

October 2023

IC Credentials



**Best
Medium Agency**
2023



**IC Consultancy
of the Year**
2022

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

Meet a few of us...



Design Director

Paul Cohen

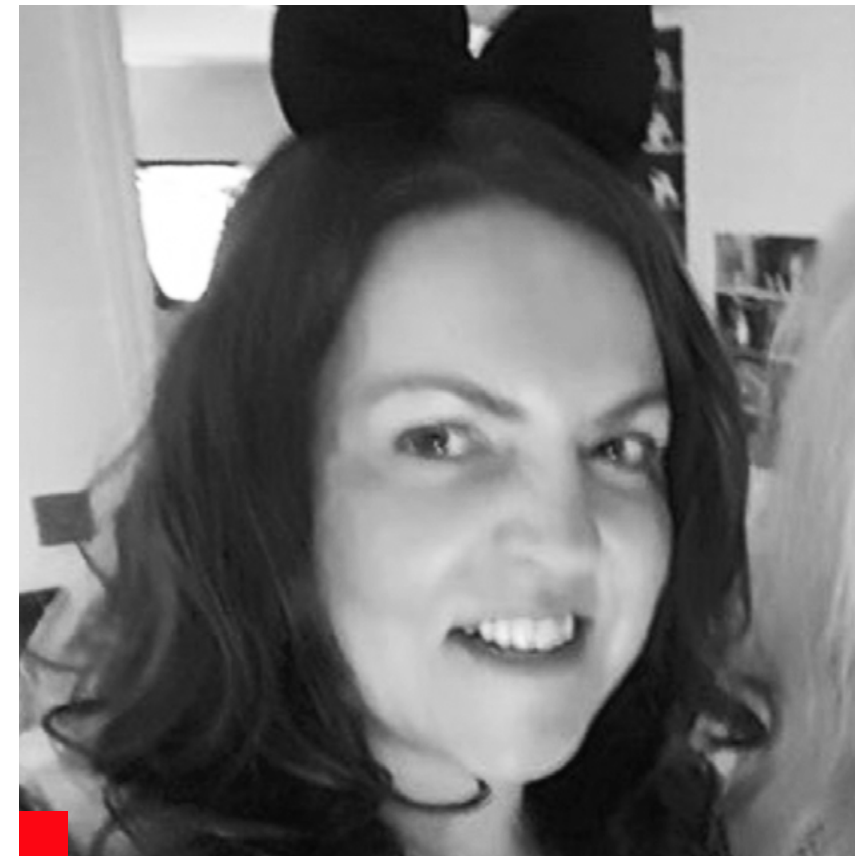
Loves all things Christmas and would like to be employed by Father Christmas one day. Paul, or PC as he's better known, creates beautiful, uncluttered and practical designs—a mere 1,785km from the North Pole!



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!



Internal Communications Director

Carly Murray

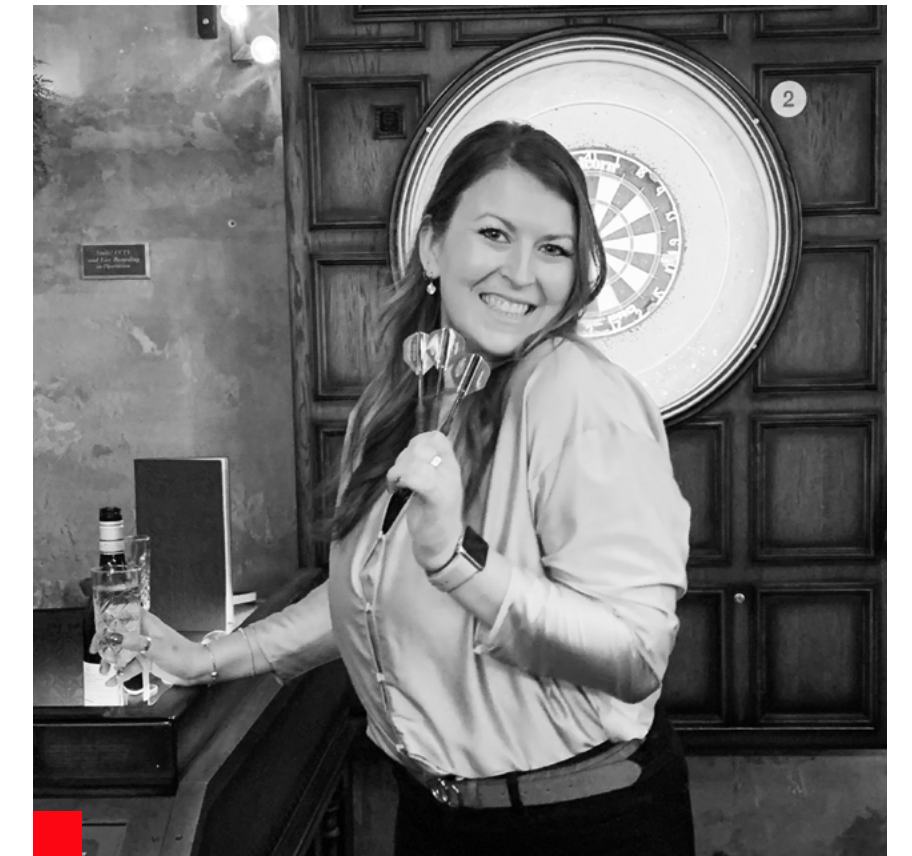
Fancies herself as an 80s popstar, but unfortunately, she can't sing for toffee. Even in the shower. Thankfully, Carly sounds much better when talking about all things internal communications related.



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.



Account Executive

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.

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?

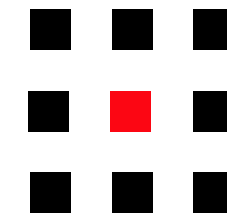
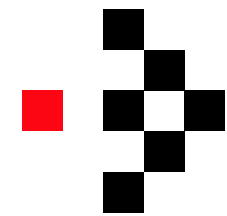
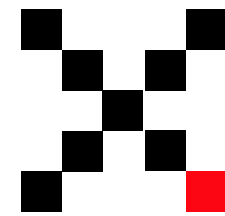
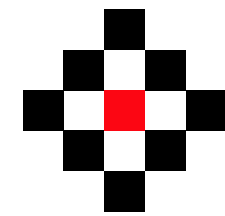
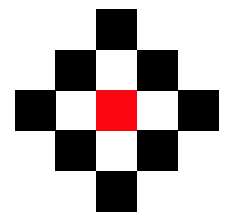
We get the **insight** we need to understand what makes your crowd tick and what motivates them so we can create campaigns made just for them.

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.

Our work

Paramount

surgey



Supporting Paramount to create a great place to work

Insight

The Paramount internal communications team is focused on creating inventive experiences and sharing meaningful business stories which support leadership to make Paramount feel like a great place to work. Although Paramount has over 1,000 employees, they have very limited internal communications resource.

Idea

We are proud to be the retained agency for Paramount. We work as an extension of their team providing them with strategic advice, guidance and ideas. Week-to-week we support them with design, digital, copywriting and events. Our focus is on making sure their employees feel, see and experience Paramount as a great place to work.

Impact

We increase engagement in all their internal communications activities, help to convey their business successes, objectives and priorities and develop and support ongoing engagement campaigns around wellbeing, sustainability and diversity and inclusion. **92%** of Paramount people feel the internal communications team communicates with them extremely to moderately well.



ROKE

MAKING THE *extraordinary,* EVERYDAY

surgeny



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.

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

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



Don't wing it.

Don't use the same password twice.



surgery



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.

Cadent

THE Patch

surgery

Read all about it - new print channel for Cadent's Field Force

Insight

Cadent were struggling to engage with their Field Force teams, who traditionally don't 'do' digital internal comms. The existing flagship printed publication, The Patch, had died on the vine during COVID. They needed a new publication which could speak directly to their field teams.

Idea

The existing publication didn't represent the modern, forward-thinking and inclusive organisation Cadent now is. The mag had to balance getting important business-led information across in an easy-to-access and highly visual way. We created a new style and format in print and as a digital PDF. With fewer but more practical stories it now reflects the lives and work of the Cadent community.

Impact

Working closely with Cadent's internal comms partners, the new incarnation of the publication has given them a way to reach people in the field. Competition entries and feedback suggest the magazine is well read and with more digital enhancements planned, it's set to be a great vehicle for creating more interaction with the field about what's happening in Cadent.

Well done, and thank you for everything you do!

IT'S ALL IN THE FAMILY FOR CHRIS AND JESS!

WELCOME TO THE SECOND EDITION OF OUR NEW-LOOK Patch Magazine. So much has happened since the November issue, and while I don't want to speak too soon, it feels that as spring approaches, we're leaving the tough winter months behind.

Well done to everyone who worked so hard to make this issue a success. It's been a busy time for everyone involved in the production of this magazine, and we're all proud of the work you've done. We hope you enjoy reading it as much as we do.

I really enjoy hearing all the stories of how our people are going above and beyond to help our customers.

I am sure you share the same passion as I do.

SUPPORTING WOMEN IN CADENT

Why is it important to support women in Cadent?

It's supportive at Cadent, it's a very pro-women getting into operations, it's a great place to be.

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Take a tour of Ansty Park!

IT'S GOOD TO TALK... ABOUT MENTAL HEALTH AND WELLBEING

OVERCOMING COMMUNICATION BARRIERS

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OVERCOMING COMMUNICATION BARRIERS



You're all super helpful, super smiley and super-efficient, nothing ever seems too much to ask and you clearly have a wealth of experience and knowledge in what you do. I can tell you're a cool bunch and you give me confidence in delivering what I need to for my colleagues!

Claire Shaw Internal Communications

Cadent



IGNITE

BIG HACK

surgery



Transforming how Nestlé's leaders work and think with an immersive experience

Insight

Nestlé were facing a huge challenge – they wanted to be more agile, and instill a more collaborative and innovative mindset in their teams so they could outpace smaller start-up competitors.

Idea

Thanks to our insight gathering elves, we identified the three main blockers to the transformation they needed, allowing us to create immersive events and a stand-out visual campaign.

Impact

A sharp increase in campaign-based workplace activity and engagement with major improvements in every leadership programme target measure.

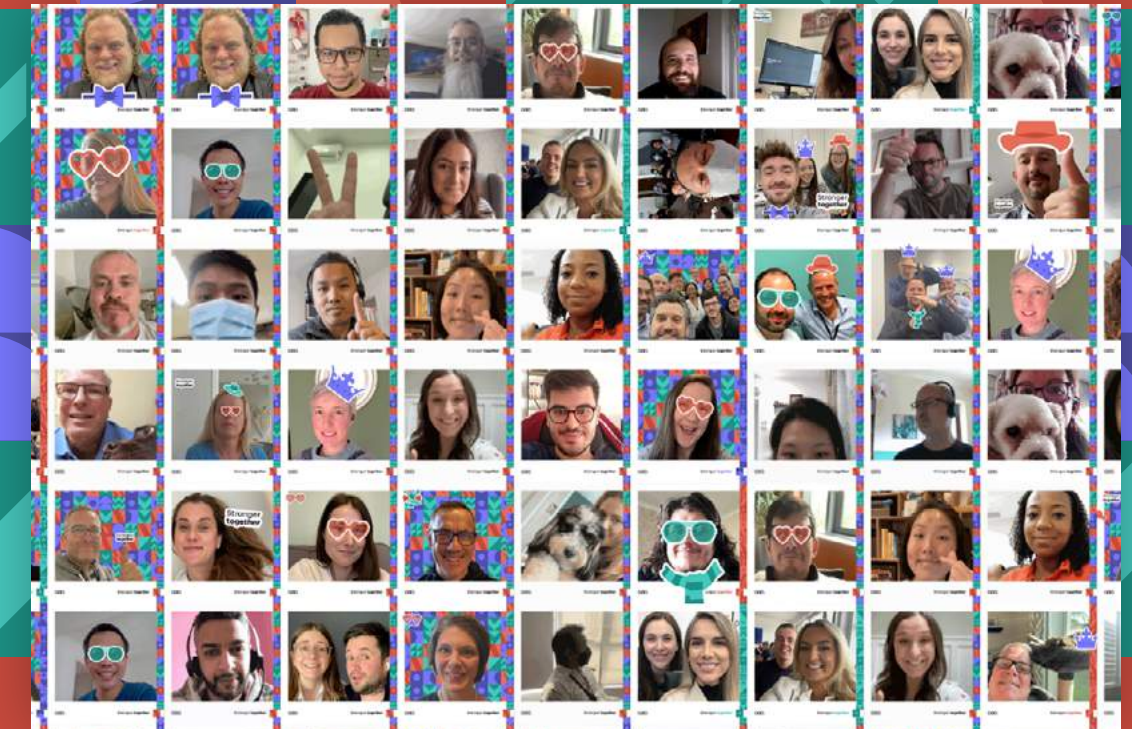


GBG

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'.

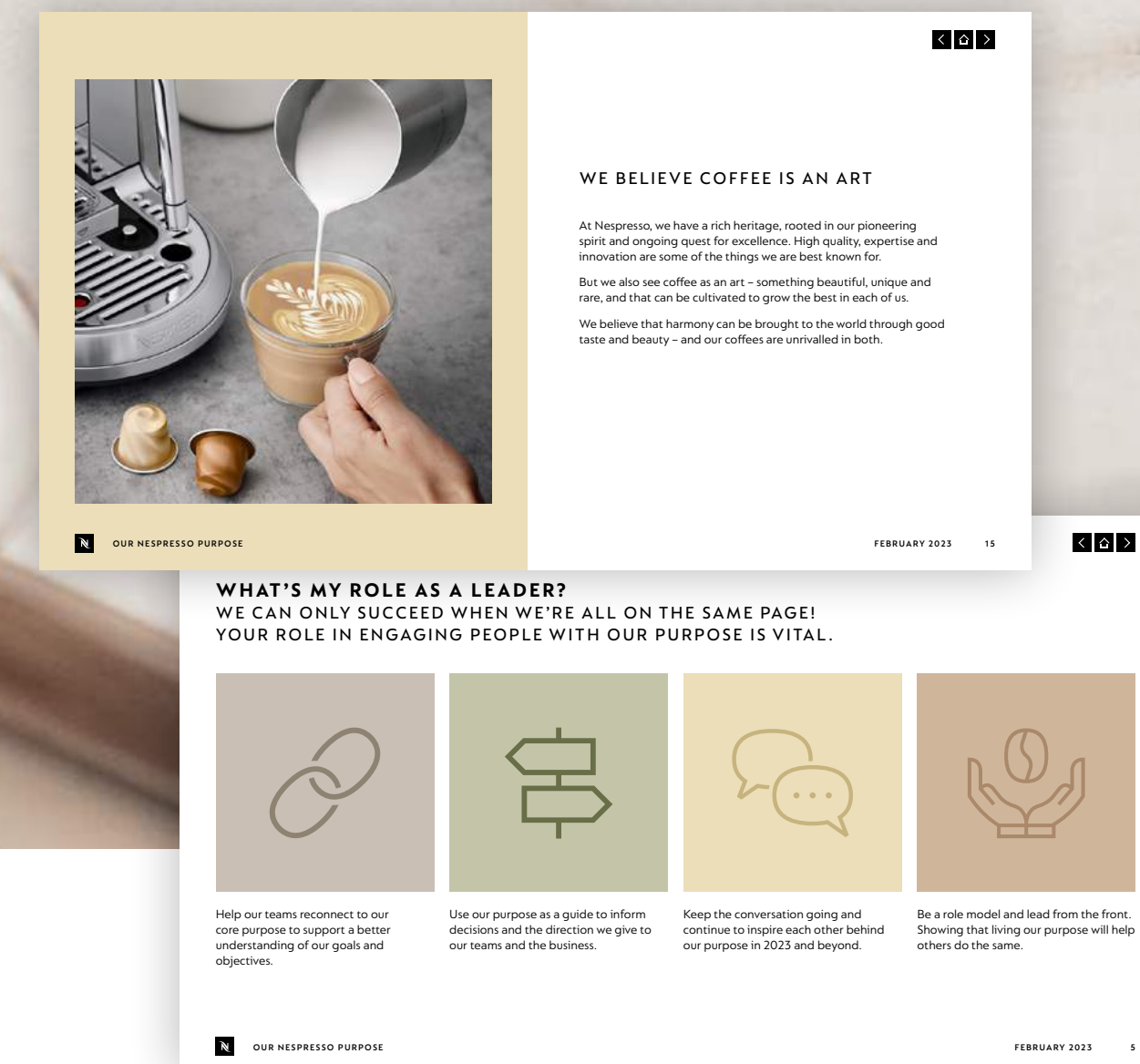
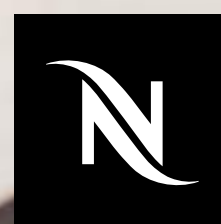
Impact

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.





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."



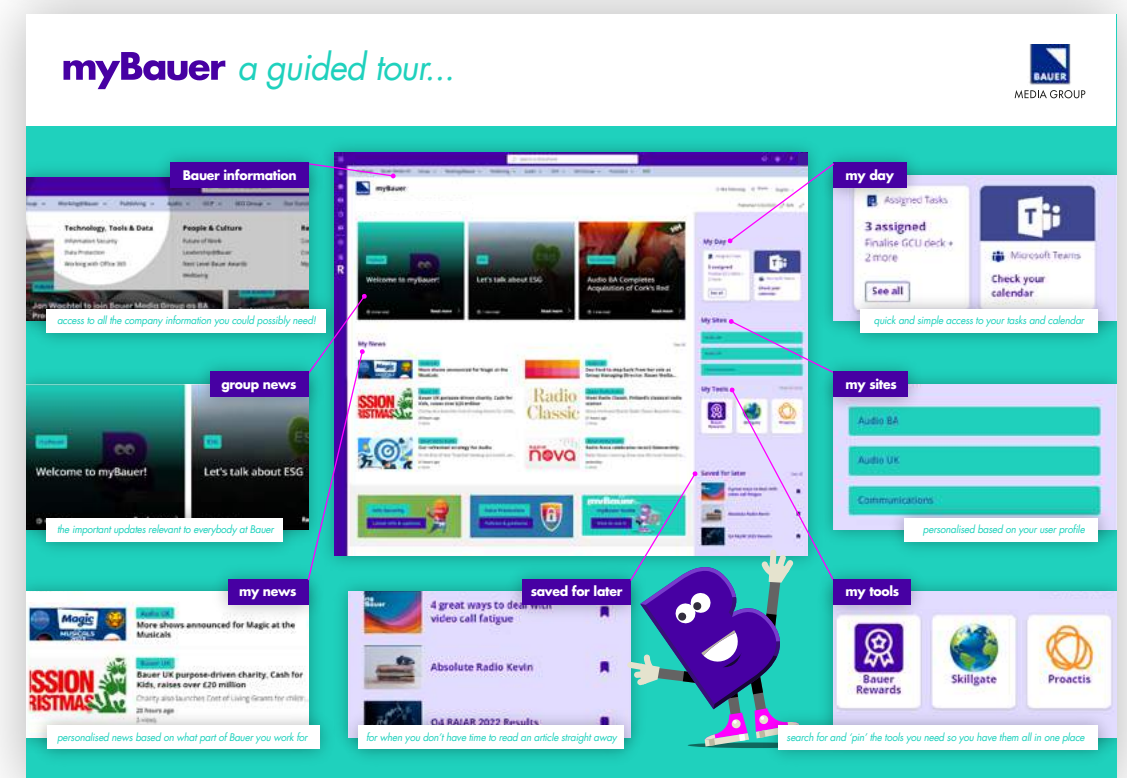


MEDIA GROUP

myBauer



surgeny



Getting Bauer buzzing about their intranet

Insight

Bauer asked for our help to make their new global intranet launch go with a bang. It was all about creating awareness, excitement and educating people on what to expect from the new platform.

Idea

We developed a character-led approach with "Bee" walking employees through the new intranet. We produced an animation, several GIFs, infographics, email and intranet headers, plus a toolkit, to give Bee some real buzz!

















Impact

The new platform launched successfully and we recieved this lovely message from the client: "The toolkit and assets were really well received by our global comms network yesterday, so thank you for all the work so far!"

Our clients



Our awards

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

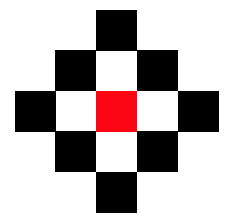


MERCK

Entain

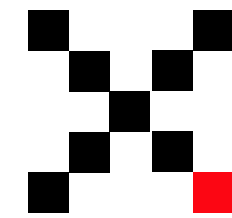


Our day rates



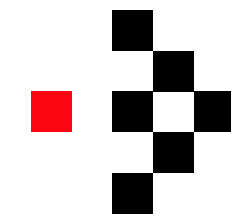
Internal Comms & Employer Brands

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



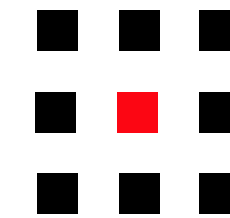
Design & Brands

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

t. 01428 707524
e. info@ineedsurgery.com
ineedsurgery.com

Find us

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

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