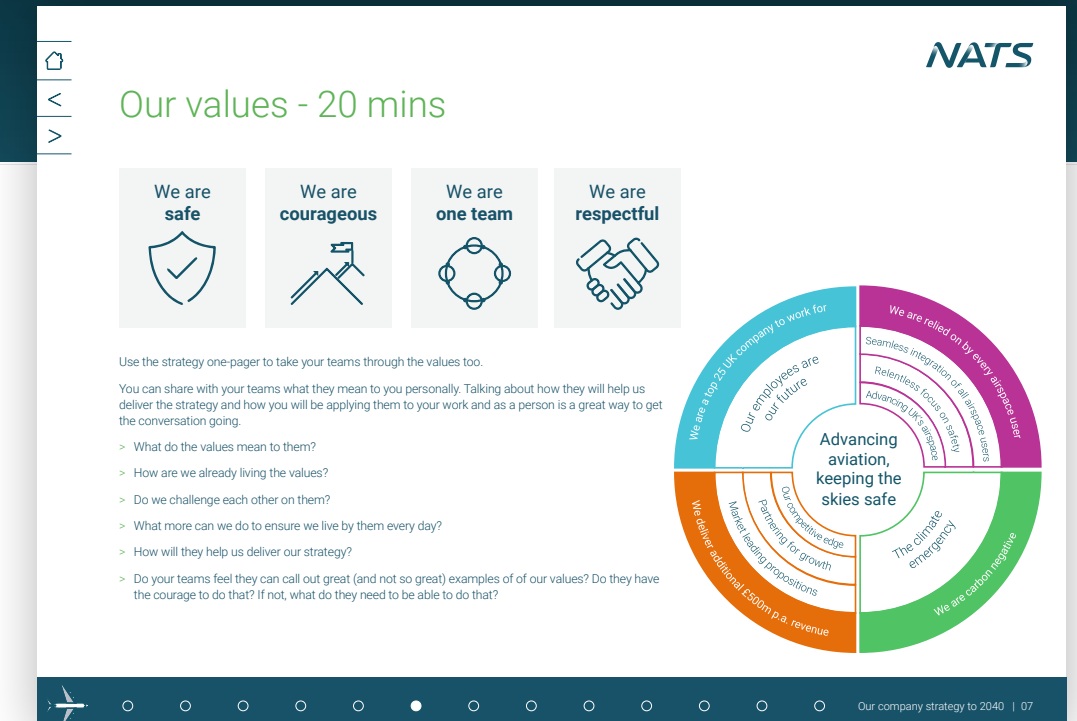
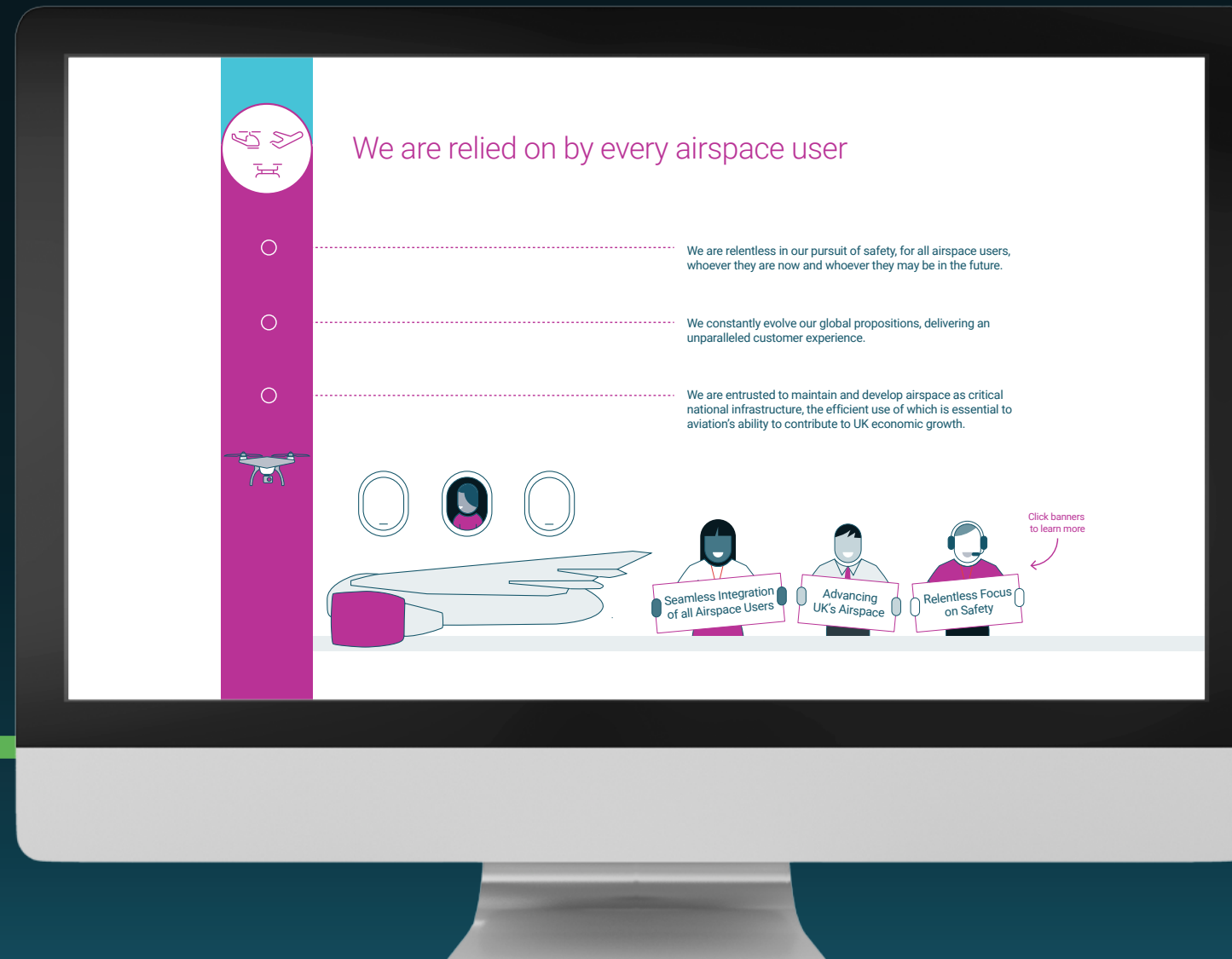
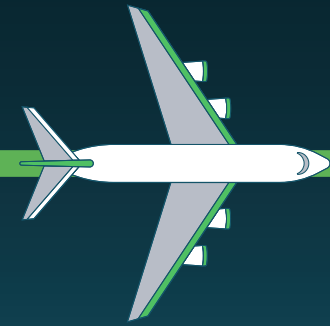
The rule of law

Upholding the rule of law



The Surgery really do have a way with words. No matter what we give them, they produce a story that speaks to our people and a campaign that gets them to actually engage. Add creative, compelling design and a super-friendly team – the dream.

**Alayna Carr** | Head of Internal Communications



## A journey, not a destination

### Insight

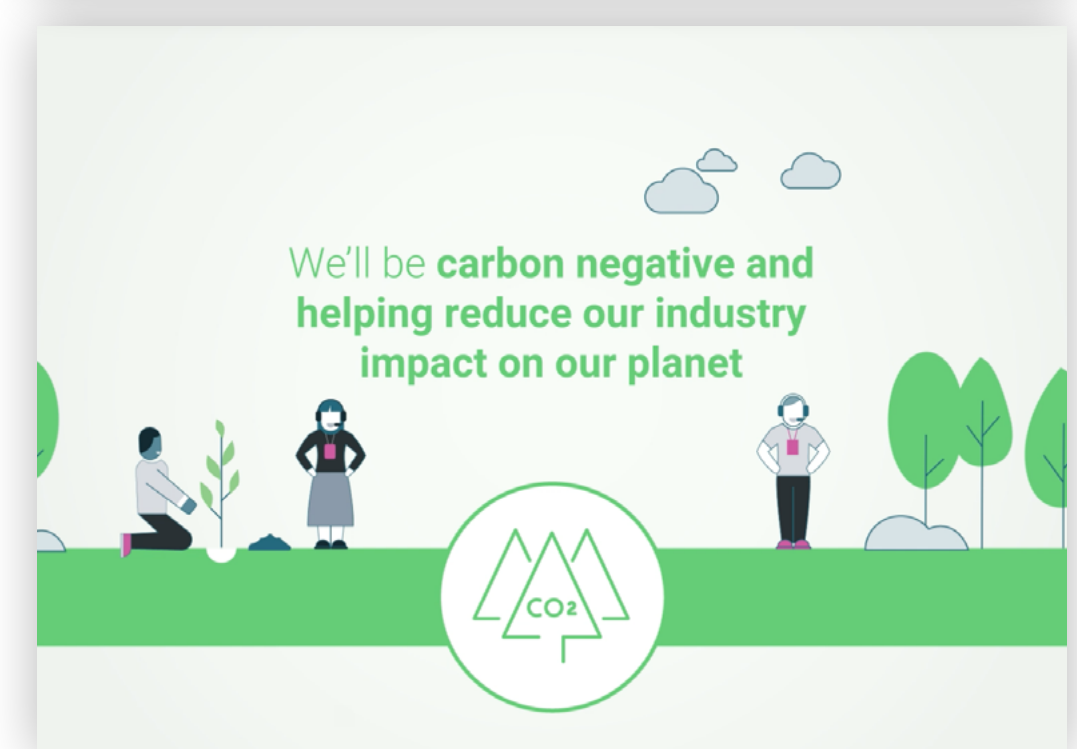
Since the pandemic, NATS needed to pivot and, as such, needed to launch a new updated corporate business strategy out to the wider business.

### Idea

The idea was for us to provide creative and content support for a series of virtual events for the Exec, Senior Leadership and Leadership teams to provide them with the necessary information and tools to communicate the new strategy to their teams. As part of the toolkit, we created a strategy microsite which housed bite-sized chunks of video and audio content that everyone can dip in and out of, as well as visualising the strategy in a clear and simple way.

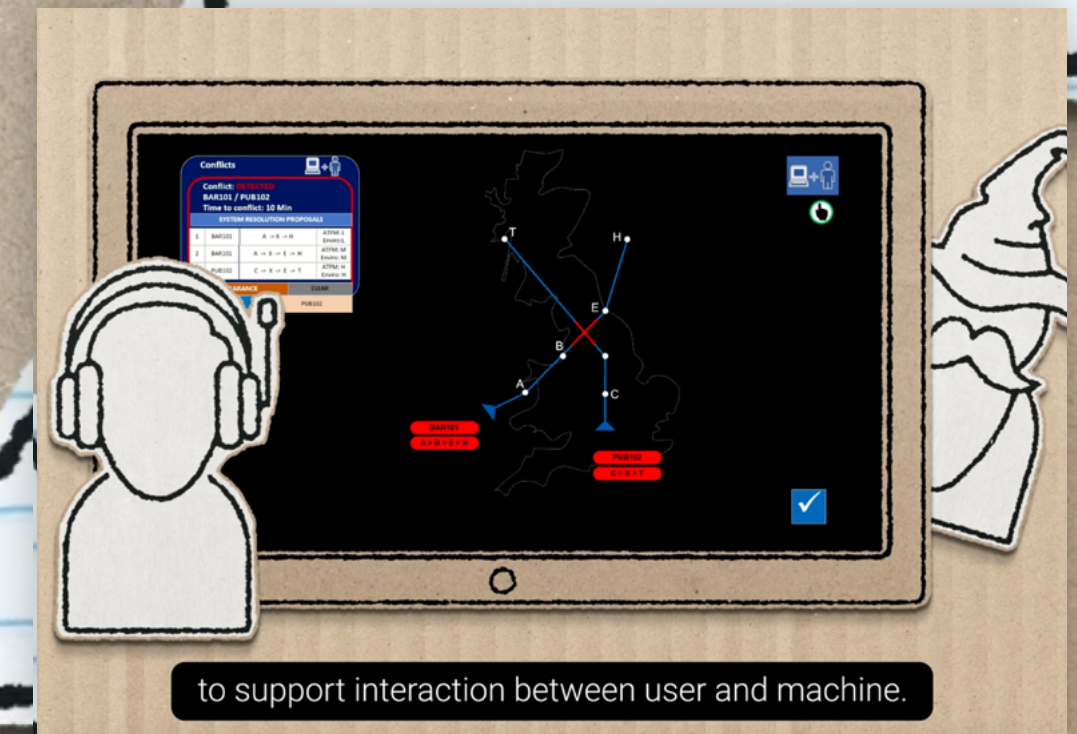
### Impact

What really set this project apart was how all the information came together to create an engaging comms cascade through the different levels of the business. The microsite has served as a one-stop shop in all things destination 2040.

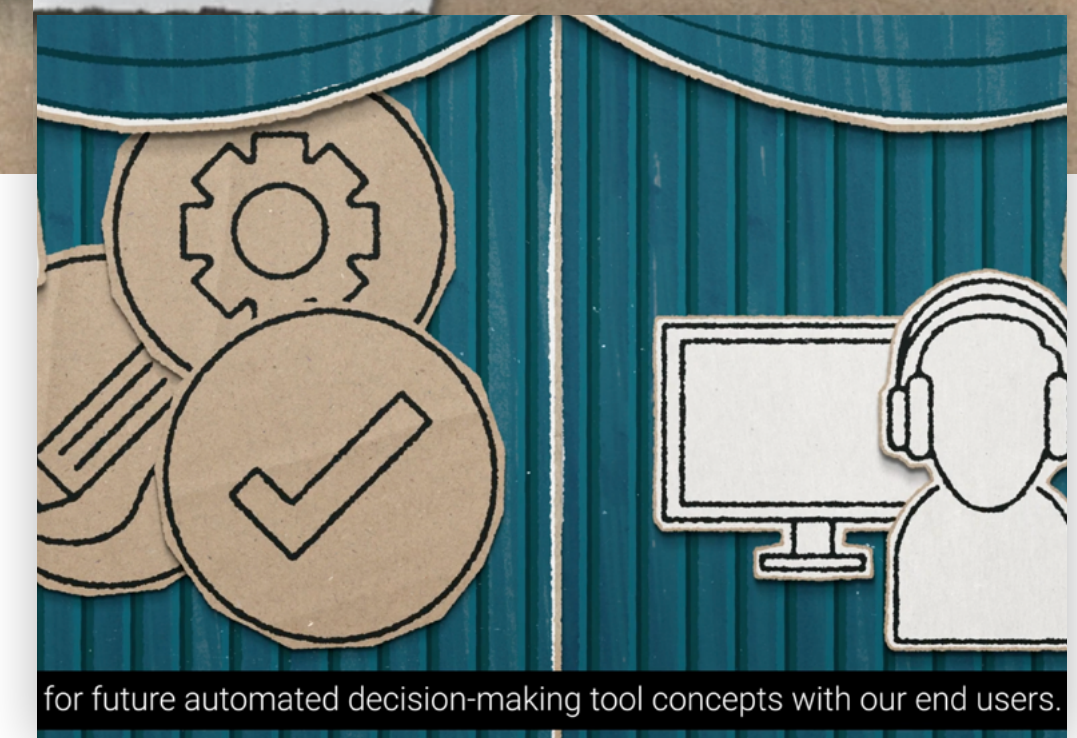


NATS

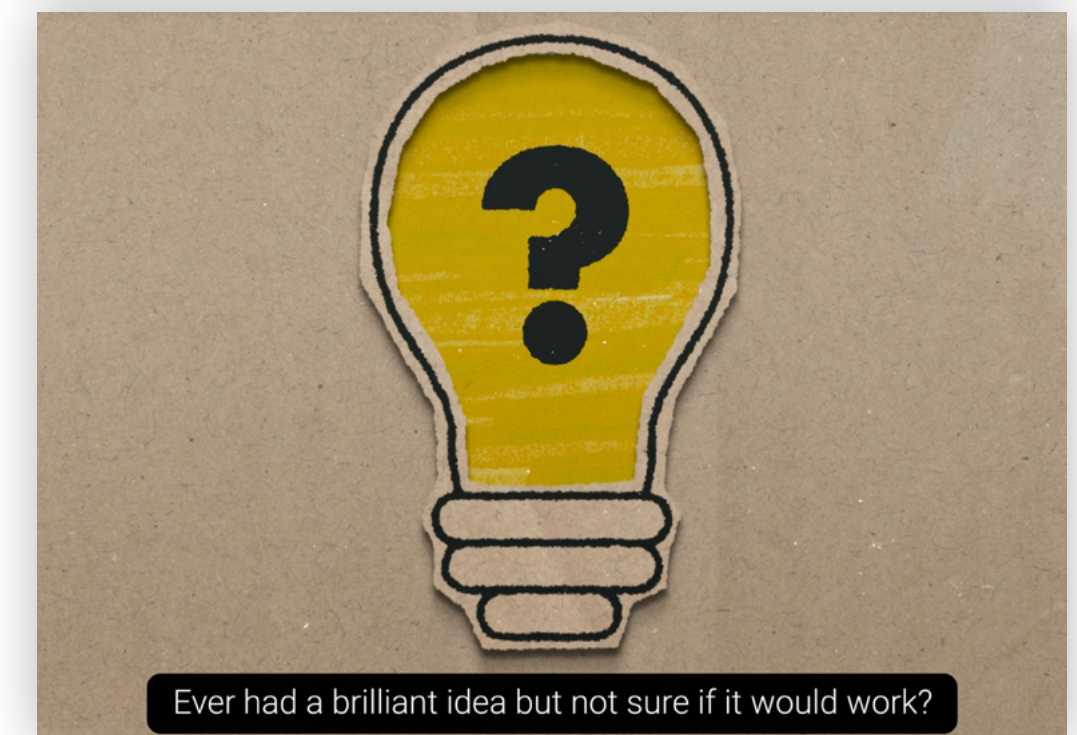
surgery



to support interaction between user and machine.



for future automated decision-making tool concepts with our end users.



Ever had a brilliant idea but not sure if it would work?

## Prototyping with the Wizard of Oz

### Insight

The ask was to create an animation that clearly explained the work NATS and the University of York were doing around prototype techniques — their value in bringing new products and tech to the market whilst ensuring safety and keeping an eye on budget.

### Idea

Part of the prototyping work started in cardboard form, moved to white boards and then off-the-shelf software solutions. As part of the animation, we thought it would be great to show this journey with the visuals that we used, along with the techniques and benefits.

### Impact

We created an easy-to-understand, impactful video that showcased why prototyping is important and how it could be used across all aspects of the business.



“

You take the time to get to know our business and our priorities and complexities so it really feels like we are working as one team; a team where we can bounce ideas, learn from each other and push the boundaries of our communications through creative thinking, friendly challenge and real partnership.

Lynsey Craven | Head of Employee Communications

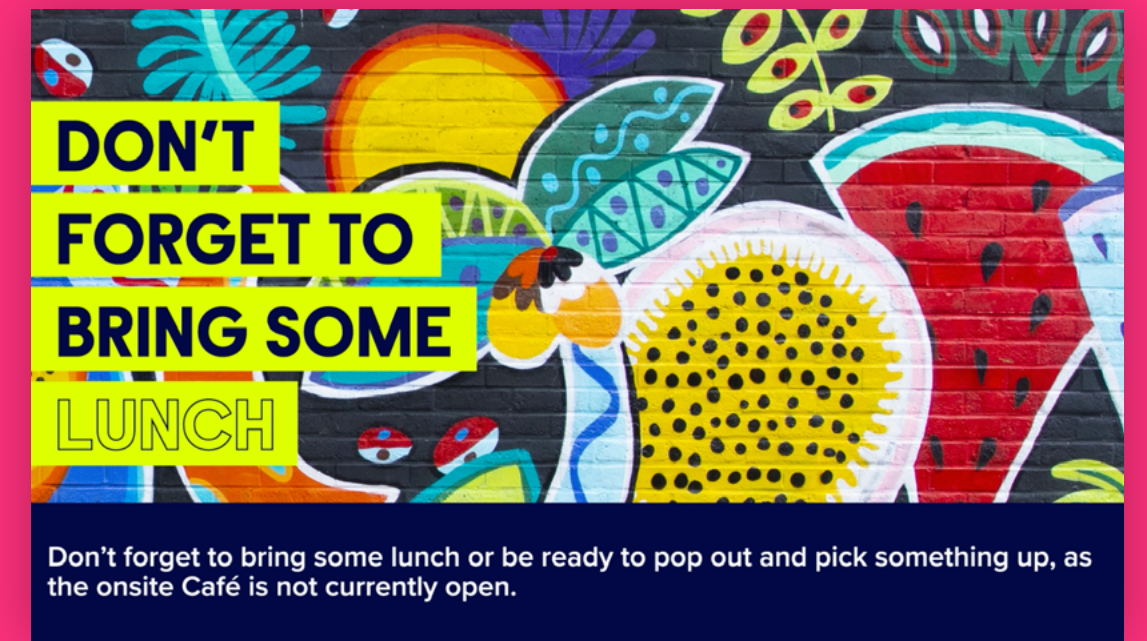
**NATS**

Paramount



surgery

# TAKE YOUR TEMPERATURE AT HOME



## Back to the office with a smile for Paramount

### Insight

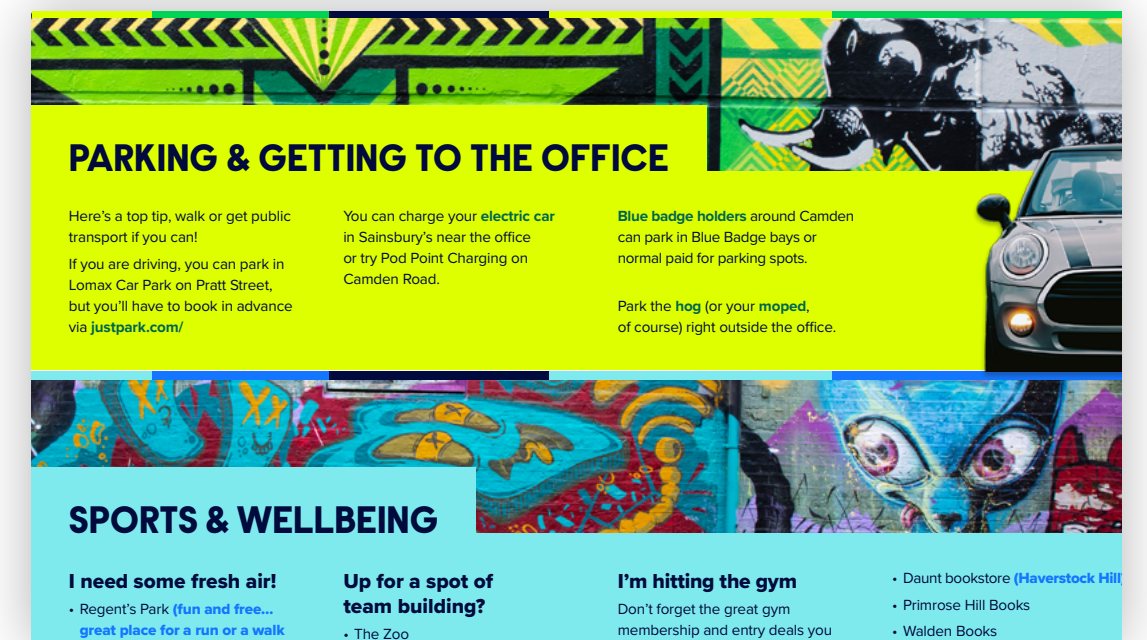
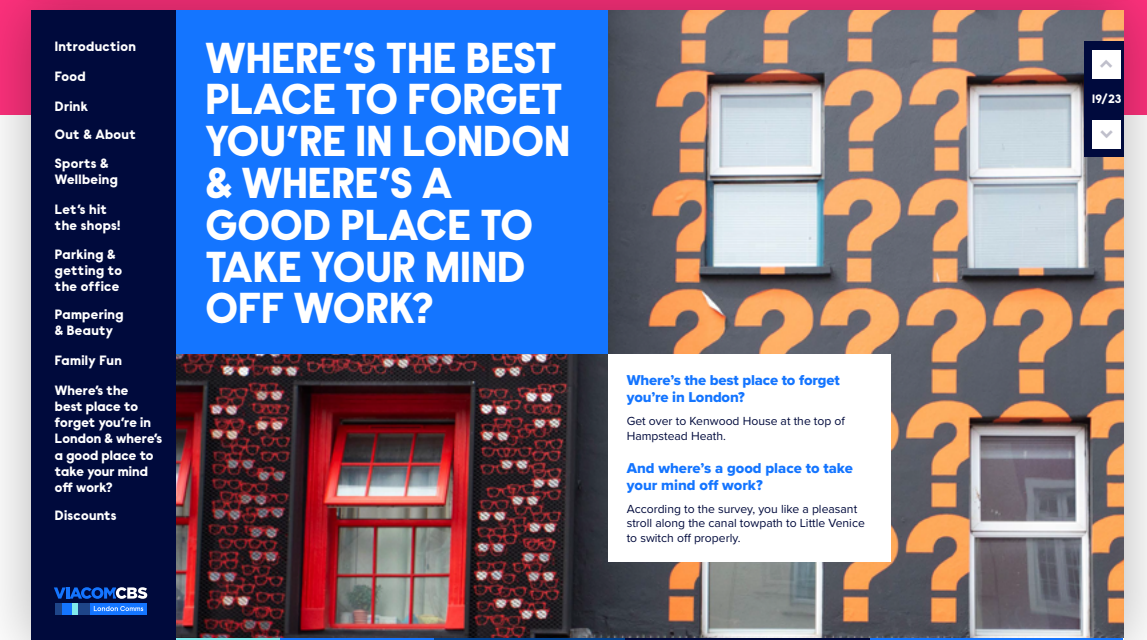
When the Paramount office reopened after lockdown, there were a lot of rules and regulations in place to keep employees safe. The client asked us to create some assets to inform all employees of what they could expect and what they needed to do when they worked in the office.

### Idea

Our copywriting team collated all the materials, FAQs and info to create a buzzy three-minute video script which our designers turned into a visual feast, using local artwork and graffiti alongside a banging Fat Boy Slim tune.

### Impact

The video was included in the 'return to office' induction training, and was well received. It grabbed attention and was informative and educational.



**ROKE**

To do that we  
need to work

surgery<sup>+</sup>

**SMARTER**

not **FASTER**

We are **nnovators** and *inventors*,  
we protect and help **communities**,

Let's put some

**TIME, TRUST** and **F R E E D O M**

## Telling Roke's story and building engagement with words and pictures

### Insight

Roke, a research and development business, needed us to help them work out their vision, where they were heading and crucially, how they would take their people along on the journey. We could see the job required a powerful strategic narrative to bring it all together in a way their people could understand and get behind.

### Idea

As always, we get to really understand our clients and their problems. We spent time with their CEO, a charismatic leader with an eye for a story and an ear for a memorable phrase, alongside other senior leaders. We leant on his personable leadership style to help build the story of the future Roke business, making it a personal journey which everyone could join in with.

### Impact

Our assets and story are still used today to set out the core part of their ever-changing journey. It's such a personable, friendly way of getting the big messages across that the Roke CEO uses the assets to personally welcome all new starters, getting everyone off to the same consistent and inspirational start.

look at our processes,  
ADD

**GREASE**  
& REMOVE **GRIT.**  
from what we do



# Getting started with SS&C Blue Prism

## Insight

SS&C Blue Prism needed help refreshing their customer onboarding video with an animated version, that was fun and engaging.

## Idea

We created this animation in the style of a gameboard, giving the customer an overview of their journey but also a deep dive into each step they would be taking.

## Impact

The video formed part of a suite of assets, giving people the freedom to choose how they engaged with the content. The animation brought the concept and information to life. The 'Getting Started' page has had over 90,000 page impressions, with 600+ views and a 60% watch time.



# showcase

SHARE **YOUR** SUCCESS STORIES



## Showcasing partner and customer success

### Insight

SS&C Blue Prism has always been good at shouting about the customer and the fantastic solution that has been delivered using their technology, but the partner doesn't get that much recognition for the work that they've done in the process.

### Idea

Showcase was created with the partner in mind. It was all about showcasing the fantastic work they'd achieved for their client, making sure all parties earned recognition. We then created a demand generation campaign.

### Impact

Through this offering, partners have been able to reach further potential customers and convert these leads into real business, all by sharing their experience and success.





We donated **2p** to **food banks** with every eligible membership card swipe

which raised over **£48,000** between July and December 2022

**1,300** people were supported through our initial

**£100,000** investment in 2020

Contributed **£2,126,232** to our local communities

# Bringing life to Southern Co-op's annual review

## Insight

With its numerous members and employees, the Southern Co-op has a duty to tell them of the company's profits, donations and achievements over the past year, through an Annual Review and associated comms.

## Idea

To make the huge list of numbers and stats easily digestible and engaging to learn, we created a short animated film which took the viewer through the stunning accomplishments of the past year.

## Testimonial

"We shared it internally and on our LinkedIn and the reaction has been nothing but positive! Another fantastic job... we already know not to expect anything less from the Surgery team!"

**Emily Radley**  
*Communications Manager,  
The Southern Co-op*

““

We shared [the annual report animation] internally and on our LinkedIn and the reaction has been nothing but positive! Thanks so much to you and the team for all your work in pulling it together. Another fantastic job... we already know not to expect anything less from The Surgery team!

**Emily Radley** Communications Manager

**southern coop**

““

The animation is fabulous I had some further positive feedback at our LT meeting this morning following our AGM. So really gone down a storm and the way the animation is done it draws you in and keeps you watching. Music super catchy too! Think we could make that our team anthem!

**Gemma Lacey** Director Sustainability & Communications

















**southern coop**

# Our clients





# Our awards

							
<b>Best Medium Agency</b> 2023	Award of Excellence <b>GBG All Employee Virtual Kick Off</b> 2023	<b>IC Consultancy of the Year</b> 2022	Best Interactive Content <b>Cadent Gas' Challenge Campaign</b> 2021	Best Use of Storytelling <b>Cadent Gas' Challenge Campaign</b> 2021	<b>Nestlé's Ignite Leadership Programme</b> 2019	<b>Consultancy of the Year</b> 2019	<b>easyJet Employee Pension Campaign</b> 2019
							
<b>HS1 'What Good Looks Like' App</b> 2019	<b>CAA Dronesafe Brand, Website &amp; Drone Code</b> 2018	<b>CAA The Skyway Code</b> 2018	<b>E.ON Heartbeat CRM Video</b> 2018	<b>Southern Co-op Annual Report</b> 2018	<b>easyJet Employee Pension Campaign</b> 2018	<b>National Grid Bring Energy To Life App &amp; Web Platform</b> 2018	<b>NATS Your Space Employee Engagement Programme</b> 2017

# BARN TO BOARDROOM

Bringing our friends, colleagues and clients together to talk all things IC. Our Barn to Boardroom (B2B) networking event was established way back in 2015 and is a chance for IC and engagement professionals to come together and share their challenges, experiences, ideas and frustrations.

We're very lucky to work in a beautiful bit of the West Sussex countryside. Our location (in an old converted barn) gives everyone the time and space, and the freedom they need to think creatively.

At B2B we unearth new thought-provoking and down-to-earth real life stories from our speakers (the sort you won't typically find on the speaker-circuit). We get five-star rave reviews every year, so don't be shy, just ask for an invite.



It's so easy to neglect your own personal development, but events like this, with like-minded IC professionals are a great opportunity to learn, grow and focus on the things that really matter.

**Claire Widd** Head of EMEA Internal Communications

**rackspace**  
technology

# KICK-ARSE

## EMPLOYER BRANDS THE PODCAST

WITH SPECIAL GUESTS FROM



Carly Simon (sorry Carly AND Simon), our IC Director and Employer Brand expert love to chat all things employer branding on their regular popular podcast. With insight and top tips from industry experts (alongside their interesting stories and embarrassing cock ups!) the KA podcast can help you build your own kick-arse employer brand. (Insert obligatory use of emoji here).



WESLEYAN



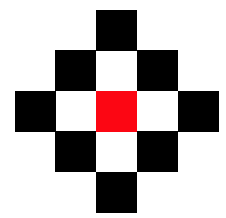
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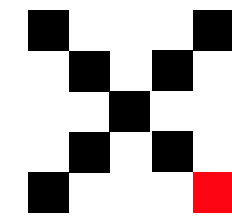


# Our day rates



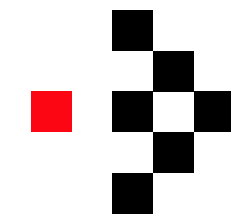
## Internal Comms & Employer Brands

Behaviour Change & Employer Brand Expert	<b>£825</b>
IC Director	<b>£825</b>
IC Specialist	<b>£650</b>
Senior Copywriter	<b>£550</b>
Junior Copywriter	<b>£350</b>
Speech Writer	<b>£700</b>
IC Project Manager	<b>£400</b>



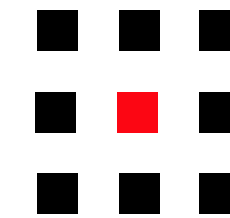
## Design & Brands

Creative Director	<b>£825</b>
Designer	<b>£660</b>
Artworker	<b>£550</b>
Senior Visualiser	<b>£825</b>
Illustrator	<b>£825</b>
Art Director	<b>£825</b>
Project Manager	<b>£400</b>



## Animation & Film

Animator	<b>£700</b>
Storyboarder	<b>£825</b>
Script Writer / Editor	<b>£700</b>
Video Direction (1x person + kit)	<b>£1,100</b>
Video Editor	<b>£700</b>
Art Director	<b>£825</b>
Project Manager	<b>£400</b>



## Digital & Virtual

Content Director	<b>£825</b>
Senior Web Developer	<b>£825</b>
Web Designer	<b>£660</b>
Senior App Developer	<b>£825</b>
PowerPoint Designer	<b>£660</b>
Project Manager	<b>£400</b>

# Get in touch

We can engage your people in an **empathetic, exciting and different** way.  
We will work closely with you to develop ideas and **smash your objectives**.  
We can't wait to start working with **you**.

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## Contact us

t. 01428 707524  
e. [info@ineedsurgery.com](mailto:info@ineedsurgery.com)  
**ineedsurgery.com**

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## Find us

Surgery Design and Digital Ltd  
Granary Barn, Orchard Park Farm, Lurgashall  
Petworth, West Sussex, GU28 9EU

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## Follow us

