

October 2023

Our Credentials



**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?

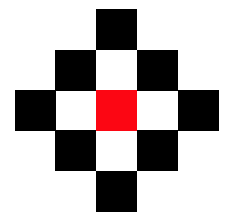
We get the **insight** we need to understand what makes your crowd tick and what motivates them so we can create campaigns made just for them.

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.

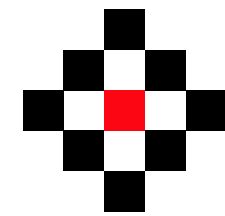
We'll **challenge you** along the way too... just don't mention the 'B' word and we'll get along just fine!

What we actually do



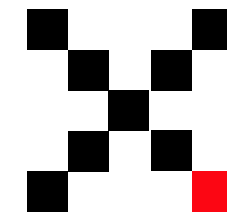
Internal Comms & Change

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.



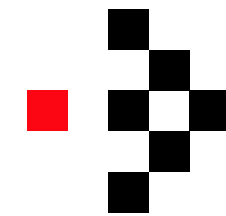
Employee Value Propositions & Employer Brands

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.



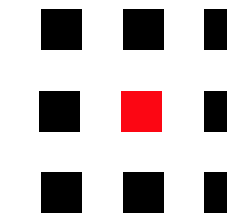
Design & Brands

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 insight and IC gurus, creative sparks and digital wizards



Design

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

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!



Internal Comms

Carly Murray

Fancies herself as an 80s popstar, but unfortunately, she can't sing for toffee. Even in the shower. Thankfully, Carly sounds much better when talking about all things internal communications related.



Behaviours & Employer Brands

Simon Andrew

Hasn't done a triathlon for years but still bangs on about it today. Also bangs on about understanding employee behaviour being key to any successful employee-led project.

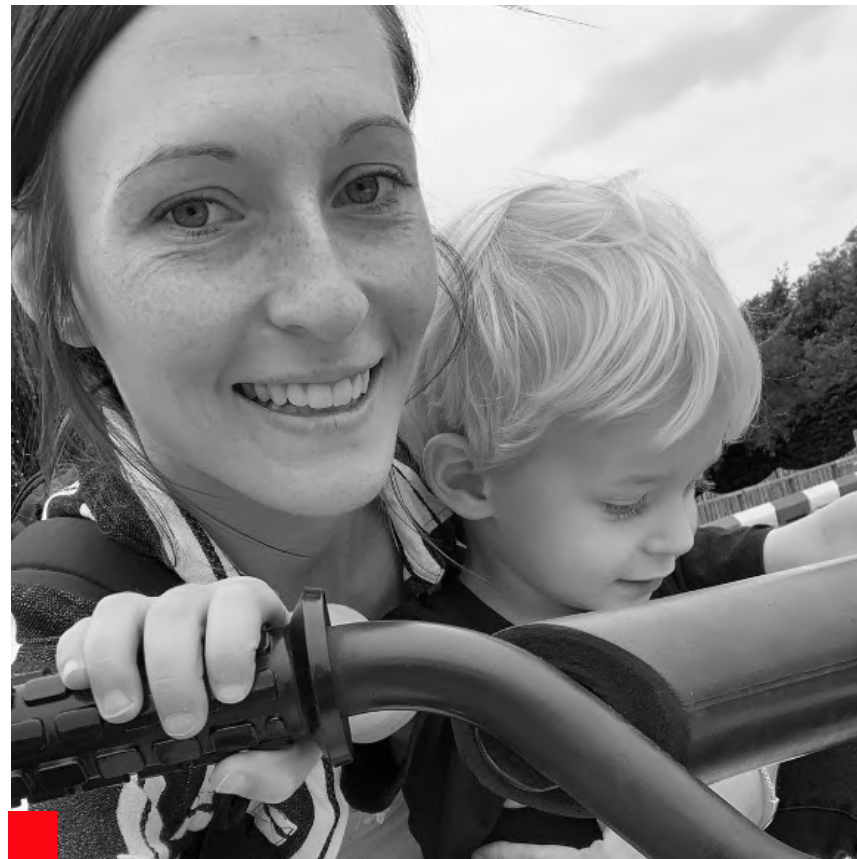


Copywriting

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.

We're a team of insight and IC gurus, creative sparks and digital wizards



Account Management

Kerri Fullman

Always up for a new experience, Kerri is constantly planning the next adventure. In between, she's also planning and managing our many client accounts and adores making the complex simple.



Account Management

Megan Hambly

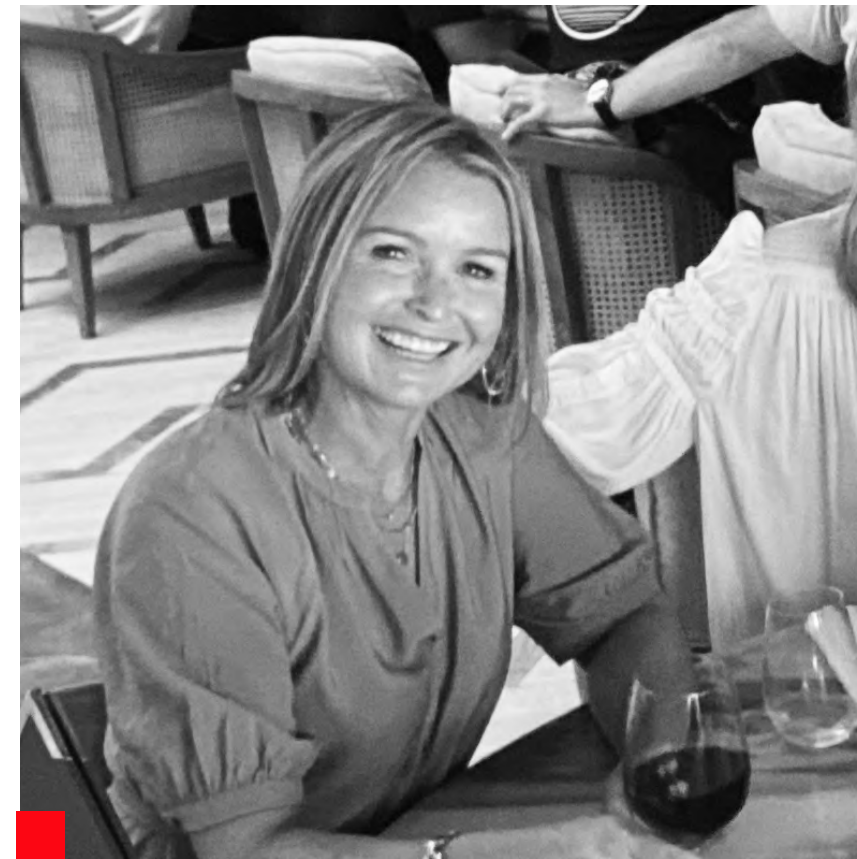
Typically buried somewhere in a bookshop reading the current best-seller. But when she's not, she'll be digesting the latest client briefs and turning them into perfect project plans.



Account Management

Fran Gillard

Fran's a bit of a 'fanperson', but she can't decide between sci-fi or fantasy! While that debate continues, she manages everything digital, keeping the Surgery 'Matrix' running.



Head of Digital Development

Lucy Taylor

Out of the barn, Lucy loves a spot of gardening, yoga, sea swimming (not at the same time) and hanging out with her dog, Toffee, who's a big fan of joining her in the office (and gets paid in treats).



Finance

Paula Francks

Brrrr-illiant Paula loves a bit of snow and ice and is a keen skier. Thankfully, she keeps all our financial management on piste!

We're a team of insight and IC gurus, creative sparks and digital wizards



Design

Adam Smith

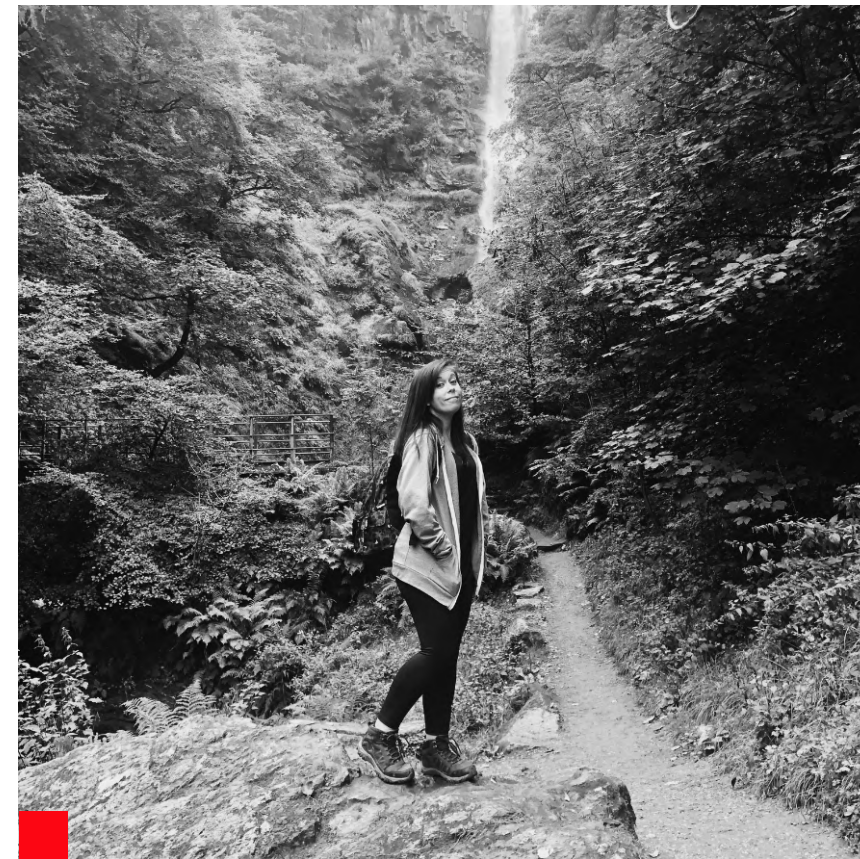
Adam splits his time at home between alphabetising his vinyl collection and tuning his telecaster. At work, you'll find him weighing up the pros and cons of a 12-column fixed grid (rock 'n' roll, man!)



Design

Rebecca Teague

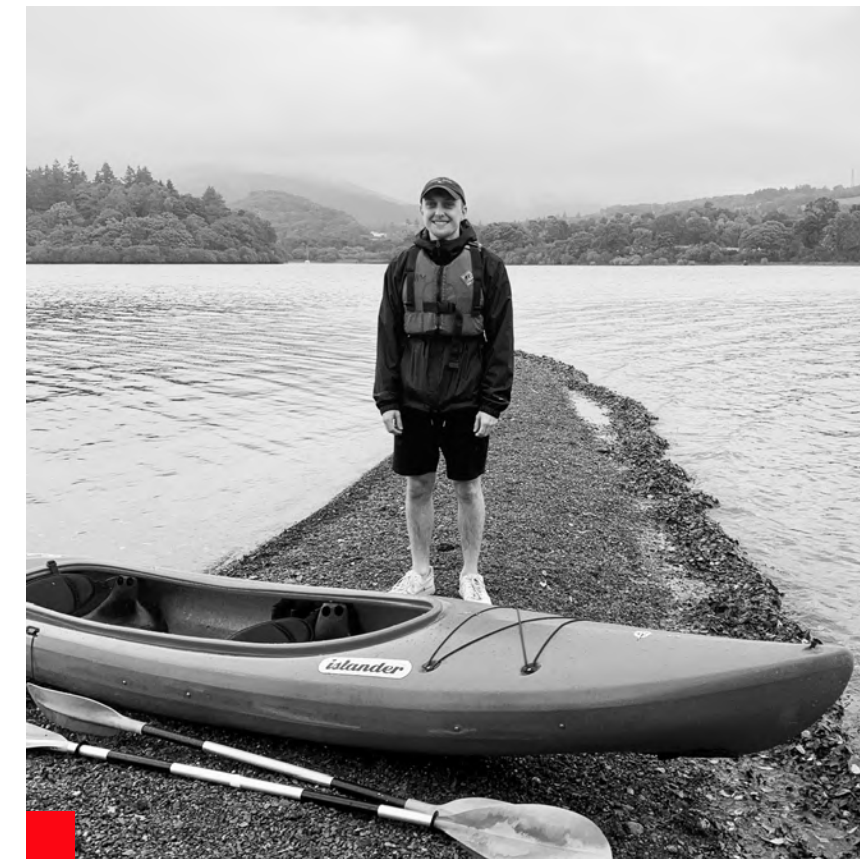
Becca's love and passion for animals matches her love of design. She is one of our creative design gurus, always ready to whip up something fab at a moment's notice.



Design

Beth Feeney

Travelling to countries far and wide, Beth loves living in the moment. She'll create that 'wow' moment for you - be it a brand refresh or an annual report.



Design & 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.

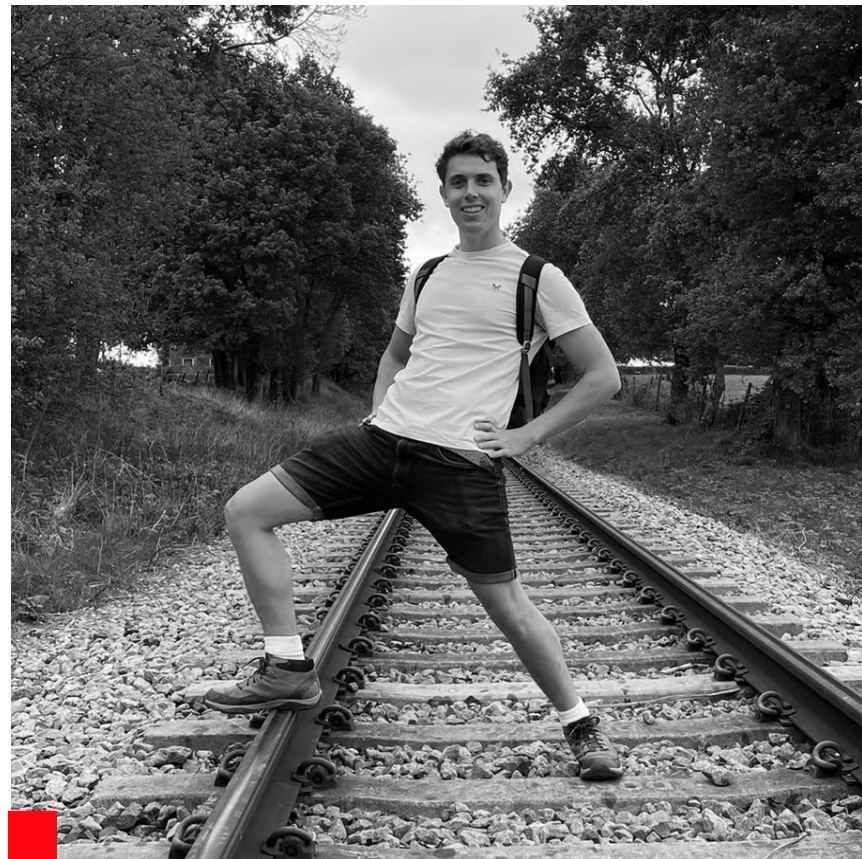


Design & Animation

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.

We're a team of insight and IC gurus, creative sparks and digital wizards



Design

Sam Jones

Designer Sam is a big Everton FC fan. So when he's not suffering watching his favourite team from the terraces, he's in front of a Mac knocking up killer designs. That or out the back having a kickaround!



Digital

Matt Prudente

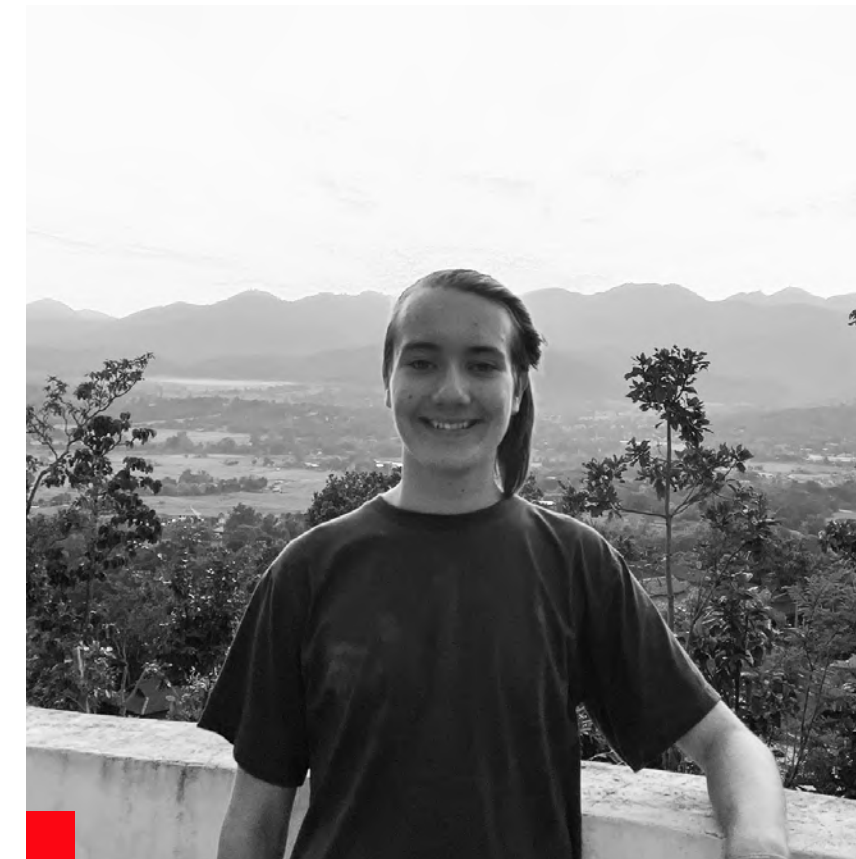
Lover of all things bike and technical, he's always happy to share his knowledge. Which is great as he heads up our digital team and the whizz bang code that makes everything possible.



Digital

Matt Calvert

Travel-lover Matt counts Japan as one of his favourite countries and has also zoomed around Germany's Nürburgring. In between jet-setting, gaming and cycling, he's coding away to his heart's content for our clients.



Developer

Caian Keyes

If he's not globetrotting, cooking up a storm or taking a well-earned gaming break, you'll find coding-spark Caian developing new projects through his love of learning new technologies.



Copywriter

Alice Piercy

Dreams of cake fame via The Great British Bake Off, but sadly, can't quite nail those pesky macarons. Until then, Alice can be found head down, highlighter in hand, conjuring up some pretty decent copy.

We're a team of insight and IC gurus, creative sparks and digital wizards



Experiential

Greg Langham

As a ski instructor, parkour instructor and mountain marathon runner, Greg is always on the hunt for new, exciting experiences. He also loves creating interactive experiences for your employees.



Internal Comms

Denya Dessena

Crafty Denya loves to make her own jewellery and enjoys arts and crafts. She's also more than a dab hand at internal communications, running tons of successful campaigns and projects over the years.

surgeny 

engaging people
creative solutions for real-life challenges

Our work

Design.



**CUSTOMER
POWERHOUSE**
The future of data-driven, smarter working

surgey

Powering up Bayer's radical new customer comms plans

Insight

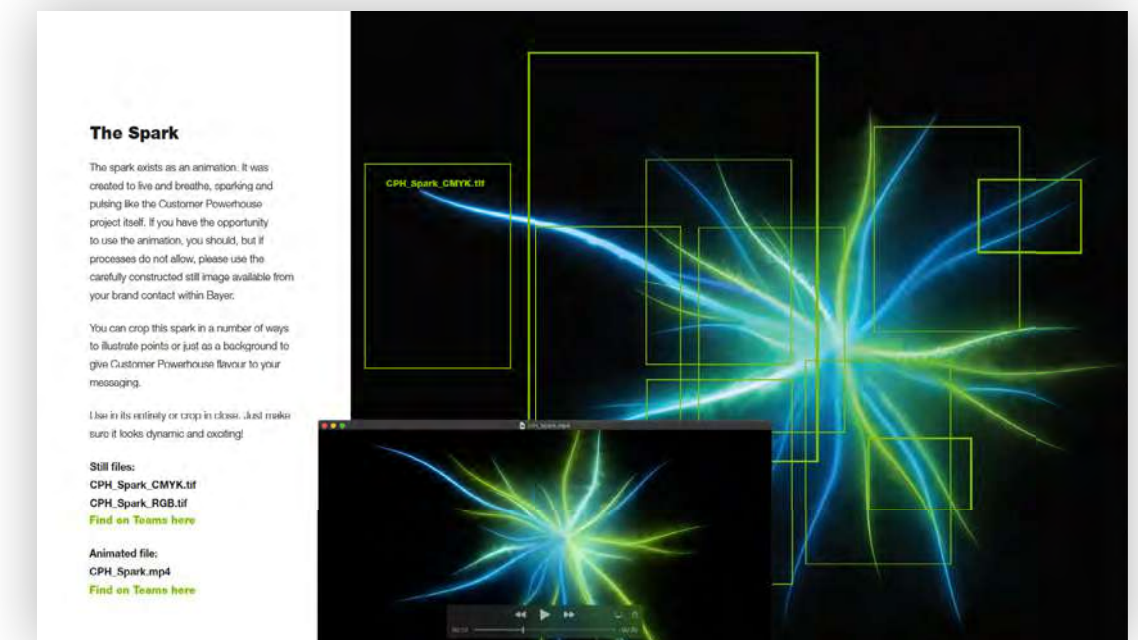
Some big, big changes were afoot at Bayer, fundamentally affecting how they do business with their customers across the globe.

Idea

Words and pictures. It all started with a narrative explaining the new approach and the what, why and how. And, of course, some fabulous offline and online creative content to bring the Customer Powerhouse solution to life.

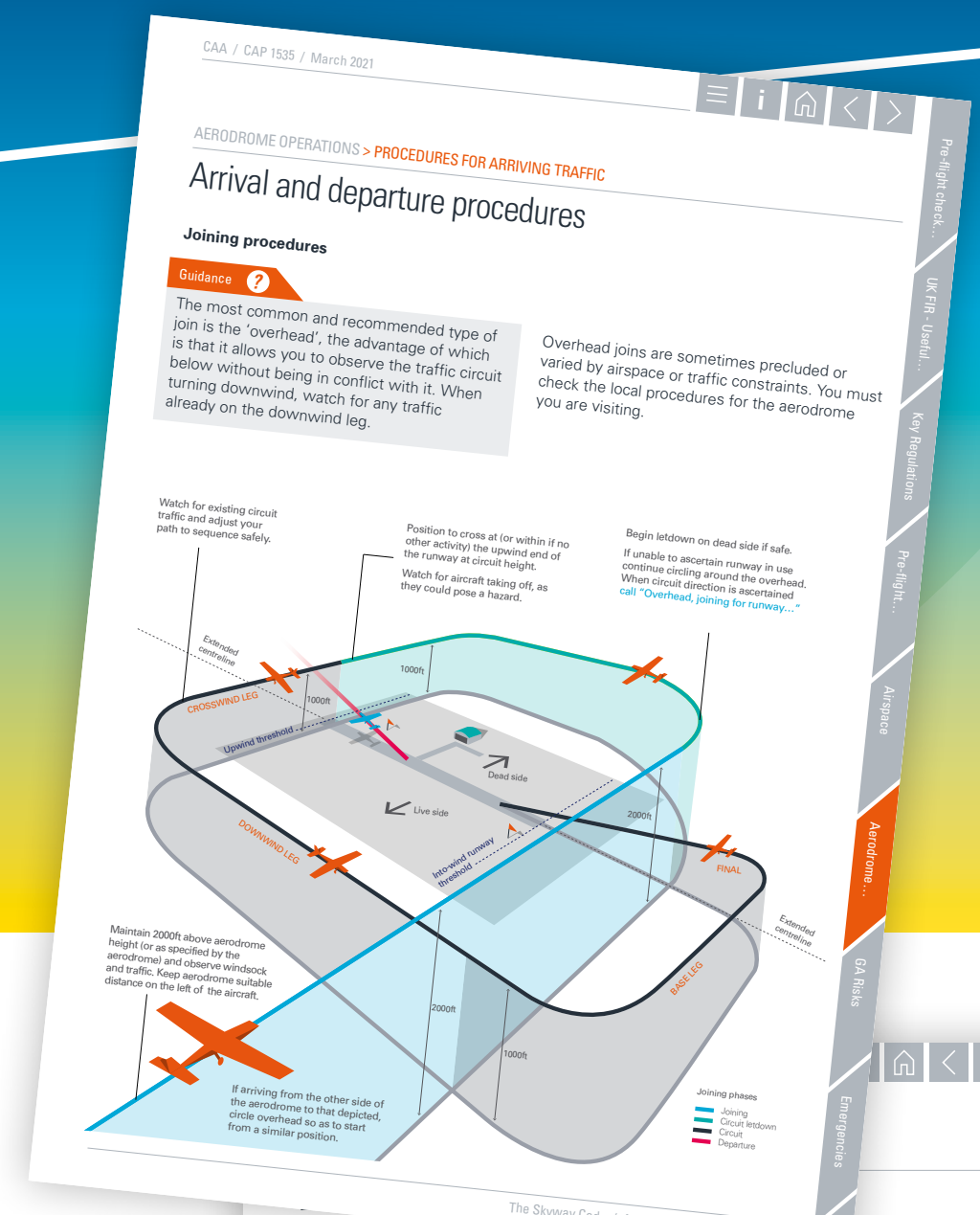
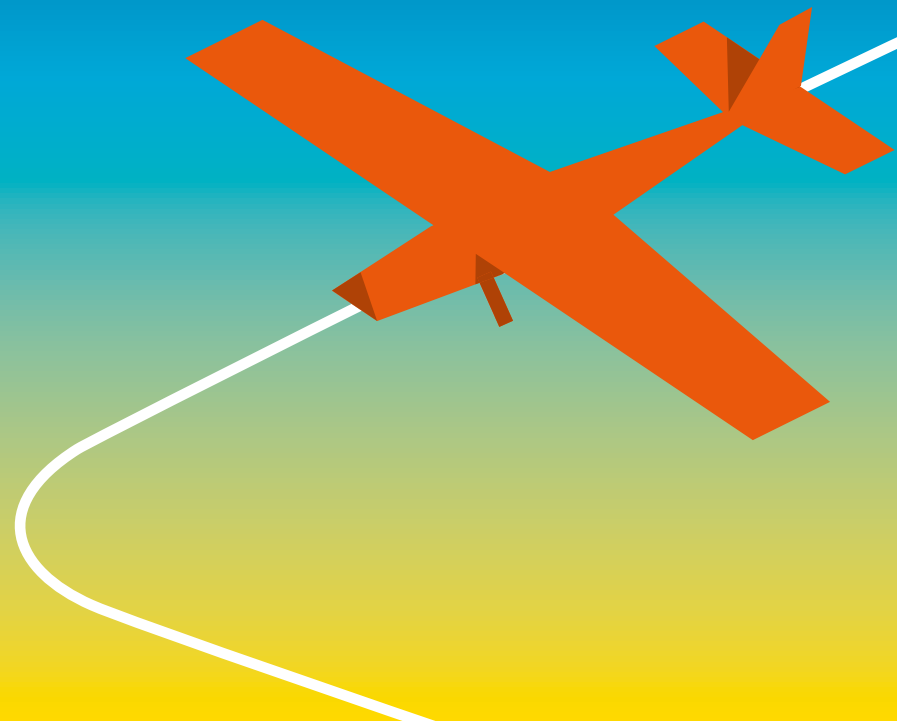
Impact

A business transformed. Customer Powerhouse comms and our cut-through visual campaign has made it an internal brand people know about.





THE SKYWAY CODE



Broadening horizons with a Skyway Code for the CAA

Insight

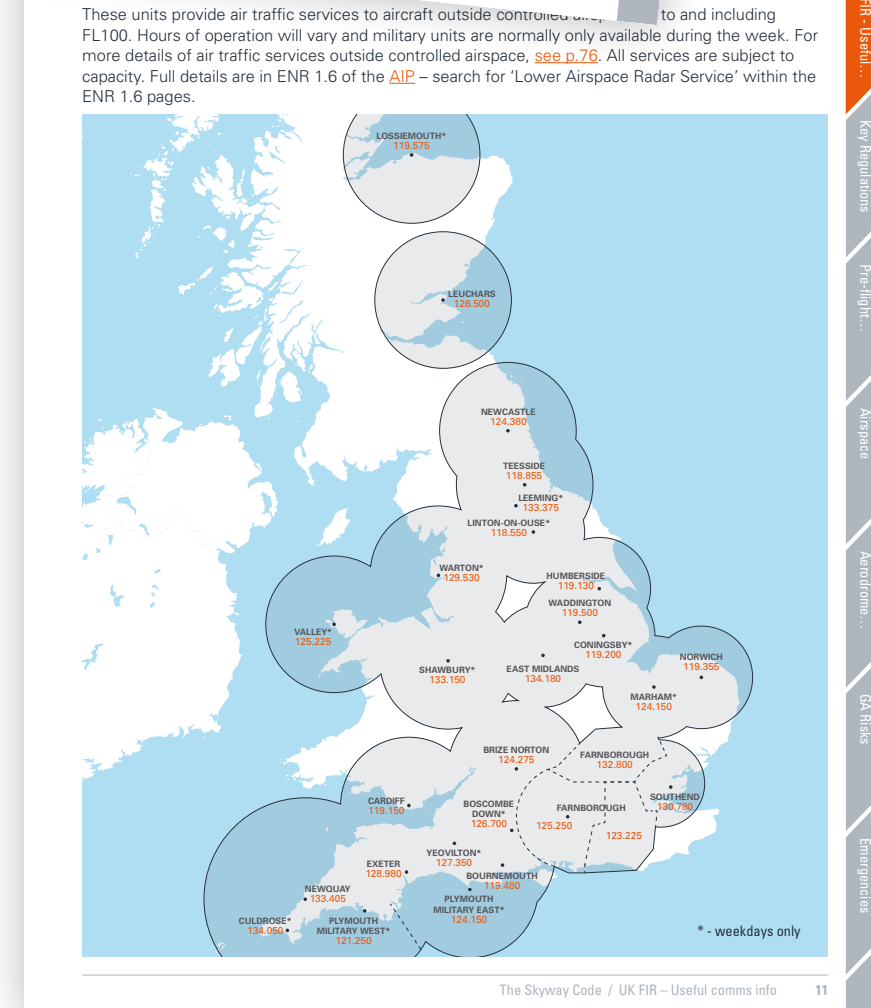
The Civil Aviation Authority (CAA) is the UK's aviation regulator. A vast amount of information and data is needed when private pilots train and attain their flying licences, all of which must be accessible once they are qualified. Our task was to create an easy-to-access way for them to see and use this information.

Idea

We worked alongside the CAA team to develop a short-form interactive PDF called the Skyway Code, much like the Highway Code. With clear design and well-presented information, it's a simple way for pilots to see and react to vital CAA advice and guidance.

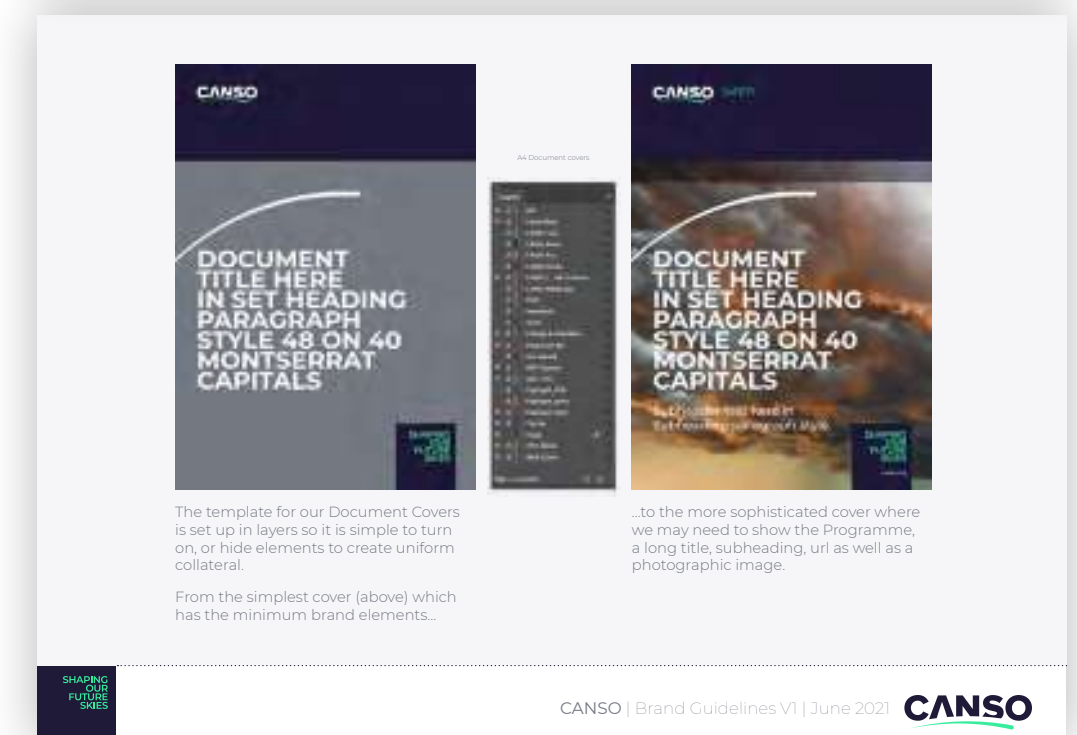
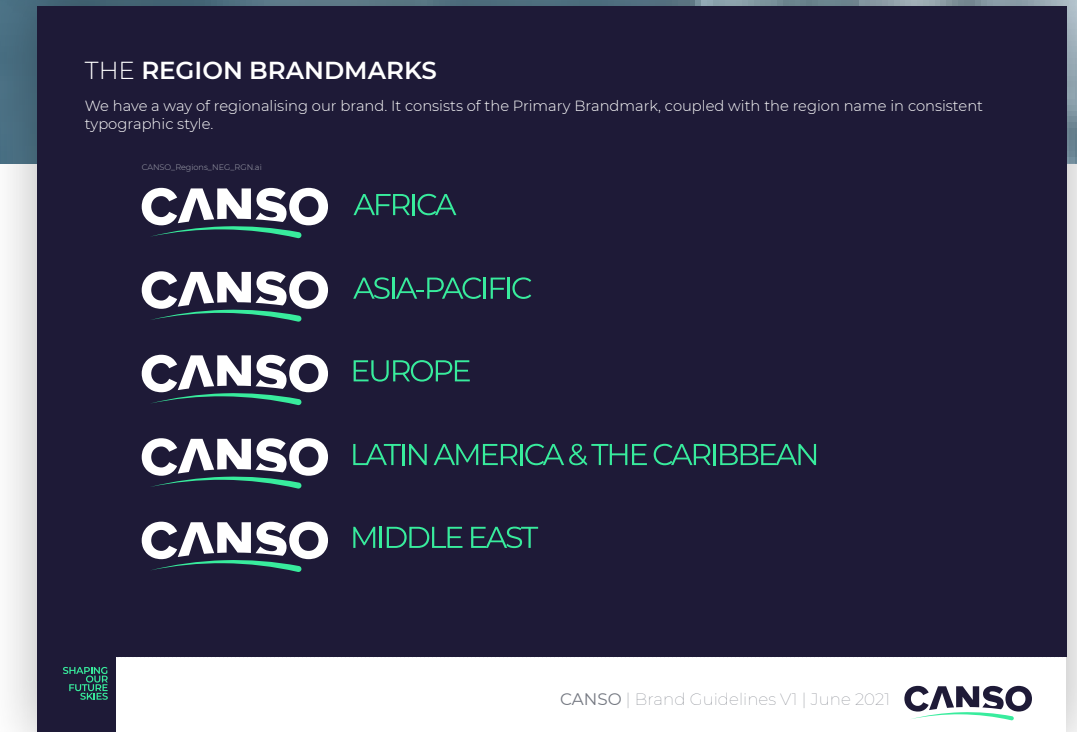
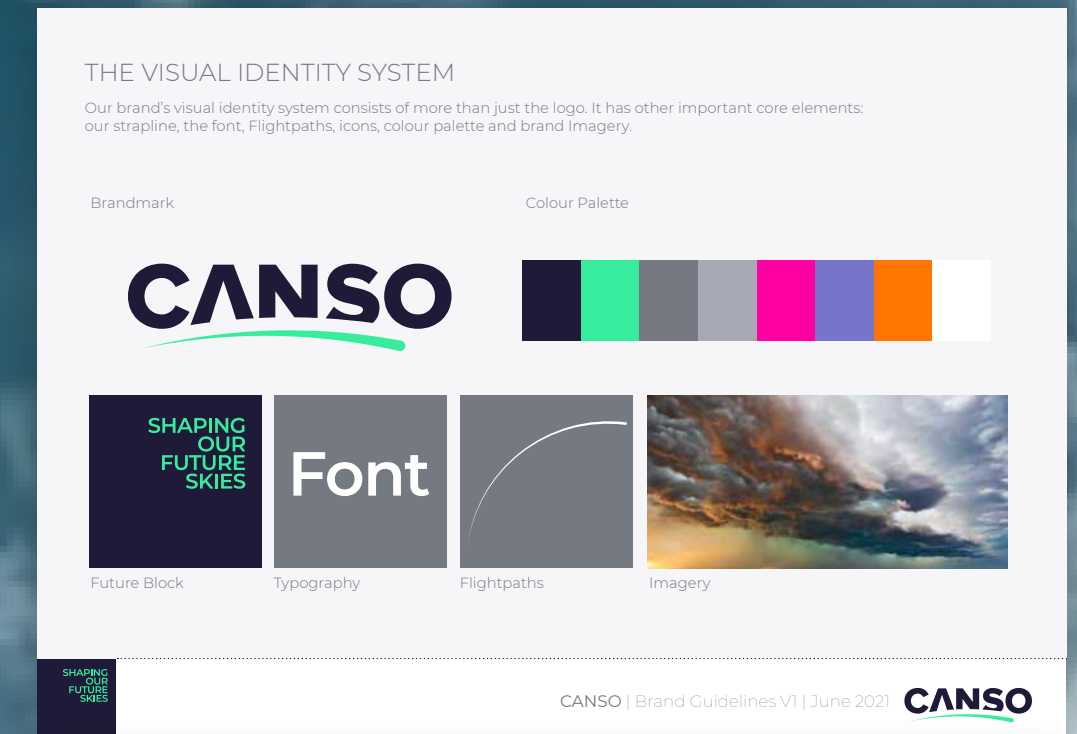
Impact

With 18,000+ downloads to date, the Skyway Code interactive online guide is a must-have for private pilots. As a national and international first, it's held up as an example of best practice throughout the global aviation industry.



SHAPING
OUR
FUTURE
SKIES

canso.org



A new future-ready brand for CANSO

Insight

CANSO is the global voice of the Air Traffic Management (ATM) industry. They connect the ATM industry to share knowledge, expertise and innovation. They needed us to modernise their brand and reposition them ahead of the significant changes and challenges the industry faced, around sustainability, autonomous flight and space.

Idea

Working with the CANSO teams, we developed a new brand look and feel around their positioning proposition, 'Shaping Our Future Skies'. We also created a new membership website to give them a clear voice for the industry and a space where members can connect, share and learn.

Impact

The rollout has been a continuous process over the past three years, and the industry has been very receptive and positive to the changes. Today the organisation feels relevant, confident and is a leader in everything it does for the ATM industry.



Brand overview

Our Brand's visual language is comprised of these core elements: Our Marks, our font and our colour palette. The following pages will explain how each of these elements are used.

Marks

FORMULA
equal

We are

Fonts

DIN Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN CONDENSED REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colours

F= Red, Black, White, Lime Yellow, Grey, Gold

17/26 | F= Brand Guidelines | Version 1.0

Our Marks: We are

Our 'We are' mark can be used as either a sign off, or a main headline within any corporate comms or advertising. Its use is discretionary, and should be limited to once or twice per communication.

There is a landscape and portrait version. Never recreate your own. Same colour rules apply to the 'We are' mark as to The Signature - Red, White and Black.

We are

17/26 | F= Brand Guidelines | Version 1.0

Our values

we are passionate

We are passionate about what we do and expect others working with us to also be passionate (about something that fits our business) - within our hiring policy, we will ensure all future employees are genuinely passionate and buy into the overall brand objectives of the business. To date, 100% of those working with us (as consultants) are 100% engaged with the vision and mission. Future brand partners (and their employees) will also all have to be passionate in addressing our shared vision.

we are believers

We believe in people - Formula Equal founders have historically demonstrated success in mentoring and backing people. By remaining approachable, we will build a team made up of people willing and happy to work together.

we are fair

We truly believe in an equal and fair approach - Salaries and benefits for the same positions will show no bias. All employees are the same.

we are open

We are open and embrace a two-way relationship with our followers and fans - This will be demonstrated via the language we use and the things we do. Examples include embracing visitors to our HQ (offering M&A style guided tours / a Mercedes World experience). Our online platforms will encourage two-way conversation, asking our fans for their thoughts and input.

17/26 | F= Brand Guidelines | Version 1.0

Getting the right formula to drive the F= brand

Insight

F= was created to bring a radical, 50-50 female/male team of drivers, engineers and crew to the almost exclusively male sport of Formula 1. Our brief: "Create a brand that looks nothing like anything you've ever seen in F1. A mark that represents equality, excitement and passion for change."

Idea

We turned off the Mac and took a different approach to the mark. Handing a paintbrush and a pot of ink to a young Engineering student, we asked her to just paint the word 'Equal' - however she wanted. From her first instinctive letter forms, and perhaps her subliminal interpretation of the letter 'E', making an = sign, we honed and built the logo you see here.



HAWK-EYE

INNOVATIONS

Hawk-like focus to rebrand Hawk-eye

Insight

The Sony Group company provides ball-tracking technology used to officiate major sporting events, such as Wimbledon and the English Premier League. Now they work with more than 17 different sports around the world. We needed to create an exciting brand worthy of this dynamic company's current position and growth plans.

Idea

We got to know the business inside out, and deep-dived into their requirements, wants and direction of the brand. The brand mark we created is based on the arcs formed by a bouncing ball, repurposing the distinctive shape of a soaring hawk and its connotations of accuracy and focus.

Impact

Although B2B focused, consumer recognition is important to Hawk-Eye. Their name is already well known to sports fans worldwide, but their visual identity is less so. The new ID fits seamlessly in an environment rich with sports brand logos and appeared familiar and well received from launch.

Core Elements

Our brand's visual identity system consists of six main elements: the logo, strapline, colour, typography, imagery and the Sony Company credit.

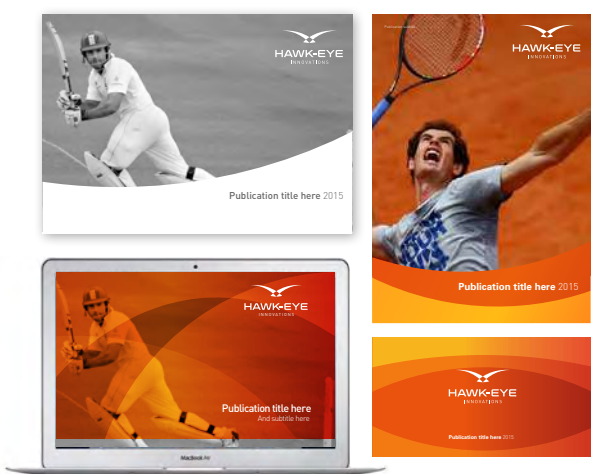
Each element – and how to use it – is explained in detail throughout these guidelines. All the elements work together to create a powerful and consistent representation of our brand and its values.



The brand in action

Wherever possible, or logical, the Hawk-Eye logo should be positioned above any other text on a communication. It should always be the highest element on any page as this subliminally reinforces the company's overseeing and authoritative values.

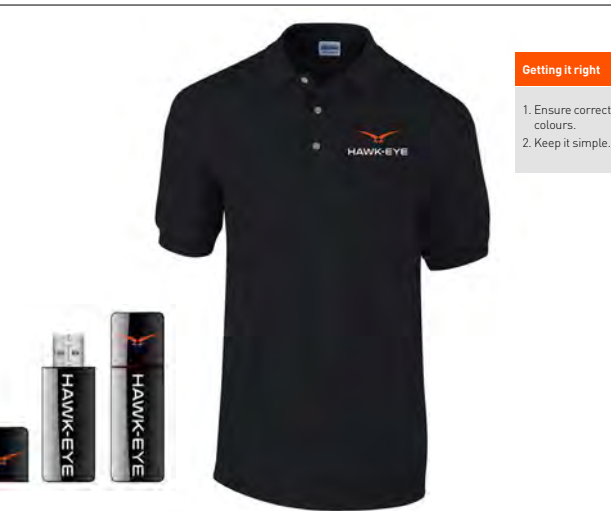
Elements of the Arc background can be used creatively to 'frame' action imagery, or on its own in layered colours and blends. It can bring Hawk-Eye personality to everything from black and white photography to 'plain' backgrounds with no imagery.



The brand in action

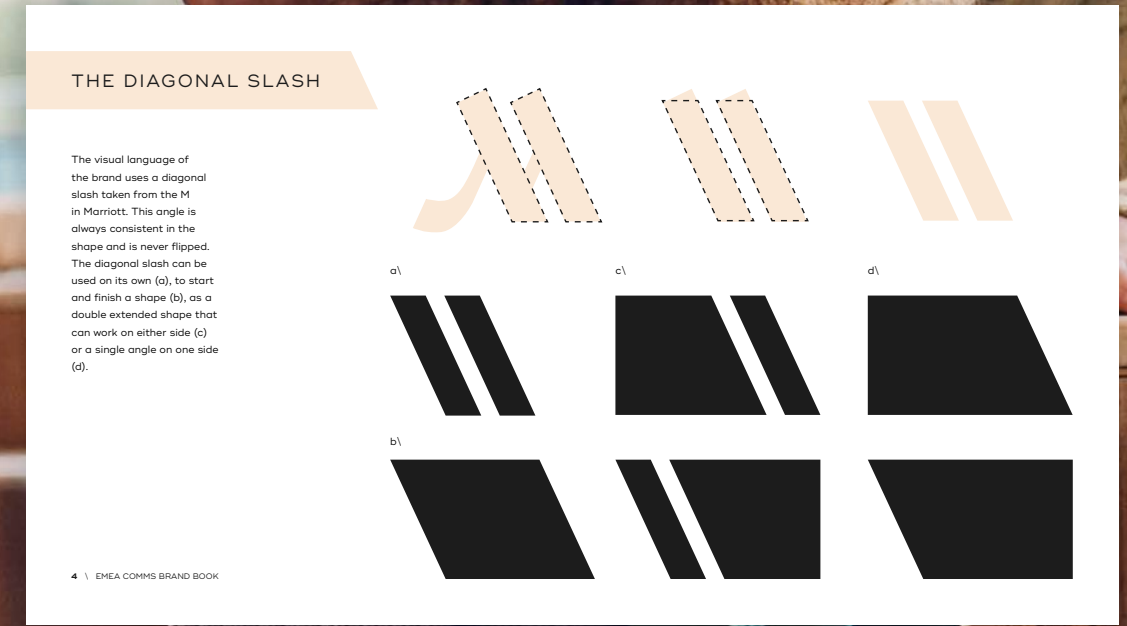
The key to merchandise is to keep it simple and stylish. Sophisticated prints on quality items, using our corporate colours.

NOTE: Use the Hawk-Eye orange colour where you can control it, i.e. in the print on the item. DO NOT EXPECT to be able to source branded items in our Orange - there is little chance without going to expensive lengths. However, virtually every product has a BLACK option available. And you can almost always specify a PANTONE for the print or embroidery etc.



Getting it right

1. Ensure correct brand colours.
2. Keep it simple.



Giving the EMEA Internal Communications a makeover

Insight

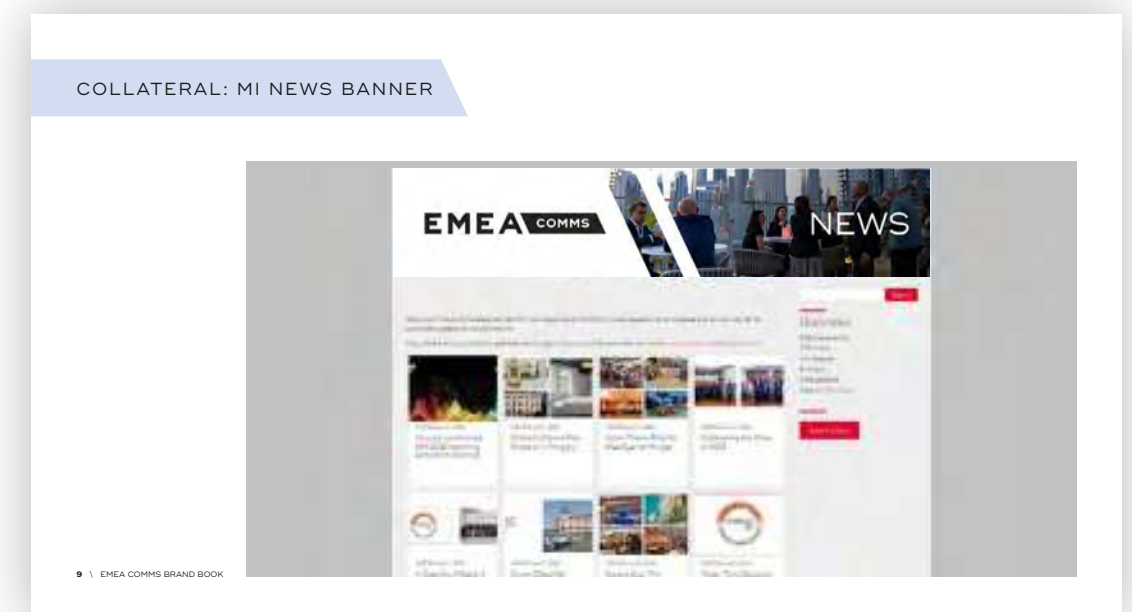
The internal comms team at Marriott International were both fairly new to the role so wanted to shake up the way they communicate messages, and the visuals that go alongside these. Previous communications were much more corporate, so they wanted to bring an element of fun; making all messages from the EMEA IC function consistent and recognisable.

Idea

Using the corporate style, we wanted to create a standalone brand that was used for all internal communications coming from the EMEA IC team, but still making it recognisable as Marriott. We have used the angle from the Marriott font to create a slice graphic that houses elements including photography and graphics. And used the secondary colour palette to make the colours and content pop.

Impact

Since developing the brand, feedback from employees has been really positive. They love the vibrancy and consistency. As a development of the internal brand, we have used the style to create secondary styles for individual projects and campaign internally, such as the weekly newsletter and webinars.



southern coop

A fair, fresh approach, for all.

surgery



CORPORATE - EMPLOYER BRAND PALETTE

This colour group has been compiled for use in employee materials to complement the primary So Lime colour.

All the colours except So Aqua and So Rose are from the overall palette. These two colours are created especially for the Employee brand.

SO LIME	CO-OP GROUP BLUE	SO AQUA	SO ROSE	SO GREEN
Pantone® 384C	Pantone® 2995C	Pantone® 349C	Pantone® 220C	Pantone® 382C
C 10	C 55	C 55	C 55	C 55
M 10	M 10	M 10	M 10	M 10
Y 10	Y 10	Y 10	Y 10	Y 10
K 10	K 10	K 10	K 10	K 10
CMYK 100% 0% 0% 0%	CMYK 100% 0% 0% 0%	CMYK 100% 0% 0% 0%	CMYK 100% 0% 0% 0%	CMYK 100% 0% 0% 0%
HR BRAND	LAD	RECRUITMENT	REWARD & PERFORMANCE	TRANSITIONING

Southern Co-op Brand and Visual Identity Guidelines | 42

A fresh approach for Southern Co-op

Insight

The Southern Co-op is a large regional chain of supermarkets, funeral homes and burial grounds. Traditionally, they licensed their brand from the familiar Co-op Group. They'd decided to break free of group brand and develop their own identity when they contacted us.

Idea

To rebrand in a way that would be understood and accepted by their shareholders, suppliers, and many members. We developed a new brand to work across external and internal applications. From induction videos and customer programmes, to store fascias and employee comms, as well as the design of their just-launched 'store of the future' at Abbotswood.



OUR VISUAL IDENTITY SYSTEM - CORE ELEMENTS

Our brand's visual identity system consists of more than just the brandmark.

It actually has six main elements: the brandmark, the Southern Polka-dot device, the typolator and style, the colour palette, the tagline and the logo system.

Each element – and how to use it – is explained in detail throughout these guidelines. All the elements work together to create a powerful and consistent representation of our brand and its values.

Southern Co-op Brand and Visual Identity Guidelines | 14

COLOUR PALETTE - RATIONALE

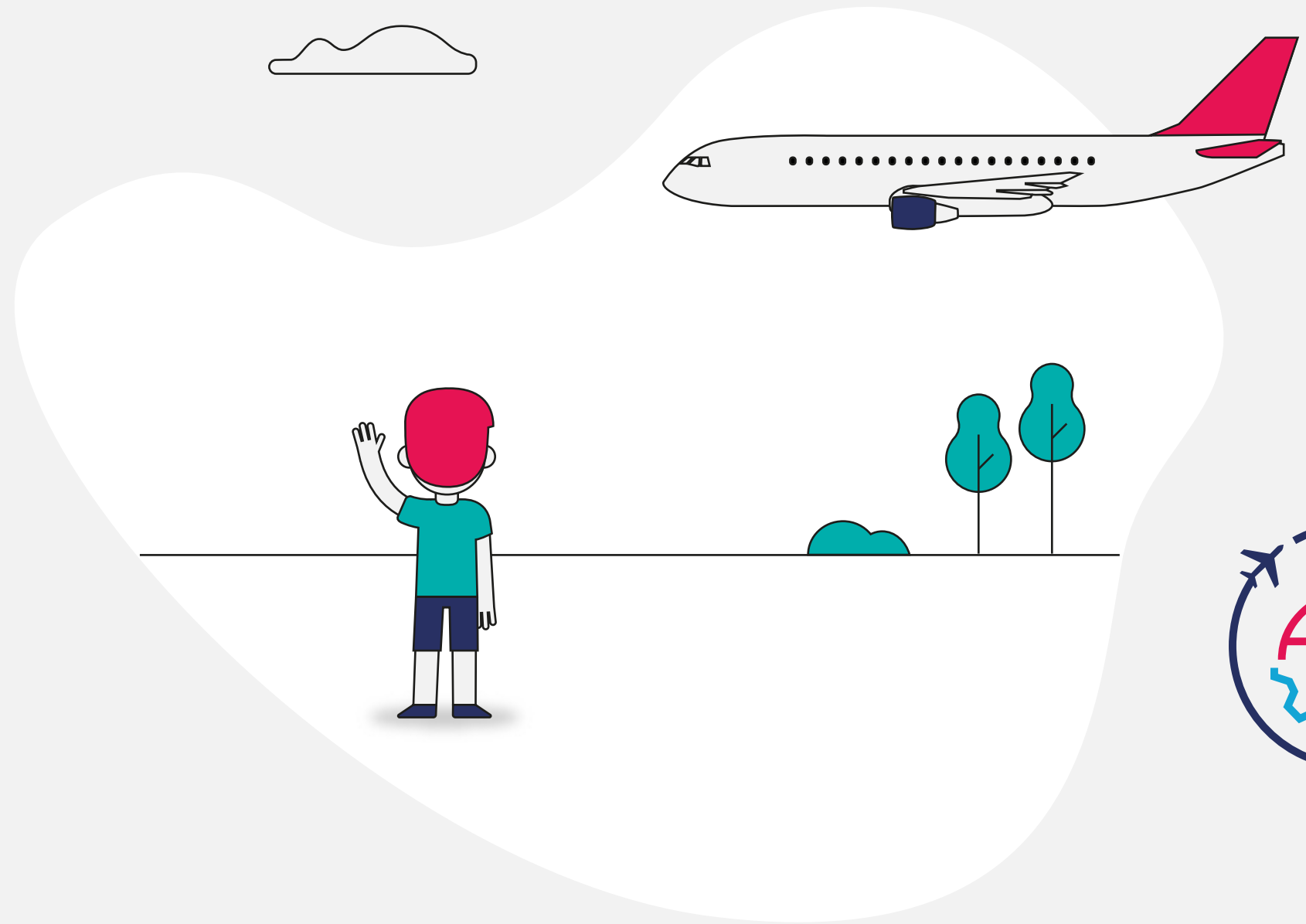
Colour adds personality and promotes brand recognition.

Southern Co-op's colour palette is a combination of contemporary, sophisticated hues and fresh, bright accent colours, some of which have been part of our palette for a while now.

Solent Blue, as it's known, is the primary corporate brand colour and underpins the visual language, forming a stable background for the exciting accent colours. It also creates the bridge between the familiar Legacy Green and Co-op Group Blue.

Southern Co-op Brand and Visual Identity Guidelines | 24

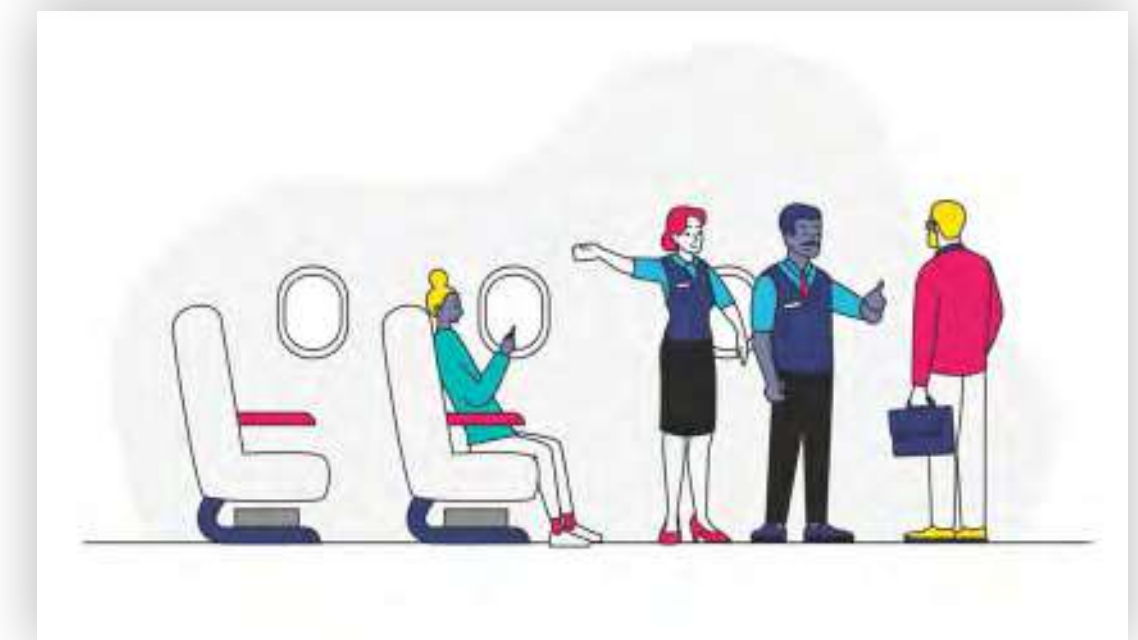
Animation.



STEM

OPPORTUNITIES IN AVIATION & AEROSPACE

surgery



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, 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.



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.

NATS

surgery

Prototyping with the Wizard of Oz

Insight

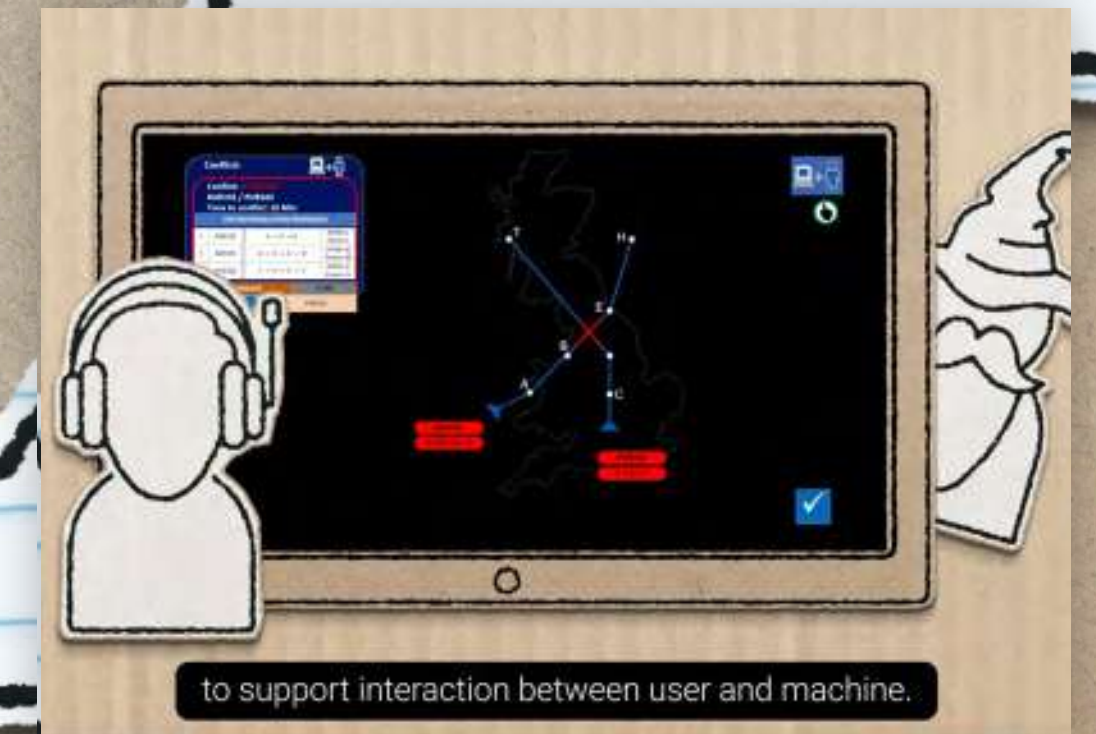
The ask was to create an animation that clearly explained the work NATS and the University of York were doing around prototype techniques — their value in bringing new products and tech to the market whilst ensuring safety and keeping an eye on budget.

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

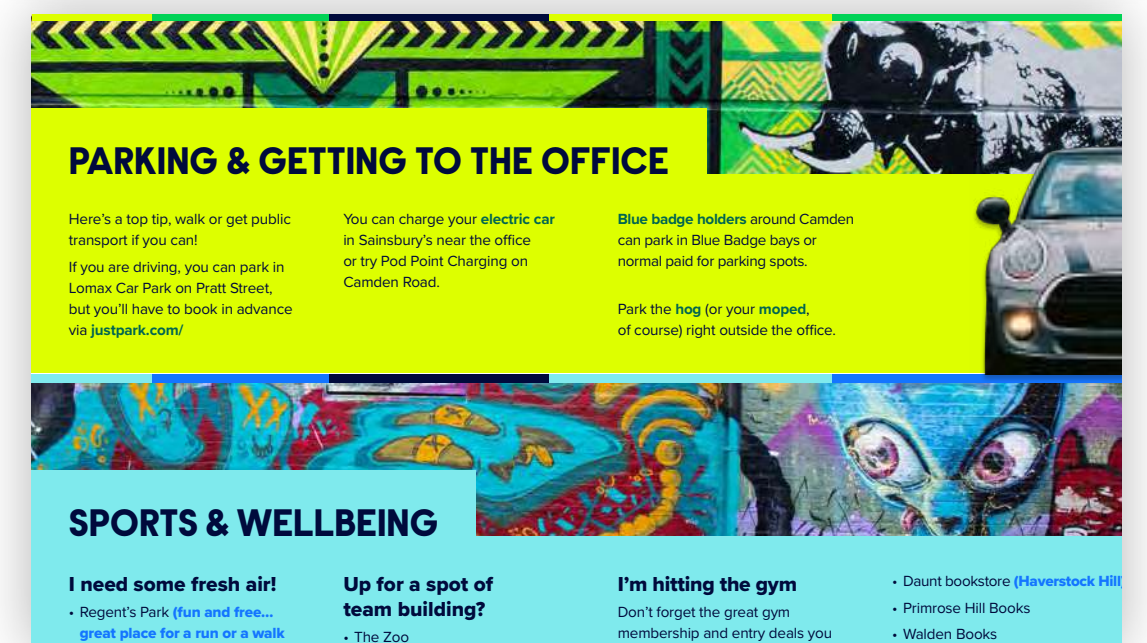
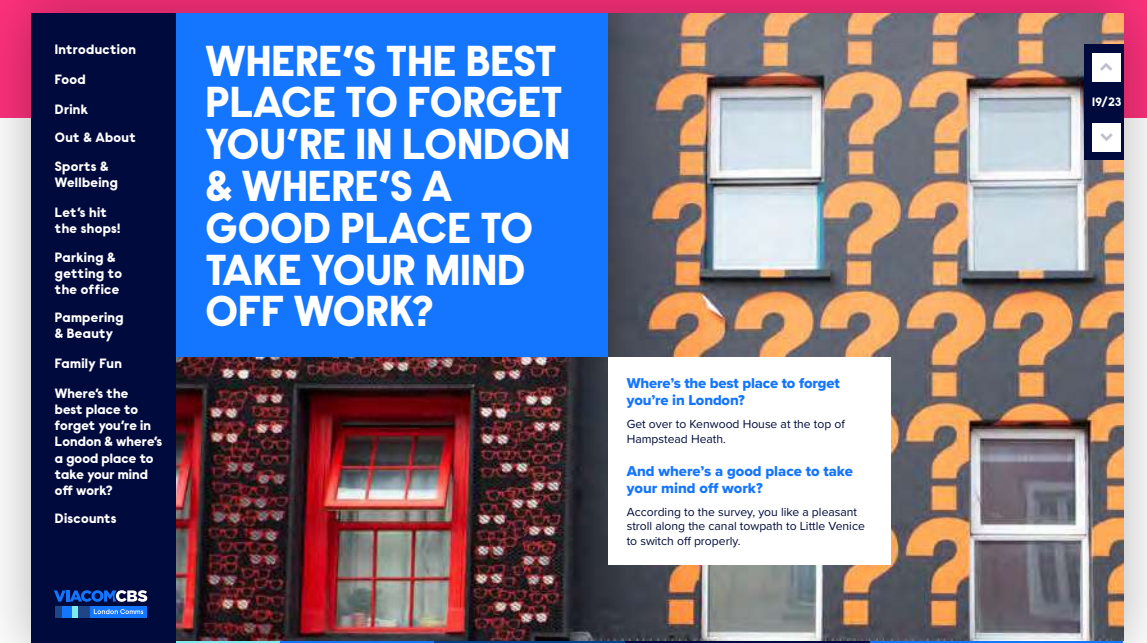
When the Paramount office reopened after lockdown, there were a lot of rules and regulations in place to keep employees safe. The client asked us to create some assets to inform all employees of what they could expect and what they needed to do when they worked in the office.

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.





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!

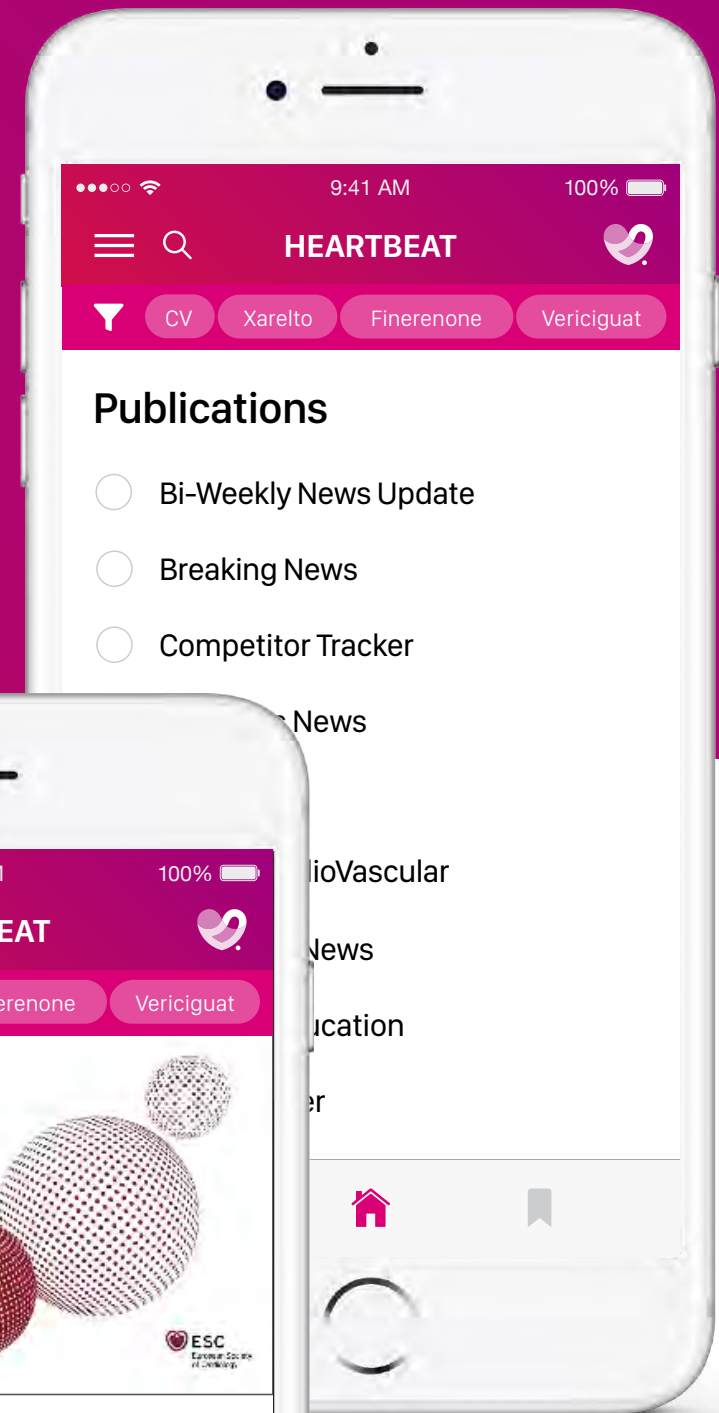
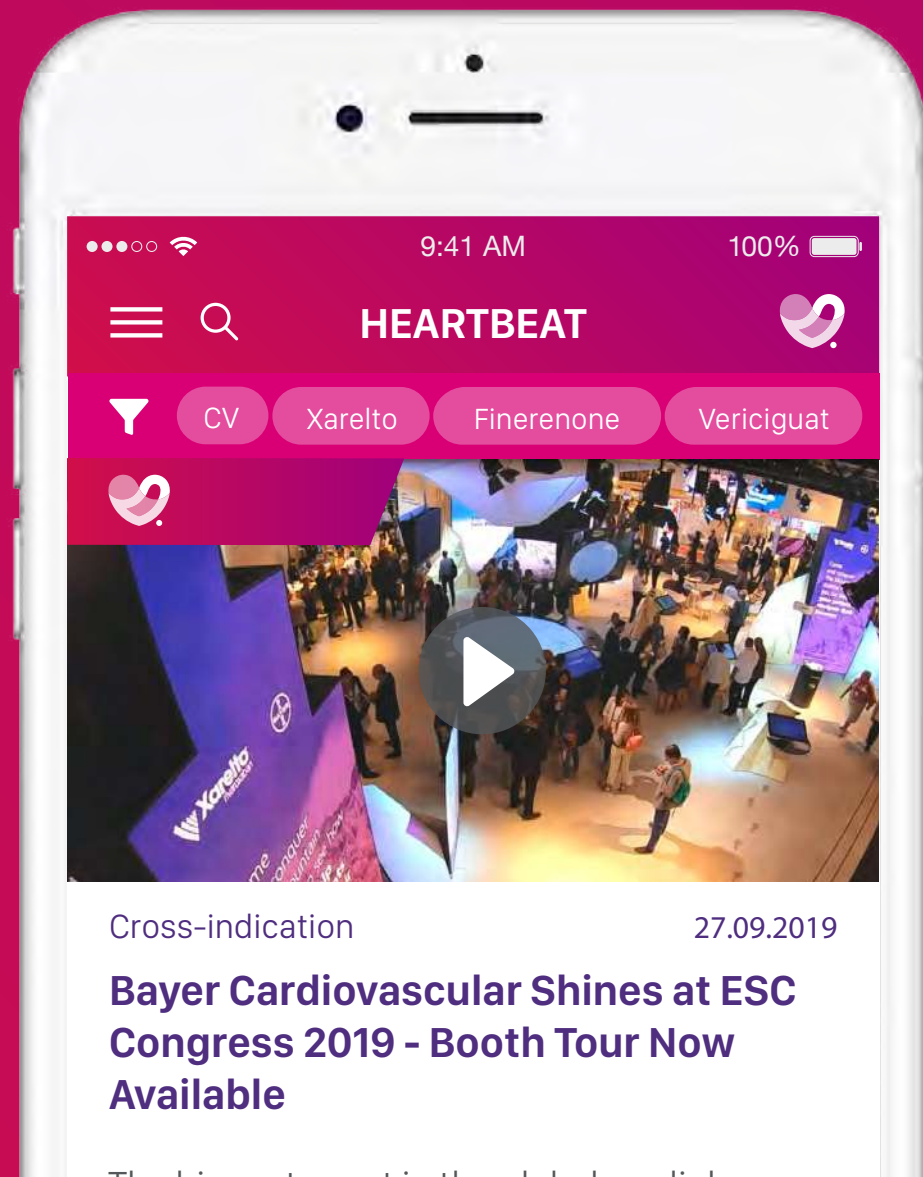
Gemma Lacey Director Sustainability & Communications

southern coop

Digital & Events.



surgery



Hitting the beat – a new internal comms app for Bayer brand Xarelto

Insight

Bayer brand Xarelto, one of the world's leading cardiovascular therapies and treatments providers, needed a way to analyse and understand how their internal comms messages were landing with their people. The information was always important and timely, but they didn't know how, when or even if it was being read and acted on.

Idea

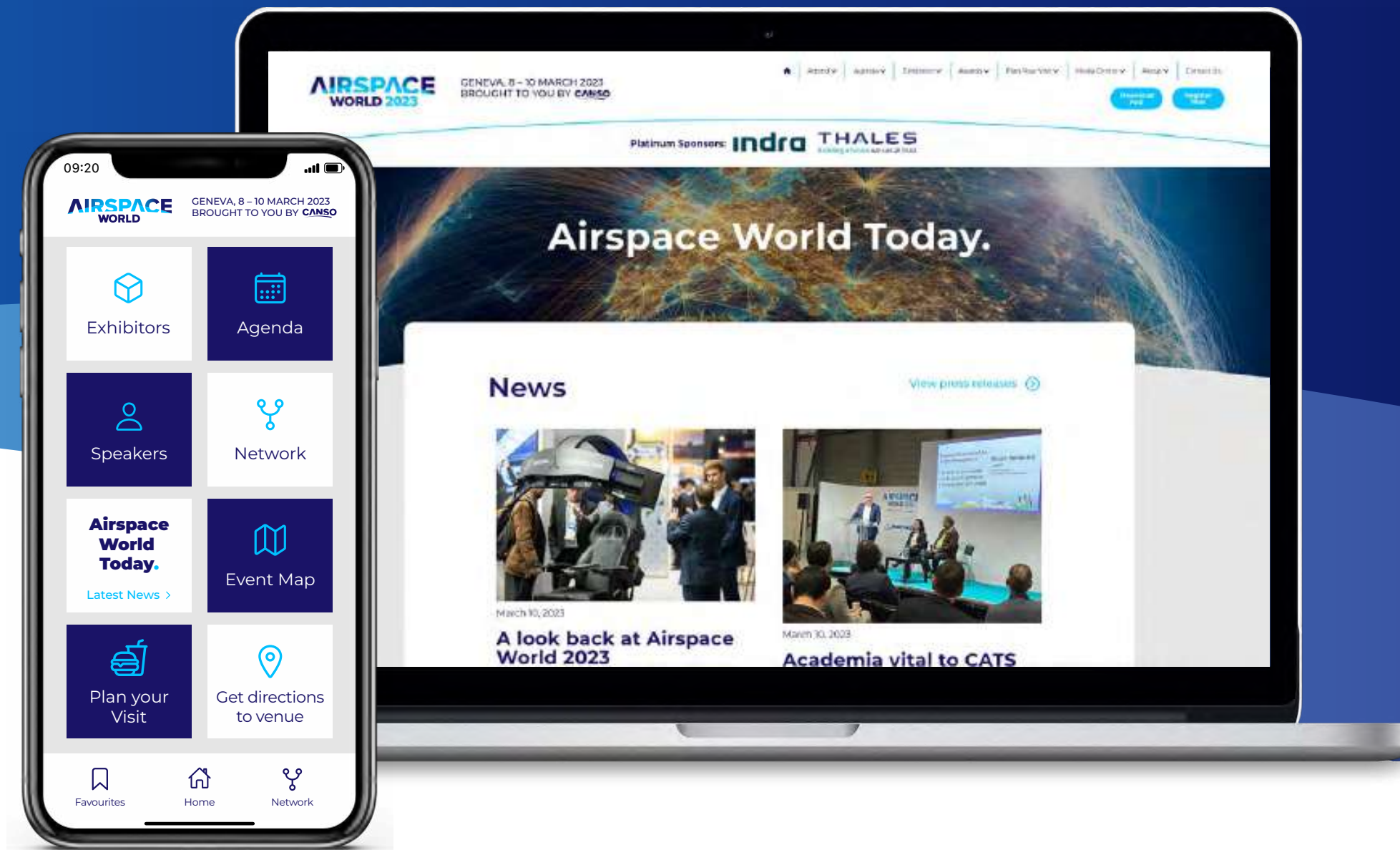
Xarelto came to us to find a digital solution to help their internal teams understand what was going on. Working within their existing IT resource framework and using platforms such as Sharepoint and Azure, we created a new 'Heartbeat' comms app. The functionality allowed users to set up push notifications and to track what they were sending out and the responses to it to ensure maximum impact.

Impact

The app has proved so successful that word of mouth has clearly got around the Bayer group! We've been commissioned to build something similar for Eylea, Bayer's eye therapy brand, with more brands interested in developing an app of their own.



AIRSPACE WORLD 2023



The sky's the limit at Airspace World, Geneva

Insight

With only nine months to prepare, CANSO ran the world's largest ATM exhibition in Geneva. Having supported ASW's brand development, we were asked to create a platform to share event details, contact interested parties and collate speaker applications. Connecting attendees during the event and facilitating networking was also key.

Idea

To create an engaging global corporate event website, that also served as a digital marketing and event tool for the international event teams, as well as produce an app for attendees to plan their visit and network during the exhibition.

Impact

With over 800,000 page-impressions in the lead up to Airspace World, the website helped bring over 5,000 attendees access to over 170 exhibitors and up to 133 agenda sessions during the three-day event. Over 1,800 app downloads meant users could both network and plan visits smoothly.



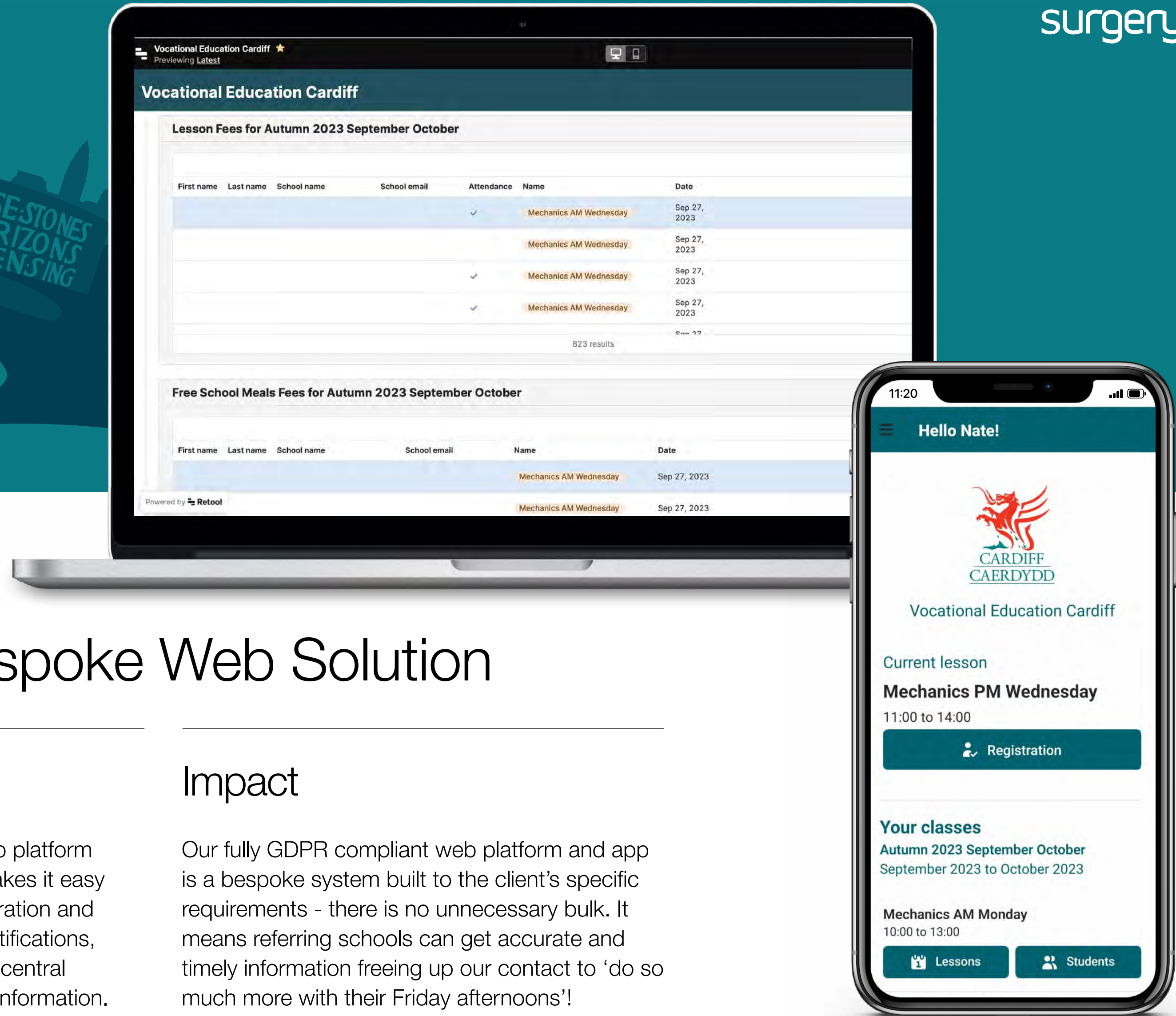
With ten months ago when I found out we would be taking over the running of the world's largest ATM exhibition, I genuinely didn't know how we would do it.

To be stood here today, having received so many great comments about the running of the show, the content of the theatres, the look and feel, the communications, the CANSO stand, the app, the best Executive Summit ever, etc is incredible.

Thank you. Every one of you played a vital role in making our inaugural Airspace World a huge success. Looking forward to the second edition!

Deborah Seymour | Communications Director

The logo for CANSO, featuring the word "CANSO" in a bold, white, sans-serif font. A white curved line is positioned underneath the letters, starting under the 'C' and ending under the 'O'.



Vocational Education Cardiff: Streamlining Operations with a Bespoke Web Solution

Insight

Vocational Education Cardiff is an alternative provision school offering BTEC programmes. They came to us for a web solution to help them manage pupils' attendance and behaviour and streamline their operations across the board to reduce their reliance on manual spreadsheets.

Idea

Taking their brief, we created a web platform with a connected app. The app makes it easy for teachers to mark student registration and behaviour with a simple UX and notifications, whilst the web platform provides a central database for all student and class information. We've taken away the reliance on multiple spreadsheets, and the coding platform makes it easy to add new features as needed.

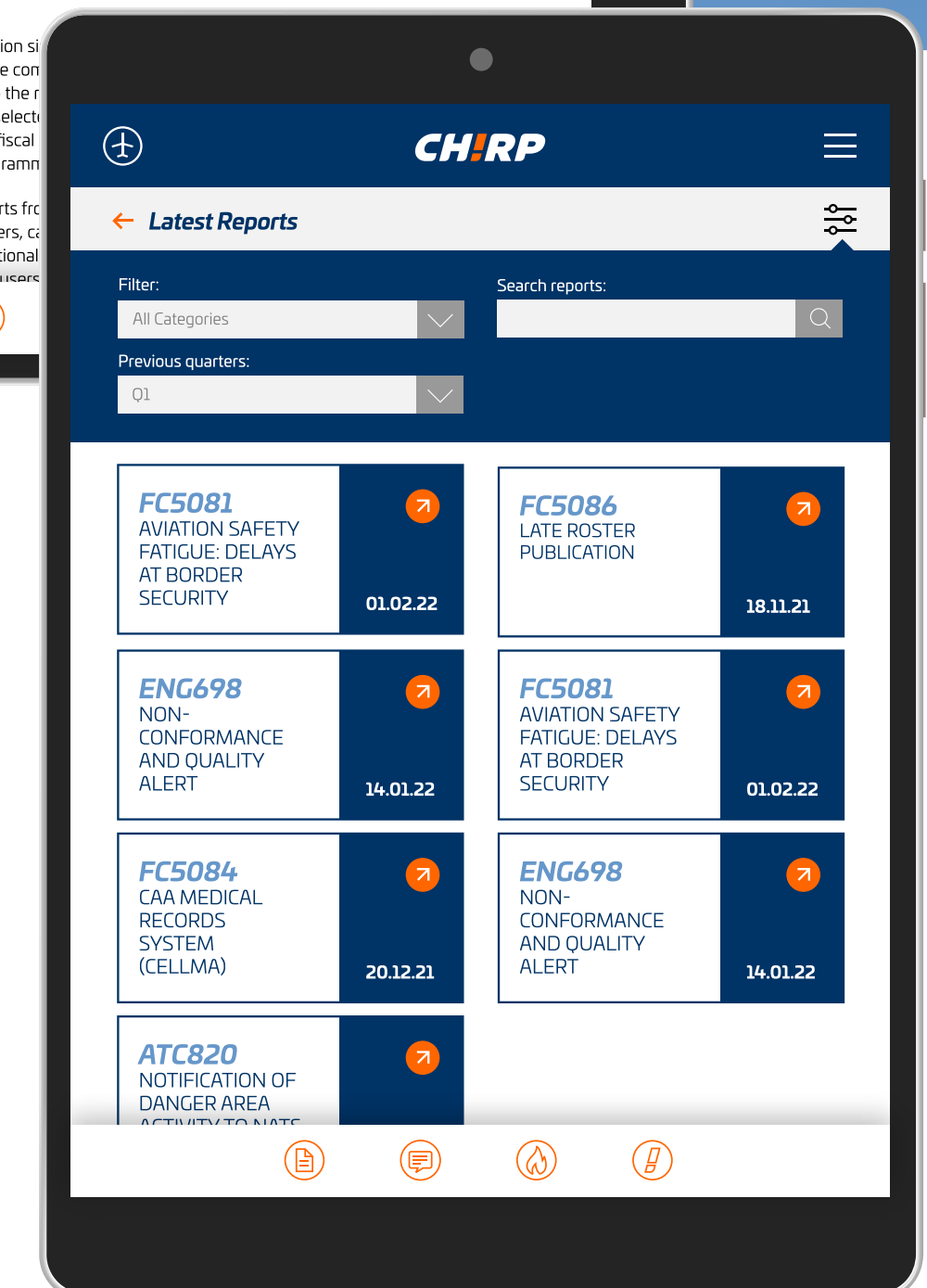
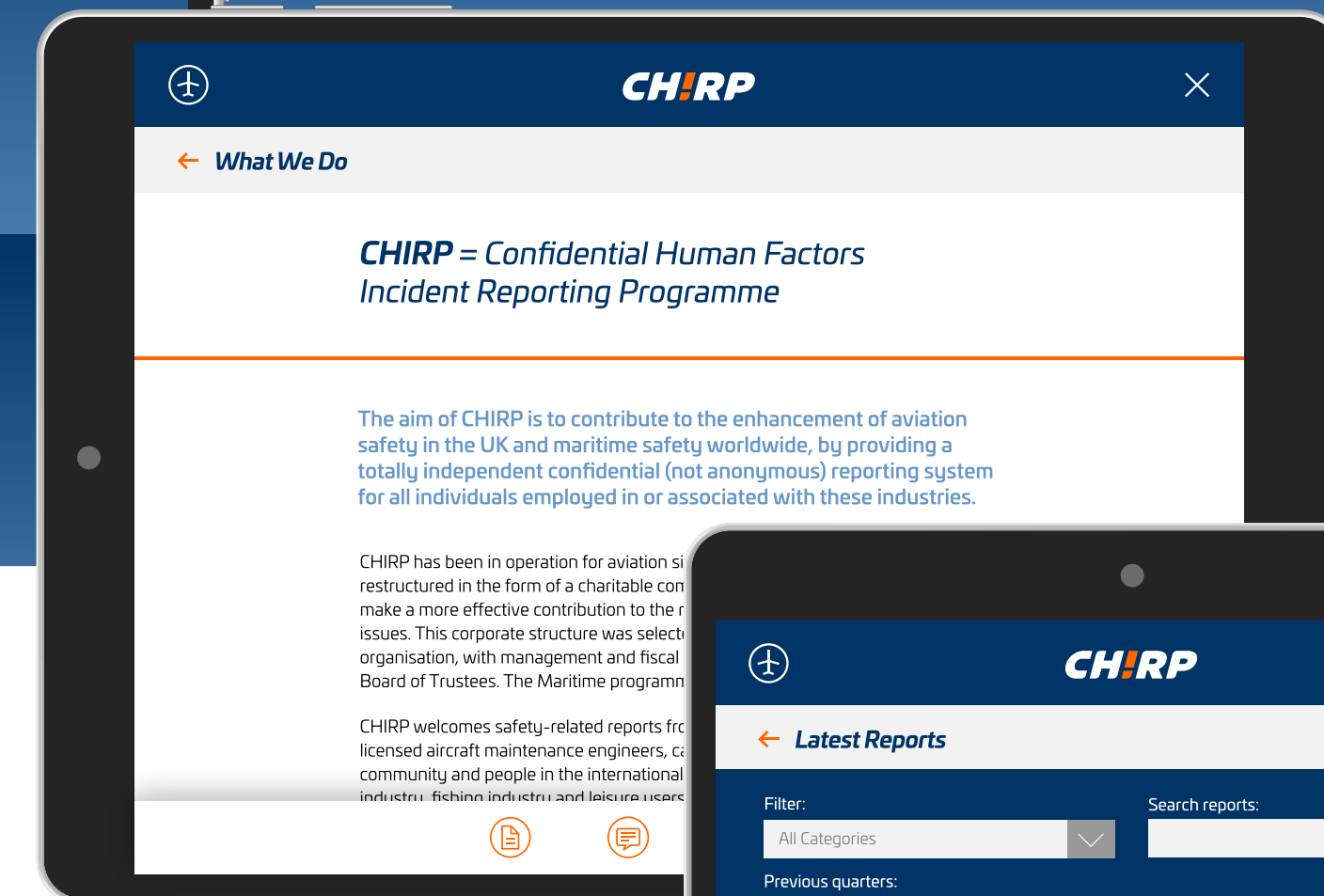
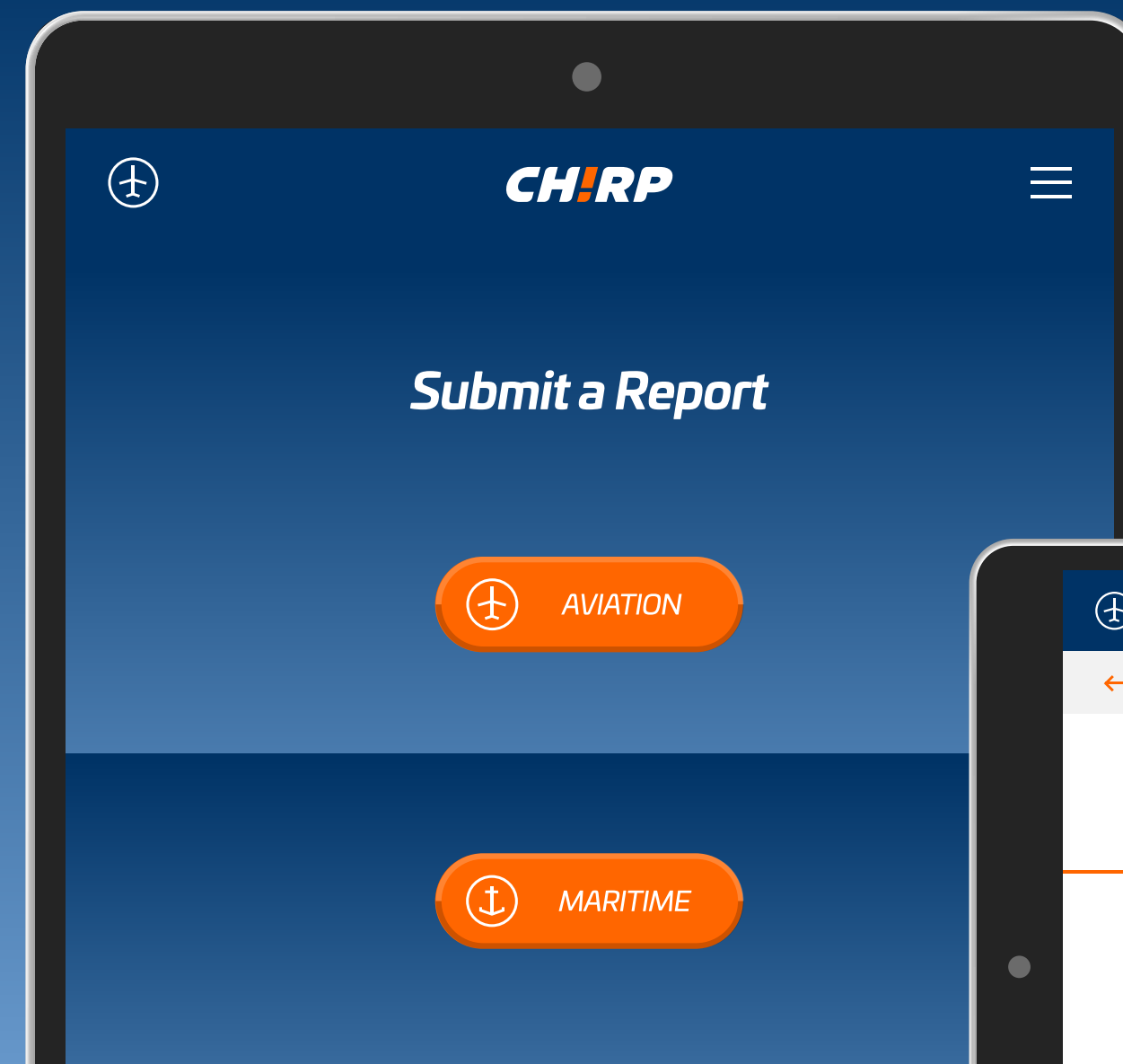
Impact

Our fully GDPR compliant web platform and app is a bespoke system built to the client's specific requirements - there is no unnecessary bulk. It means referring schools can get accurate and timely information freeing up our contact to 'do so much more with their Friday afternoons'!

CHIRP

Confidential Human Factors Incident Reporting Programme

surgery



Helping people speak up to CHIRP about safety

Insight

We know good digital design doesn't just need to look good; it needs to improve user experience and customer engagement too. CHIRP required a new look and a refreshed, more practical digital presence and functionality to pursue their purpose of giving people a place to share aviation and maritime safety concerns. As always, we took the time to really understand the issue.

Idea

"We want even more people to share their experiences of aviation and maritime safety and submit reports", CHIRP told us. We created a new look around an air and sea safety theme and, through this new brand, built a bespoke website – bringing the aviation and maritime sectors together to make it as simple as possible to submit a safety report.

Impact

The new digital functionality made accessing and filling out reports easier and all new company publications are now readable with limited Wi-Fi. Maritime and aviation sector information is available all in the same place – reports can be submitted and saved on the go and there's already been an increase in reports received.

convatec

Marketing'21



surgery



One hybrid virtual event, one marketing community, one Convatec way of marketing

Insight

With 240 marketers across multiple timezones, and the newly formed Marketing Centre of Excellence, we needed to create an engaging way to bring the community together that felt like, more than just a 'Teams meeting'.

Idea

On day one we broadcast live from Convatec's Reading office out to their global community, hearing from their CEO and setting the foundations for the rest of the event. The next three days saw a mix of vision broadcasts, ensuring the branding and key messaging were communicated coherently and dynamically.

Impact

The global team were brought together for the first time as one marketing community. The success of the four day sessions left the global team feeling inspired and empowered for the future of Marketing at Convatec.

““

The week was a great reminder of the importance of marketing and even more importantly the incredible energy and value that you get from such a diverse and engaging group of people unified around our passion for improving the lives of the people we touch. Thoroughly enjoyed the conference.

Andy Hunter Global Sales Force Effective CRM Director

convatec

““

What a fantastic week, you thought about every single detail and I need to share a big thank you on behalf of the whole team for always being there and available and support each of us at every step!!! What a result.

Silvia Grattieri Global Marketing Director Masterbrand

convatec

easyJet

surgeon

Launching easyJet's 2022 plan to their top 350 leaders

Insight

easyJet wanted to create a fun and inspiring creative campaign that communicated their 2022 plans. The campaign was to be delivered to the top 350 leaders at their annual virtual conference.

Idea

We needed to reach a global audience during a time where travel was restricted (even for an international airline), so we brought everyone together with an upbeat and engaging virtual conference. The top 12 leaders were together in their Luton head office, and broadcast live to the worldwide audience.

Impact

The top leaders left the event inspired for the year to come with a clear narrative to pass on to their colleagues and teams.

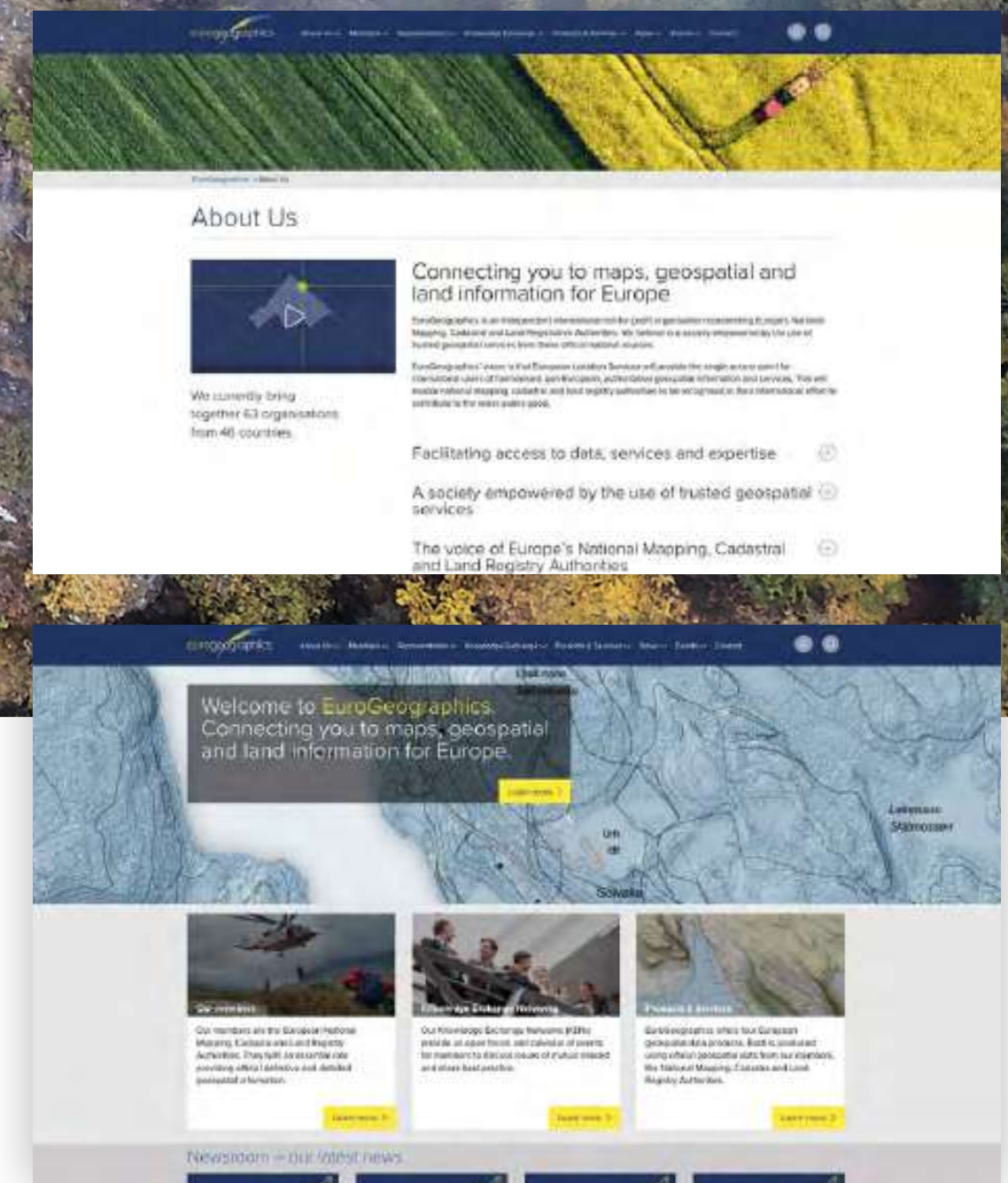
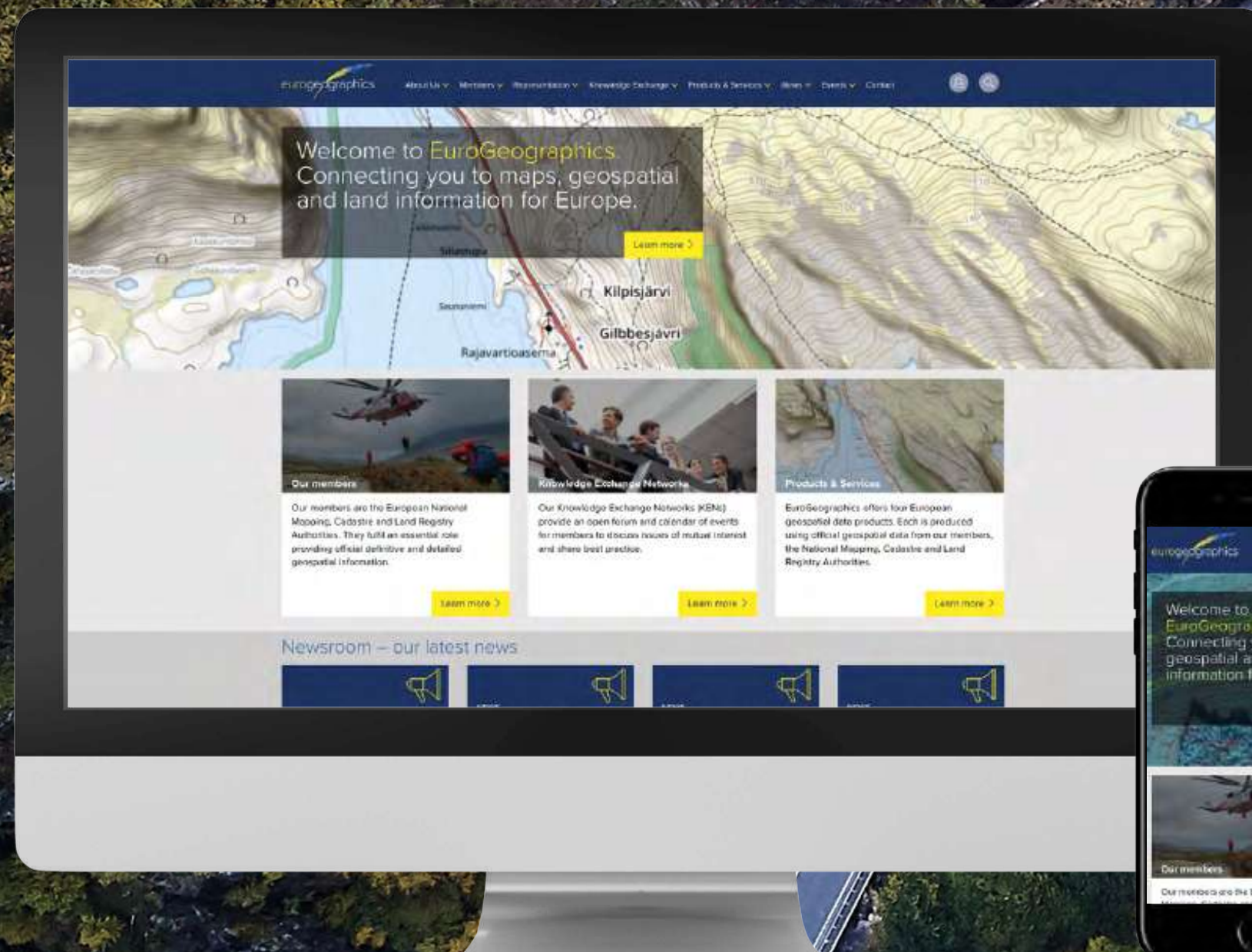


WIN'22

WE'RE FOCUSED ON IMPROVING EASE ACROSS THE END-TO-END JOURNEY BY DIGITALISING THE CUSTOMER EXPERIENCE

What's been delivered	Work in progress
<ul style="list-style-type: none"> New Self-Service Disruption Tool for customers Digital customer vouchers, enabling all customers to redeem your new online Chatbot launched to help get you Find my refund tool Cloud File Fix centre Flexible booking, enabling customers to change flights online throughout the pandemic New social strategy to engage customers CRM expansion for more relevant customer engagement 	<ul style="list-style-type: none"> Enhance Self-Service Disruption Tool Enhance Self-Service Booking Management Customer Journey Mapping, improving service across the end-to-end journey Toolboxes to improve Bag Drop and Boarding experiences Build a CRM engine Enhance Self-Service via IVR Enhance UX of app and digital opportunities

#W22 | 11th March 2022



Connecting EuroGeographics geospatial membership

Insight

EuroGeographics needed us to develop a new membership website out of the bones of an antiquated and organically grown online presence. Content had become out of control and couldn't be referenced, maintained or used by their membership.

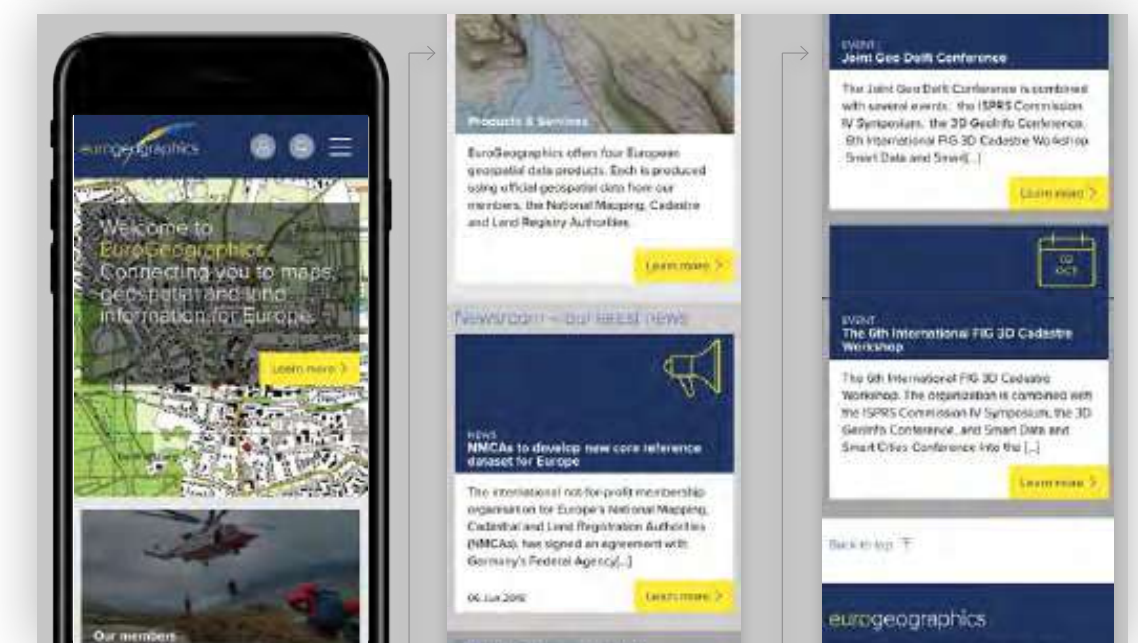
Idea

We set about building a new membership digital ecosystem for members. Using WordPress and Hubspot, we developed an online platform split into a public-facing website and a membership intranet. The latter existing site needed a major overhaul to allow for more effective inter-member comms, content archiving, content retrieval and new member event-sharing tools.

Testimonial

“You guys were superstars in helping us navigate and build out a complex online proposition to explain our purpose and support our membership.”

Sallie Payne
Head of Operations and Association Management

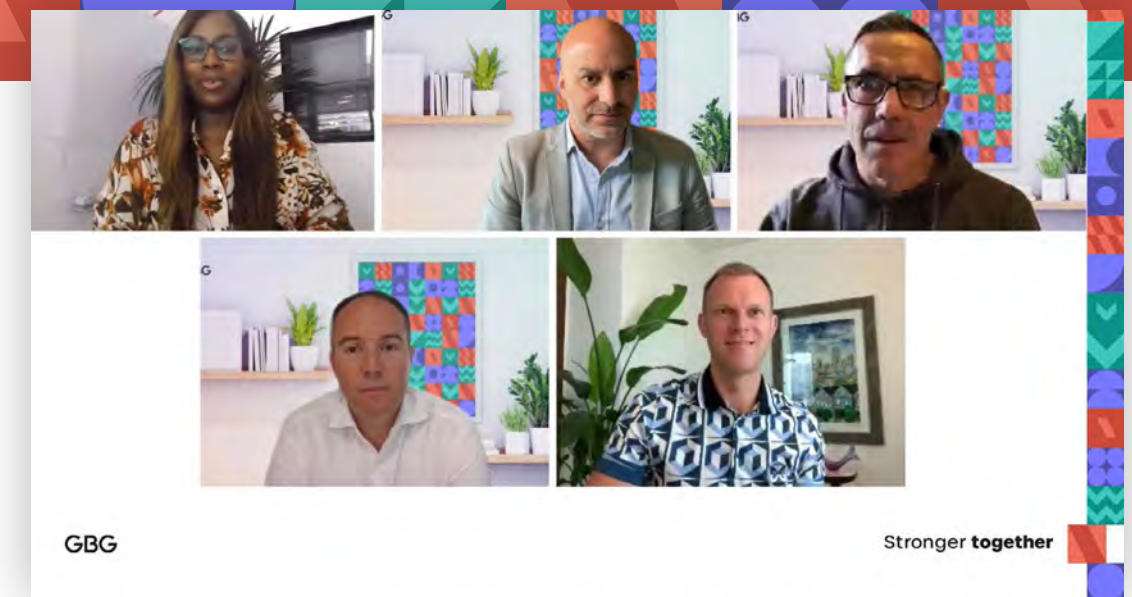
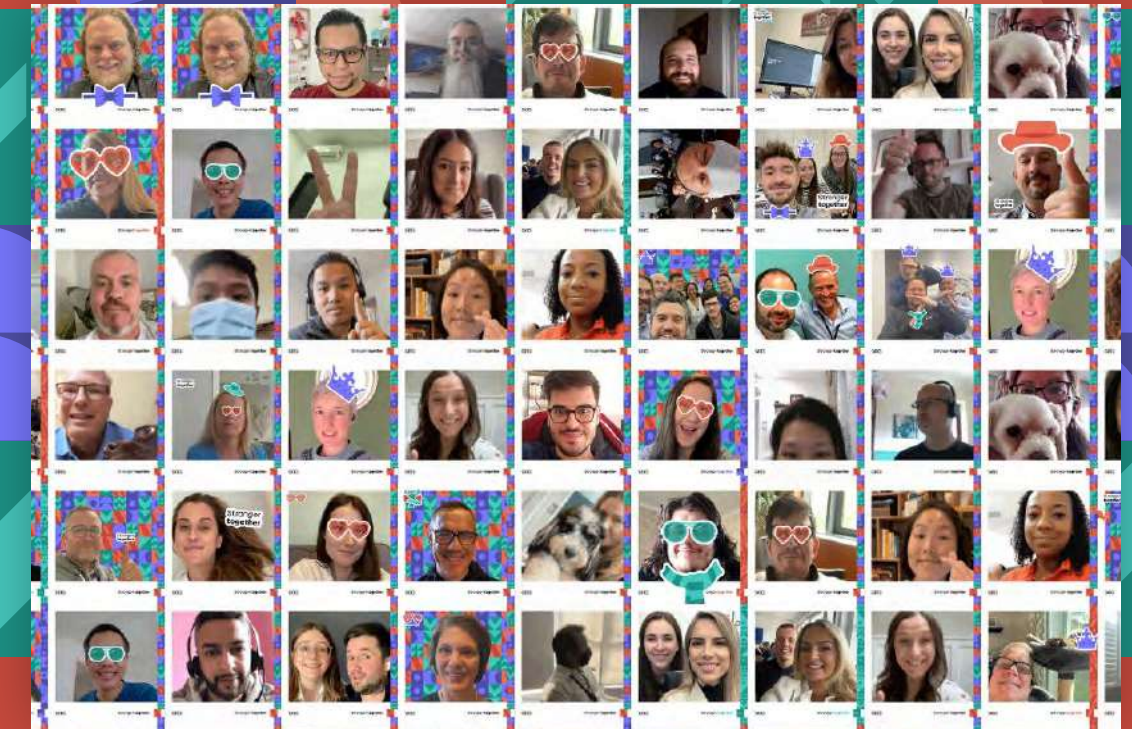


GBG

surgeny



Stronger together



A dynamic TV-show style virtual event to inspire GBG's people to feel stronger together

Insight

GBG wanted to bring their employees together globally to celebrate the year, thank everyone for their part in their success and to excite them about their future plans.

Idea

A live virtual TV-show experience with no speaker talking for more than nine minutes to keep it dynamic and interesting. We maxed out on the interactivity and created a bespoke virtual photobooth to capture the moment when everyone was 'stronger together'.

Impact

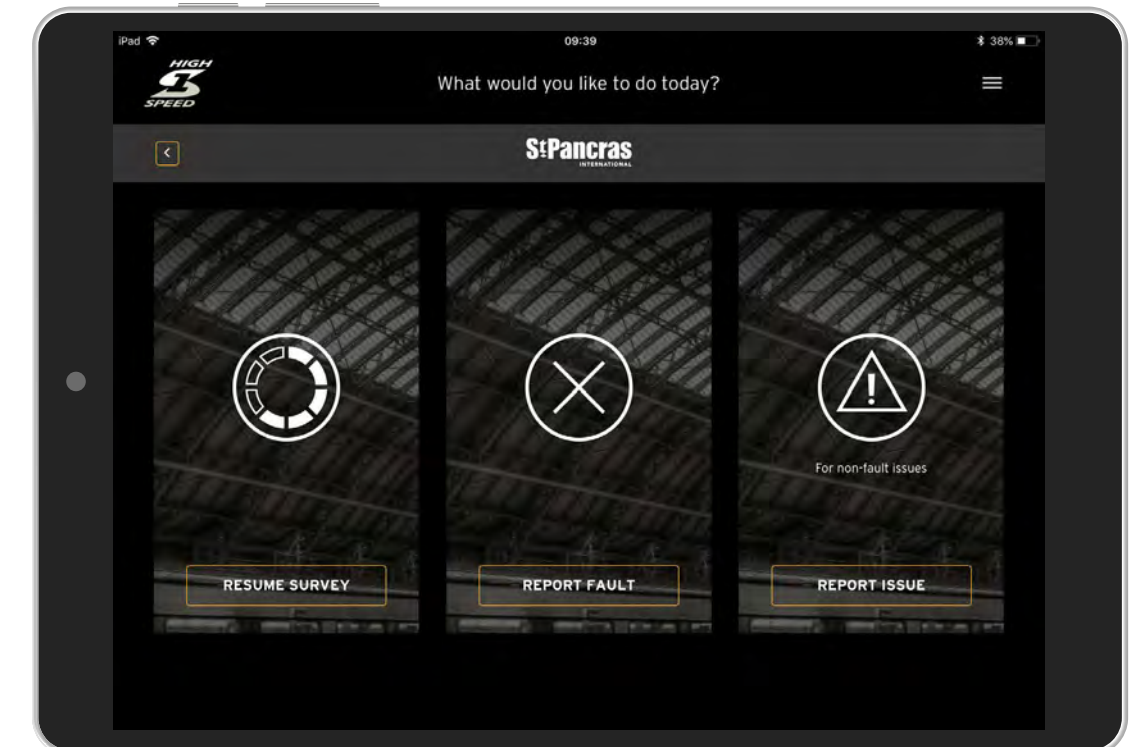
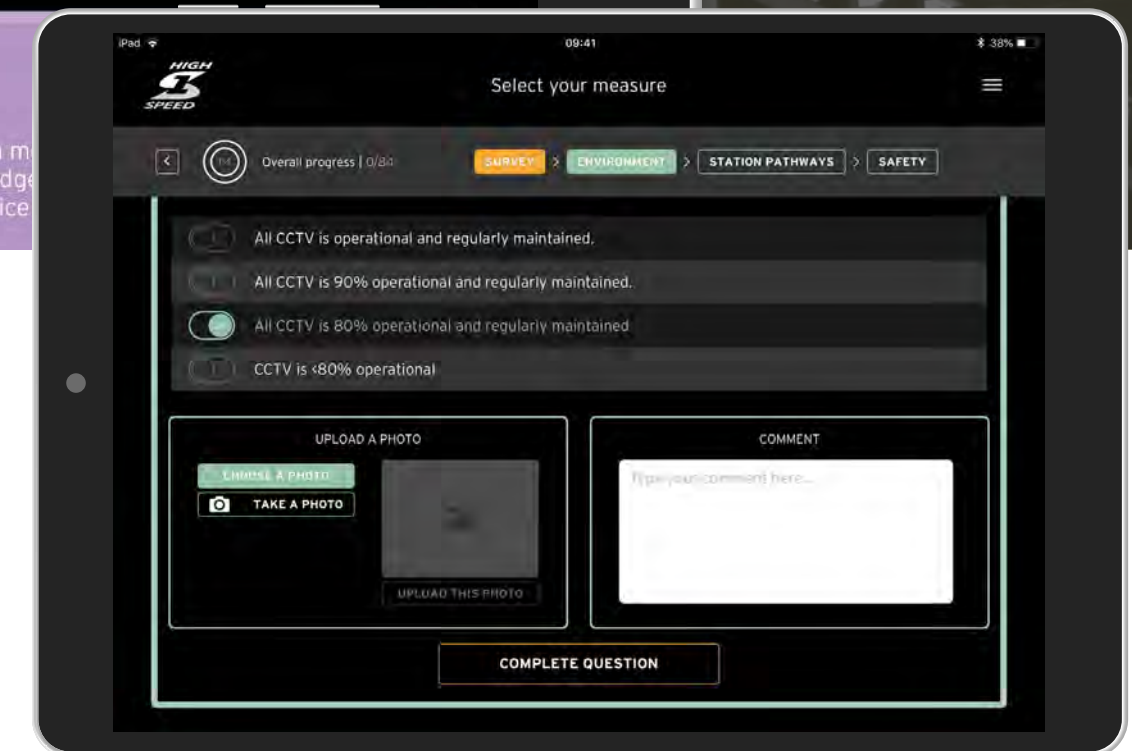
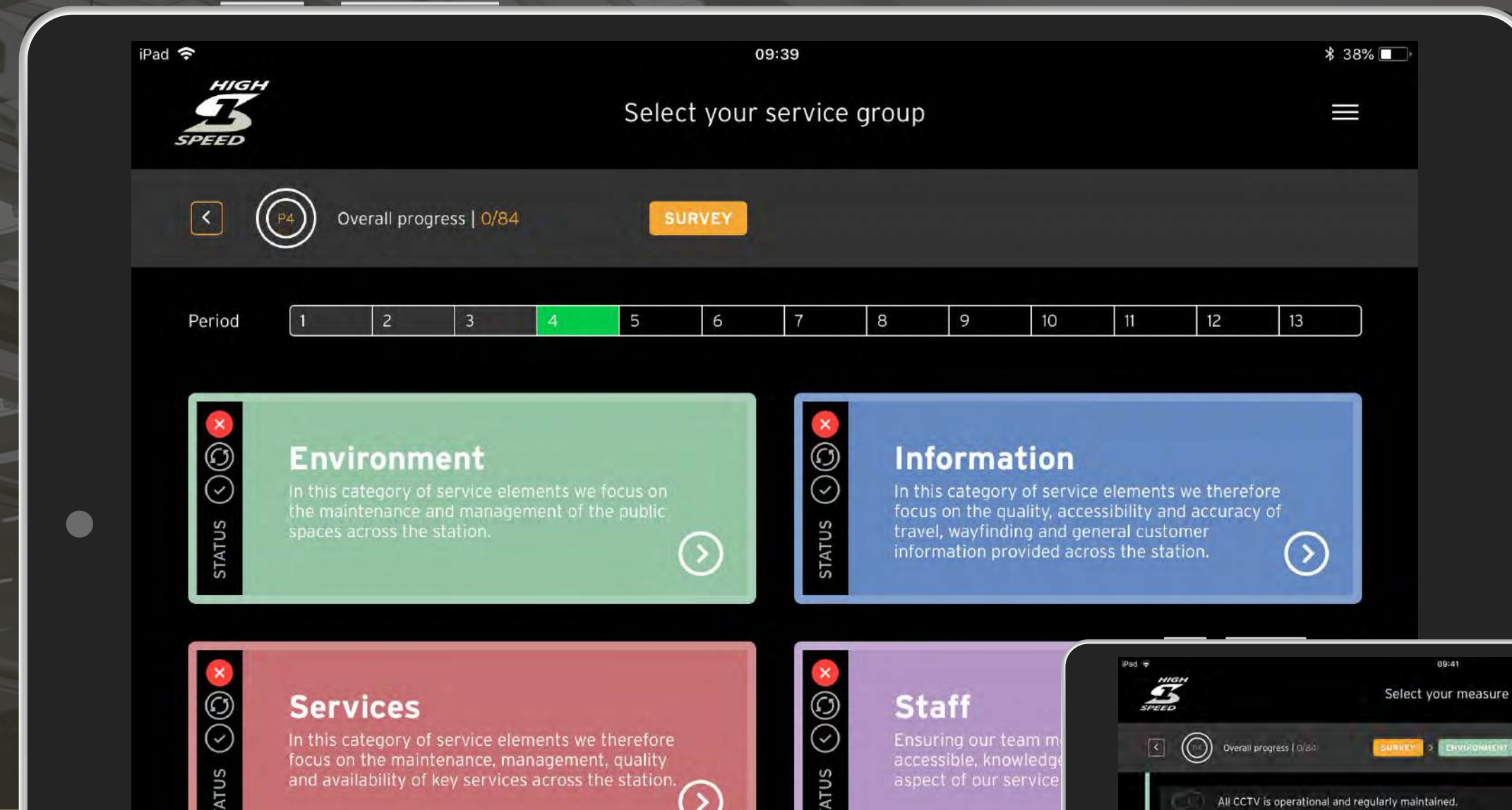
92% agreed that they enjoyed the event,
83% felt inspired to smash the year ahead,
91% felt proud about what GBG do,
87% felt clear on where they're heading and
95% believed they were stronger together.





[WHAT GOOD LOOKS LIKE]

Service Standards Reporting App



All aboard – solving problems for HS1 with an app to improve their station experience

Insight

HS1 came to us with a problem. Since reopening St Pancras International the station had topped the customer satisfaction charts, but not anymore. What could we do to ensure they could deliver the 'World's Leading High Speed Rail' experience at the station and their other sites set against a range of service level measures?

Idea

We knew we had to make the solution as accessible as possible for their teams on the go, so we crafted a digital app solution giving them a tool to instantly record, monitor and subsequently improve the service level offering to passengers based a four-tier quality framework.

Impact

Our 'What Good Looks Like App' app allowed HS1 and Network Rail High Speed teams to plan and implement improvements much more efficiently. Team members could walk each of the HS1 stations in a pre-set order to instantly score services and get urgent faults and improvements organised straightaway.

Internal Comms.

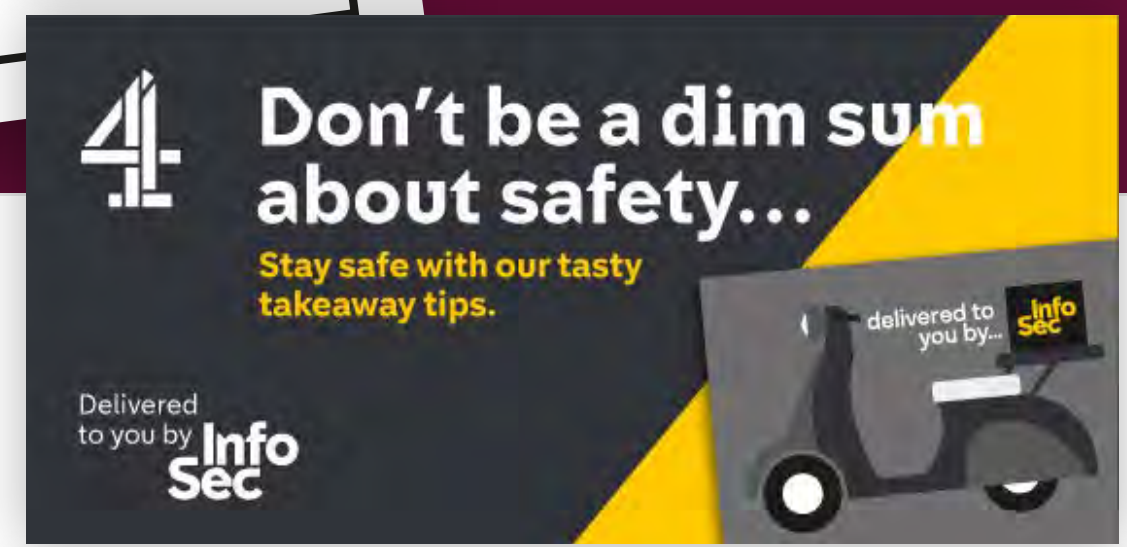


Don't wing it.

Don't use the same password twice.



surgey



Getting Channel 4 employees to use their noodle and get excited about cyber security

Insight

Channel 4 needed to make online security fun and engaging. They wanted to bring some life to a serious, dry message by grabbing attention and making it easy for their audience to get the information they needed. It had to be simple and stand out from a host of other internal comms messaging by being creative, innovative and visually powerful.

Idea

We got really creative with this one to 'deliver' a brilliant campaign! By turning the key Channel 4 safety actions into a takeaway menu of options, we produced a delicious, fun-copy rich and visually stunning campaign which really stood out. It's bad 'korma' not to look after your digital safety after all!

Impact

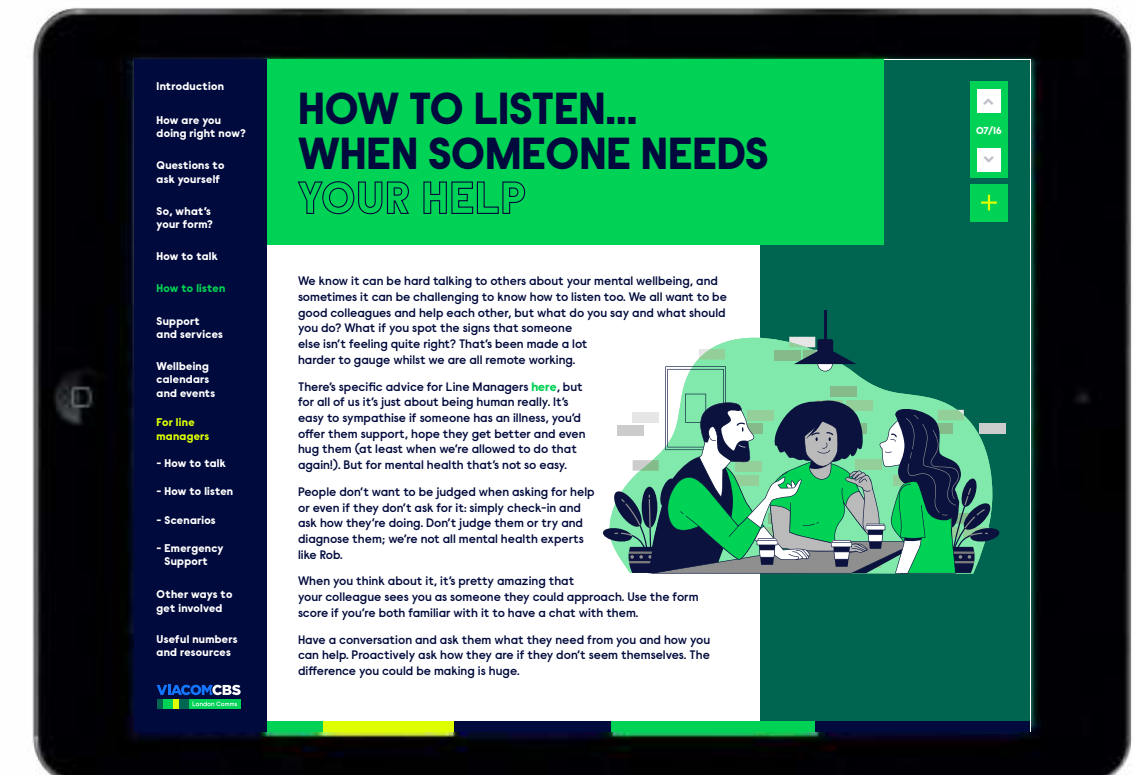
The campaign went down like a lovely Friday night chicken tikka. It was unique and, with big, bold and bright visuals became an instant Channel 4 comms classic. It got people intrigued and talking, driving internal discussion and action uptake. It's still making a progressive change to daily working practices thanks to its colourful and highly visual artwork.

Paramount

WELLBEING TOOLKIT



Tapping into the tools employees need for their wellbeing



Insight

The client wanted to create a digital toolkit for managers that pulled together all the wellbeing tools they can tap into to help look after their teams.

Idea

We recently worked with one of our clients to create a wellbeing toolkit to give their employees all the tools they needed to think about theirs and their colleagues' mental health. We developed the toolkit as an easy-to-use interactive PDF and as a printed 'z-card' which was sent out as a handy keep-by-your-desk guide.

Impact

The toolkit and z-card have been widely used amongst Paramount employees, and the visuals have been developed into assets shared with additional communication collateral.

easyJet

A LATTE A DAY = CONVERTIBLE WHEN GREY

Make a small sacrifice for later on in life.

£11 less a month in your bank



#MONEYSAVINGMOMENTS

surgeny

A MARS A DAY = SPACE WHEN GREY

Make a small sacrifice for later on in life.

#MONEYSAVINGMOMENTS



Engaging the hard-to-reach crew at easyJet with a financial wellbeing campaign

Insight

easyJet's cabin crew are a younger, happy-go-lucky bunch. They don't have time to think about their pension. That was a worry for easyJet and they needed help to find a comms campaign solution.

Idea

Pensions can be a bit boring, right? So, we captured our audience's imagination with a fun, engaging campaign making them easy to understand and encouraging people to start thinking about their financial future.

Impact

A huge rise in pension contributions – in fact, **27%** of employees chose to add more to their pension pot every month.

easyJet

ELLENA

CABIN CREW MEMBER

25 years old | 20k a year | 5k pension pot

As easyJet has already been contributing towards her work place pension, her current pension pot is £5000.

FROM APRIL 2018

<p>ELLENA'S CONTRIBUTION</p> <p>1% of her monthly salary</p> <p>£16.67</p>	<p>EASYJET CONTRIBUTION</p> <p>5% of her monthly salary</p> <p>£84.48</p>	<p>TOTAL MONTHLY CONTRIBUTION</p> <p>£101.15</p>
<p>NET COST</p> <p>£11.34</p>	<p>NET SAVING</p> <p>£5.33 (20% tax relief, 12% NI relief)</p>	<p>EASYJET PAY</p> <p>£83.33</p>
		<p>NI SAVINGS</p> <p>£1.15</p>

SMALL SAVING POT, BIG OUTCOME

“

We love working with the Surgery because they're bright, creative, strategic, and they're so collaborative in their approach. Even when something isn't quite right, we work really closely together to get the best outcome for the business.

Laura Campbell Head of Internal Communications

easyJet

“

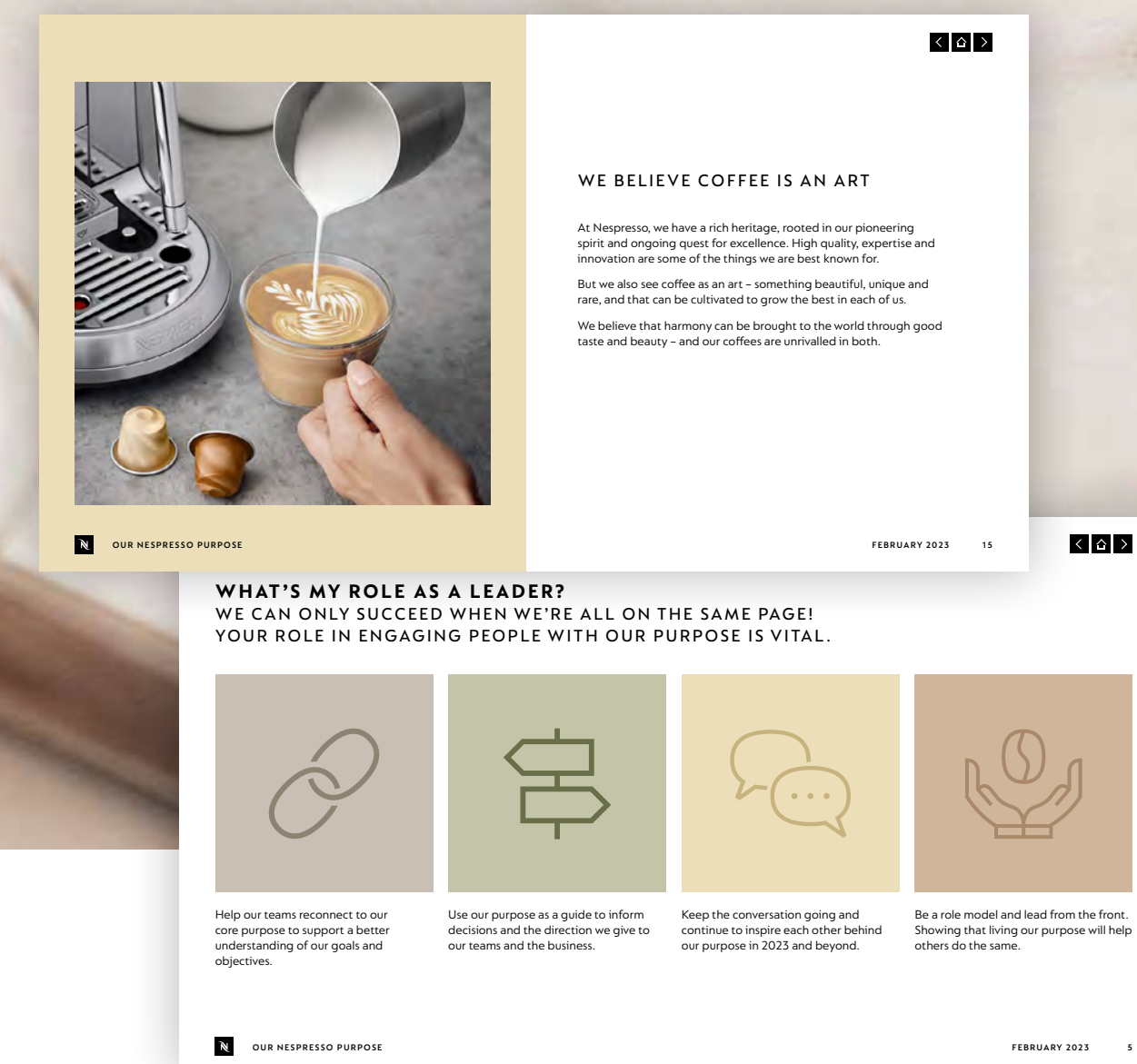
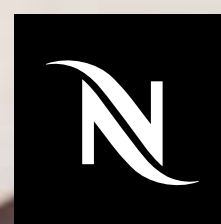
I think the comms campaign and the disruption influencing group is really excellent, best I've seen since I've joined this company and could really have an impact if we keep consistent with it.

Stuart MacDonald Head of Operations HR & Industrial Relations

easyJet



CULTIVATING COFFEE AS AN ART, TO GROW THE BEST IN EACH OF US



Creating art to create a stronger connection to business purpose

Insight

Nespresso asked us to help their people focus in on their brand purpose. A leadership session was the ideal time to start embedding the message, so we created and facilitated a fun session to zero in on their purpose, explore what it means to them and engage them in it, so they could cascade it to their teams.

Idea

We kicked things off by demonstrating the importance of purpose and how businesses that have one and use it are more successful. Then we brought the Nespresso purpose to life through an art activity inviting participants to depict the consumer journey and their own 'moments of growth' in art. We followed up by delivering a leaders' toolkit.

Impact

We received fantastic feedback from the fun session "... a huge thank you for your work on the leadership day. We have had a wealth of positive feedback; one person said it was the best leadership day they have had. Thank you so much for bringing our purpose to life in such a creative way."



EVP.

Feeling good



Department of Health & Social Care



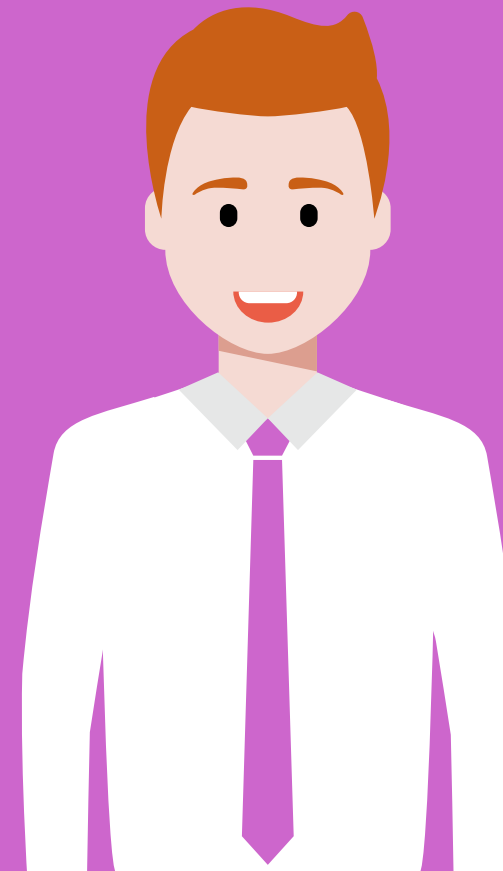
My work-life balance



Being myself



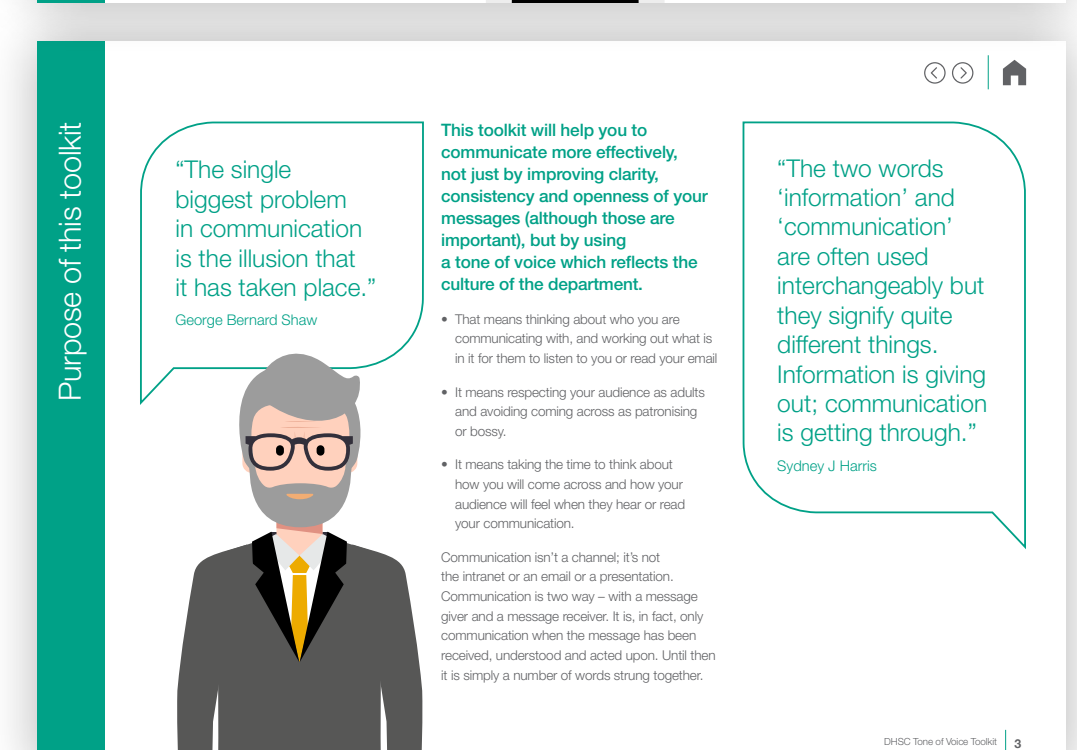
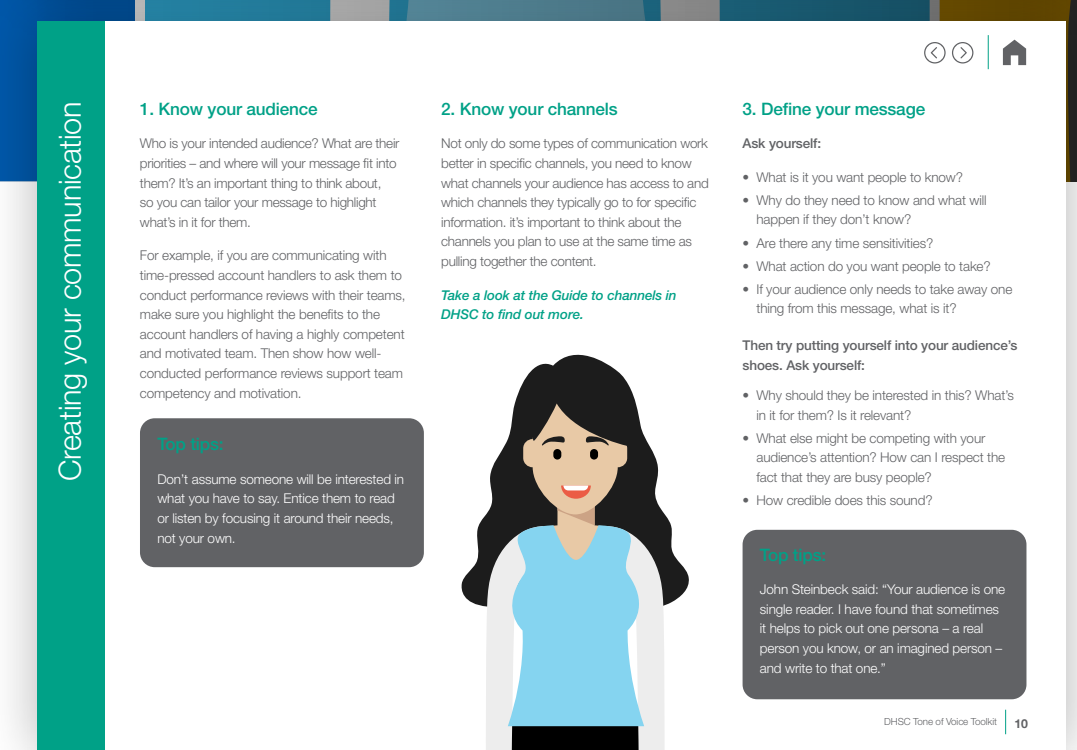
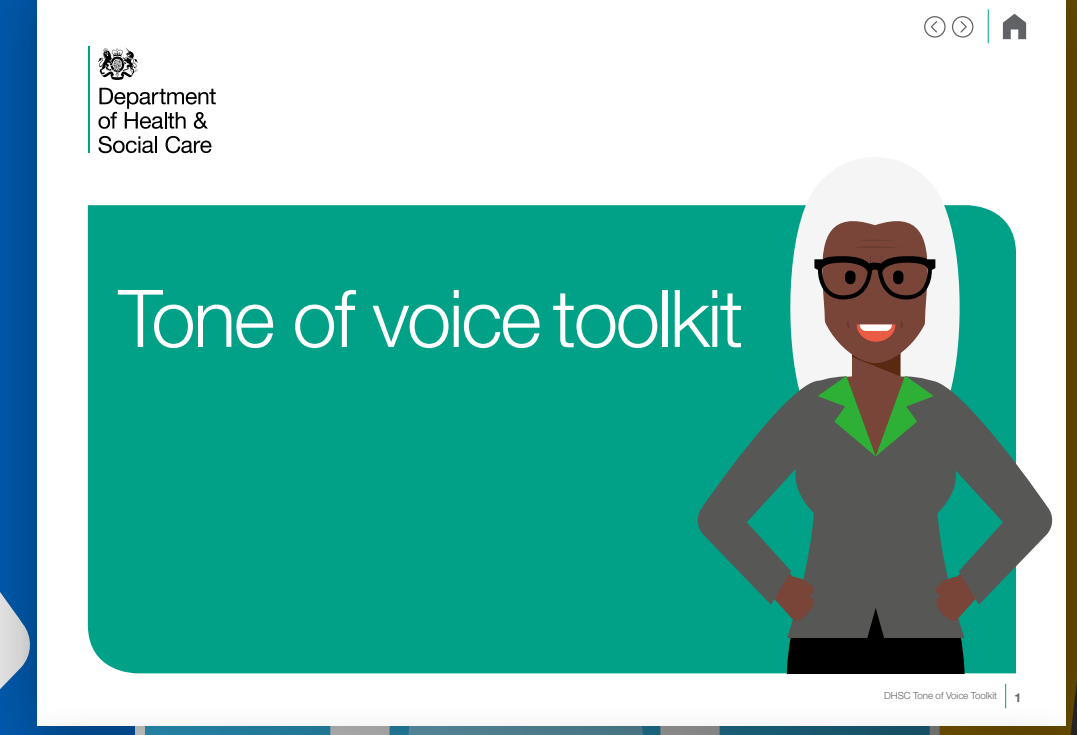
Work that matters



Giving back



Looking into the future **Me as a**



Purpose and people - connecting the two with an EVP for DHSC

Insight

We worked with the Department of Health & Social Care to refresh their Employee Value Proposition (EVP), both from a narrative and visual identity perspective. Through talking to their people, we uncovered the perception of HR, its services and the EVP.

Idea

This insight allowed us to develop a new inspirational narrative about what the Department offers to its people. It now has a much stronger link to the Department's purpose, as that's what their people are most proud of.

Impact

The new visual identity for their EVP makes it stand out in a noisy comms environment, makes it easier for their people to understand everything that's on offer to them and also makes it much easier to find what they need at the right moments in their career.

"The single biggest problem in communication is the illusion that it has taken place."
George Bernard Shaw



This toolkit will help you to communicate more effectively, not just by improving clarity, consistency and openness of your messages (although those are important), but by using a tone of voice which reflects the culture of the department.

- That means thinking about who you are communicating with, and working out what is in it for them to listen to you or read your email.
- It means respecting your audience as adults and avoiding coming across as patronising or bossy.
- It means taking the time to think about how you will come across and how your audience will feel when they hear or read your communication.

Communication isn't a channel, it's not the internet or an email or a presentation. Communication is two way - with a message giver and a message receiver. It is, in fact, only communication when the message has been received, understood and acted upon. Until then it is simply a number of words strung together.

"The two words 'information' and 'communication' are often used interchangeably but they signify quite different things. Information is giving out; communication is getting through."
Sydney J Harris

ROKE

MAKING THE *extraordinary,* EVERYDAY

surgey



so we asked **you** to help us create an authentic

Attracting new talent with a personal approach to innovation

TONE OF VOICE

HOW WE TALK ABOUT IT
Our people should feel inspired. That's our people here today and those still to join us. More than that, we want them to feel welcome. We have been praised for our open and friendly interviews. We can bottle up that approach and share it with everyone through the words we choose. We build personal connections, speak honestly and aren't afraid to showcase our achievements. We are warm, open and inspiring.

FRIENDLY, WELCOMING, RELATABLE <i>Warm</i>	HONEST, TRUSTWORTHY, PRAGMATIC <i>Open</i>	ENTHUSIASTIC, INTERESTING, UPBEAT <i>Inspiring</i>
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Insight

Roke is a research and development business that rely on a strong supply of highly skilled engineers. They are a complex company with business units that feel like distinct entities. They needed a central employer brand with enough flexibility to tailor to each audience – ensuring it was authentic to the employee experience.

Idea

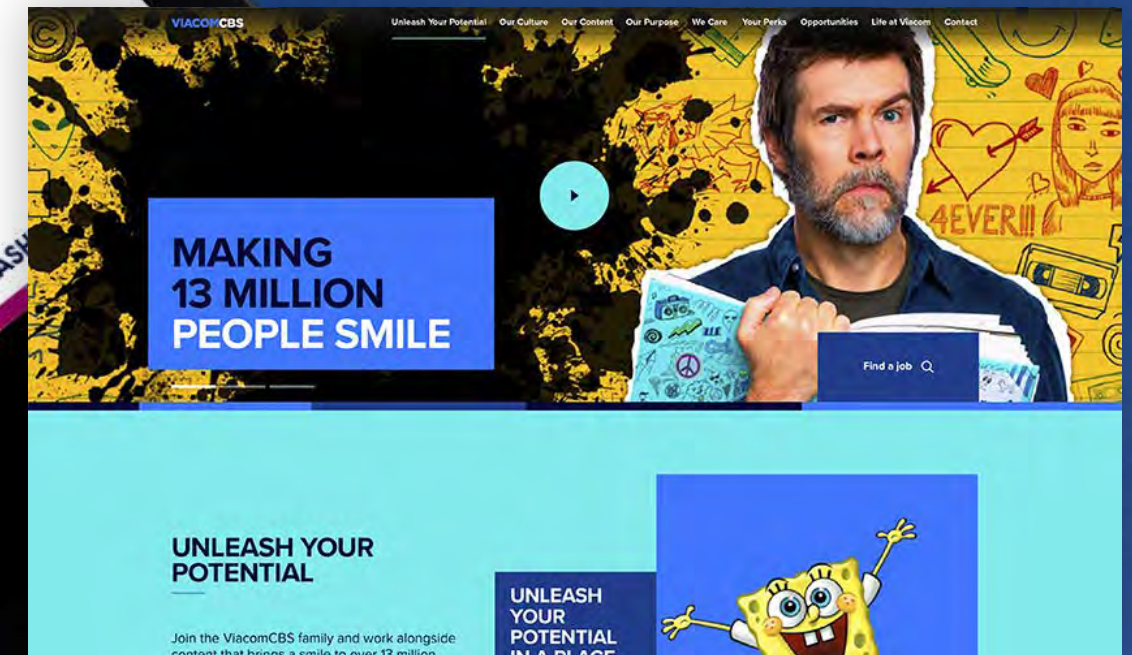
We did some extensive research with employees to understand what they love about working there. We used this to create their employee value proposition, and surrounding employer brand. The solution had one central theme, a number of underlying key messages and a wealth of proof points to bring it to life. The result was a clear brand with the depth and flexibility to work for each department and role.

Impact

We used employee Polaroids and quotes to make it personal and build the authenticity. Our assets were put to immediate use across a series of recruitment marketing campaigns. Initial feedback has been fantastic. Roke is continuing to review and improve their recruitment content with our new approach.

We make a difference!

Did you know about our **ambition** to make a **difference** to the world?



Unleashing Paramount's potential with a new EVP and employer brand

Insight

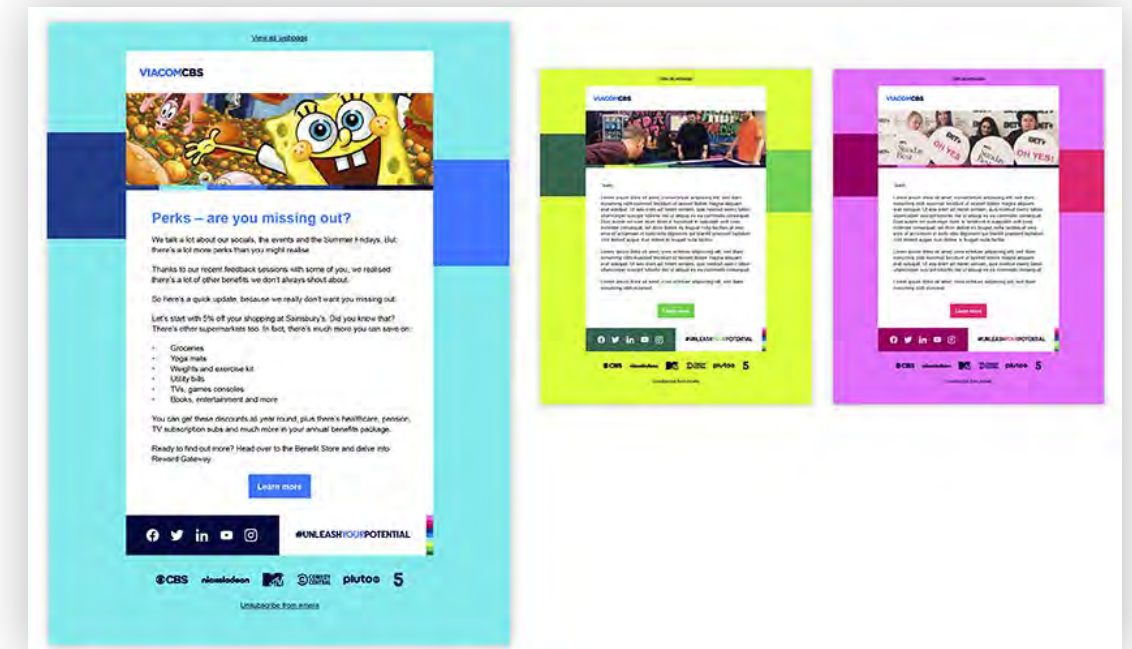
Paramount needed our help to create a new EVP and employer brand so they could recruit and retain the best possible talent. Our employer brand expert got to work researching who Paramount thought they were, from a leadership and employee point of view. Through a series of workshops, interviews, focus groups and steering group sessions, we uncovered what makes them appealing and why people stay.

Idea

It was all about making Paramount a place where recruits could truly unleash their potential. We created a new Paramount EVP story, bringing it to life with new branding and online creative assets. We identified the proof points and made it simple for people to talk about why they felt proud to be at Paramount.

Impact

100% of employees felt the new employer brand was a strong showcase for Paramount. **84%** said they loved the look and feel. **86%** have a better understanding of what the business offers them. **96%** of HR are clear on the brand and when and how to use it. It was shortlisted for an Employer Branding award.





The Surgery created a path to encompassing everything we wanted and more - from identifying what our true employer brand was, to implementing it both internally and externally.

Every step of the way, the Surgery worked with us to develop our vision, challenge our thinking, improve our concept and ultimately create an employee-led EVP which we can really be proud of.

















Catherine Pereira Talent Acquisition Director

Paramount

Our clients



Our awards

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

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



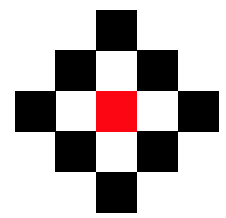
MERCK

Entain

holidayextras

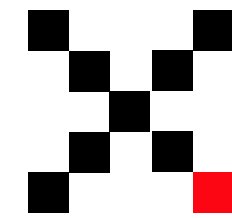


Our day rates



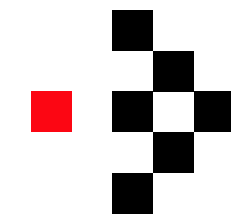
Internal Comms & Employer Brands

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



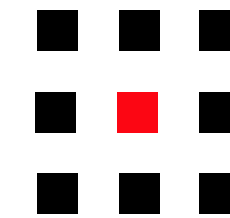
Design & Brands

Creative Director	£825
Designer	£660
Artworker	£550
Senior Visualiser	£825
Illustrator	£825
Art Director	£825
Project Manager	£400



Animation & Film

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



Digital & Virtual

Content Director	£825
Senior Web Developer	£825
Web Designer	£660
Senior App Developer	£825
PowerPoint Designer	£660
Project Manager	£400

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**.

Contact us

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e. info@ineedsurgery.com
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Find us

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