

Credentials 2024

Internal Comms



**Best
Medium Agency**
2023



**IC Consultancy
of the Year**
2022

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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.

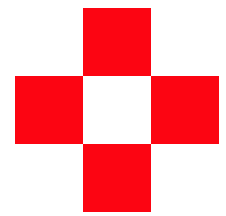


Senior Account Executive

Megan Hambly

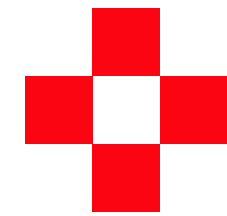
Typically buried somewhere in a bookshop reading the current best-seller. But when she's not, she'll be digesting the latest client briefs and turning them into perfect project plans.

What gets us out of bed in the morning



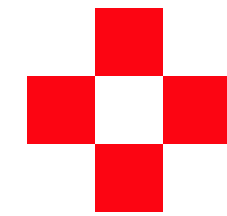
Our mission

We want to create a world where boring is banned... forever!



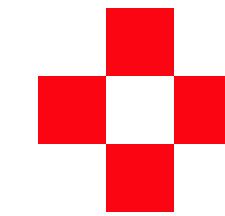
Why we do what we do

Because we love engaging people through creative solutions that tackle real-life challenges.



What we do

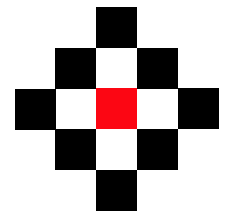
We banish boring through killer IC campaigns, empowering EVP and employer brands, daring design and dynamite digital solutions.



How we do it

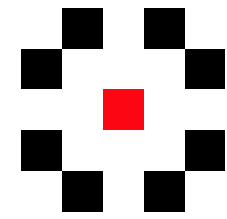
We fire up our grey matter and create ideas and approaches that turn the mundane into the marvellous.

Our areas of expertise



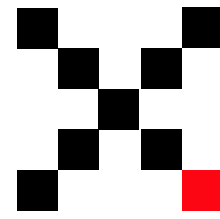
Internal Comms & Change

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.



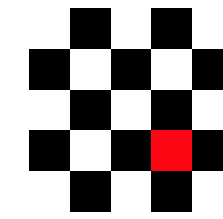
EVP & Employer Brands

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 Employee Value Propositions expert team can reinvigorate your employer brand, and make you dazzle for new recruits and existing teams alike.



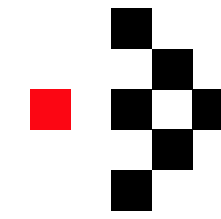
Design & Brands

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.



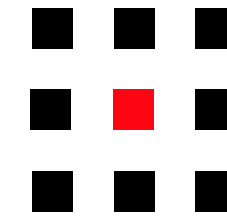
Events & Exhibitions

Virtual or face-to-face, we apply our banish boring mantra to the events and exhibitions we set up and run for our clients, too. We're 'people' people and love connecting people to people to get important messages across and embedded in an immersive and engaging way. It's an approach that works, evidenced by how our clients keep coming back to us to tell their stories through events and team get-togethers.



Animation & Film

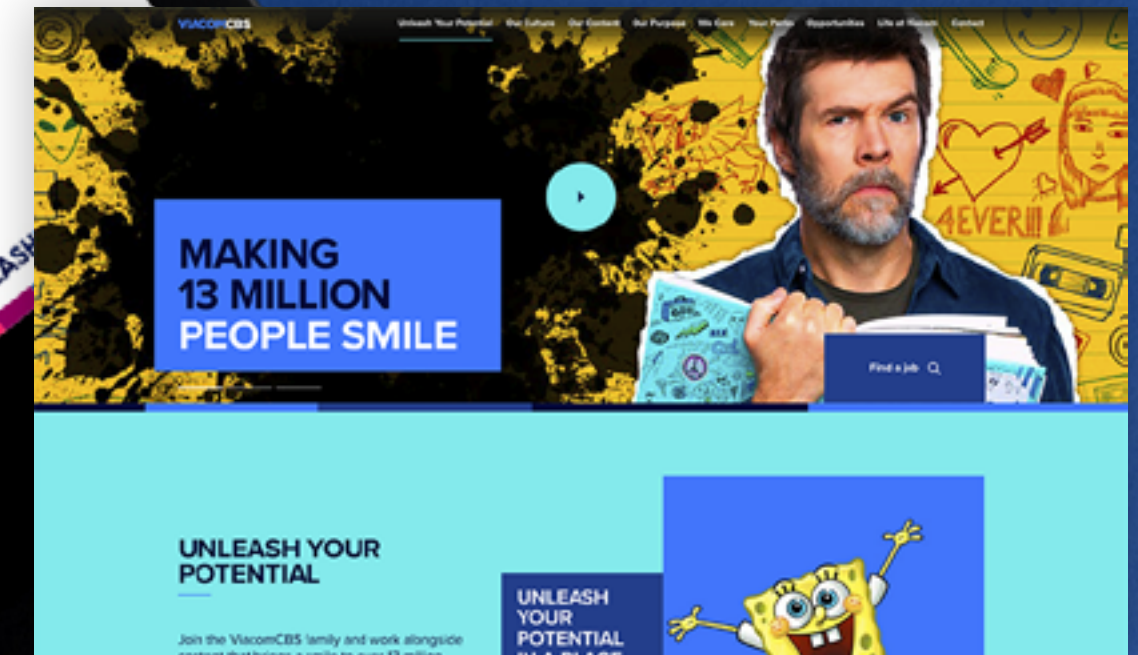
Real-life videos, talking heads, interviews, animation, GIFs, minimations, rich pictures, scripting, storyboarding – whether it's for internal or external audiences, we can bring your story to life through moving pictures.



Digital Solutions

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

Our work



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

Insight

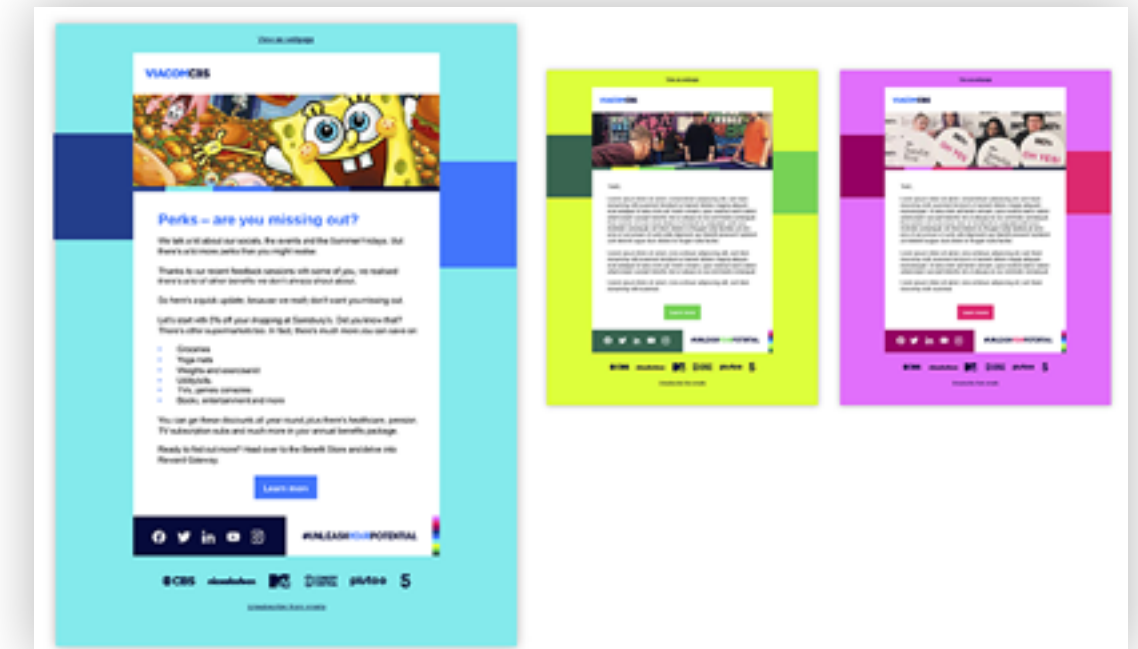
Paramount needed our help to create a new EVP and employer brand so they could recruit and retain the best possible talent. Our employer brand expert got to work researching who Paramount thought they were, from a leadership and employee point of view. Through a series of workshops, interviews, focus 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.



ROKE

we are **ROKE**
our listening platform

surgey



Listening to our people and taking action

Hi there!
This is a toolkit and guide to We Are Roke, our listening and employee check-in tool. Inside, you'll find helpful information about We Are Roke and how it can help our people. Through We Are Roke, Rokies can share what's important to them, what they're thinking, and how they feel. This useful data helps you, as line managers and stakeholders, to understand where we're at as a business. So, please champion We Are Roke with your teams and colleagues. Through it, we're identifying the proactive actions we need to take to keep Roke a place where we can all be extraordinary every day!

02 | Stakeholder Guide

What makes you **happy** at work? ✓✓

Anonymous@Roke

When my skillset and experience are recognised and used to help both the business and our customers. ✓✓

and let's change our world together!

we are **ROKE**
our listening platform

Empowering employee voice and planning for improvement

Insight

Roke's engagement survey was set up by their group company and no longer fit for purpose. Take-up was down, and the business was struggling to translate output into actionable results.

Idea

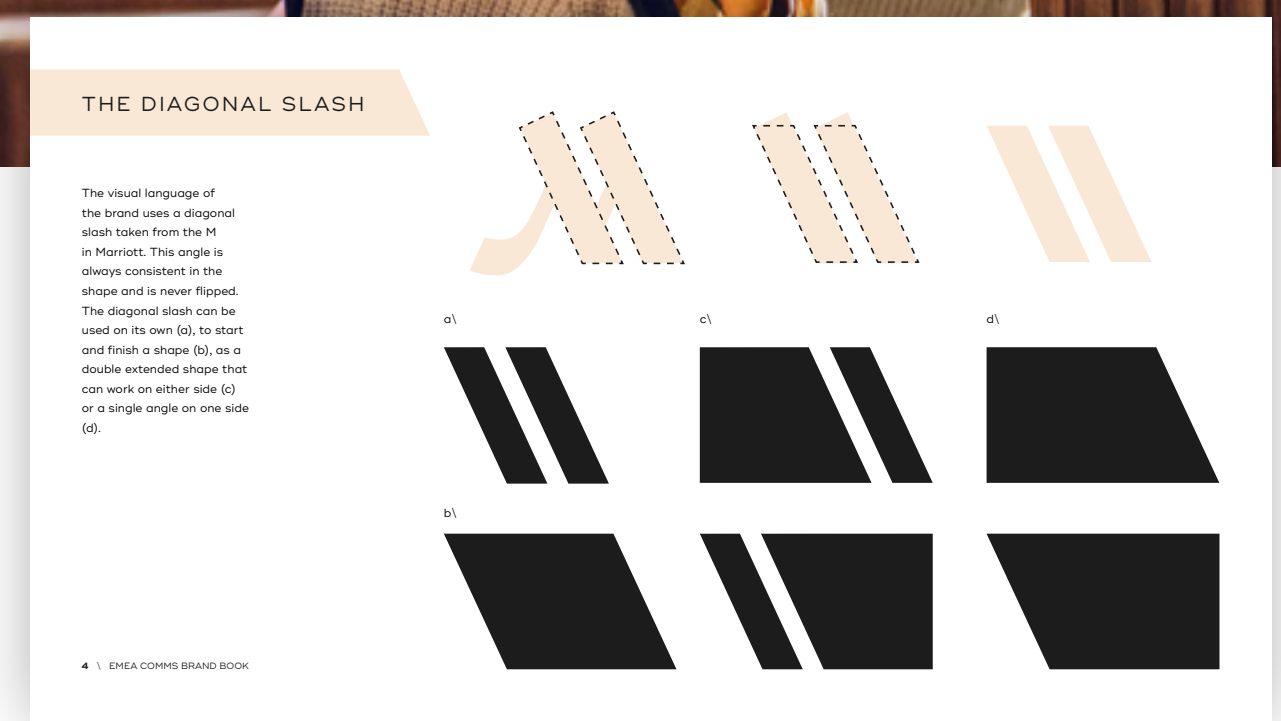
We did research with employees and the business to understand everyone's needs and preferences and create a new approach. We conducted a market review of software, helped the people team create strong new processes and launched a new engagement tool.

Impact

The target take-up was 70% of employees, and we achieved 78%. But more than that, feedback about the system was positive and the people team have an actionable plan to turn employee input into real change.



EMEA COMMS



Making EMEA messages stand out

Insight

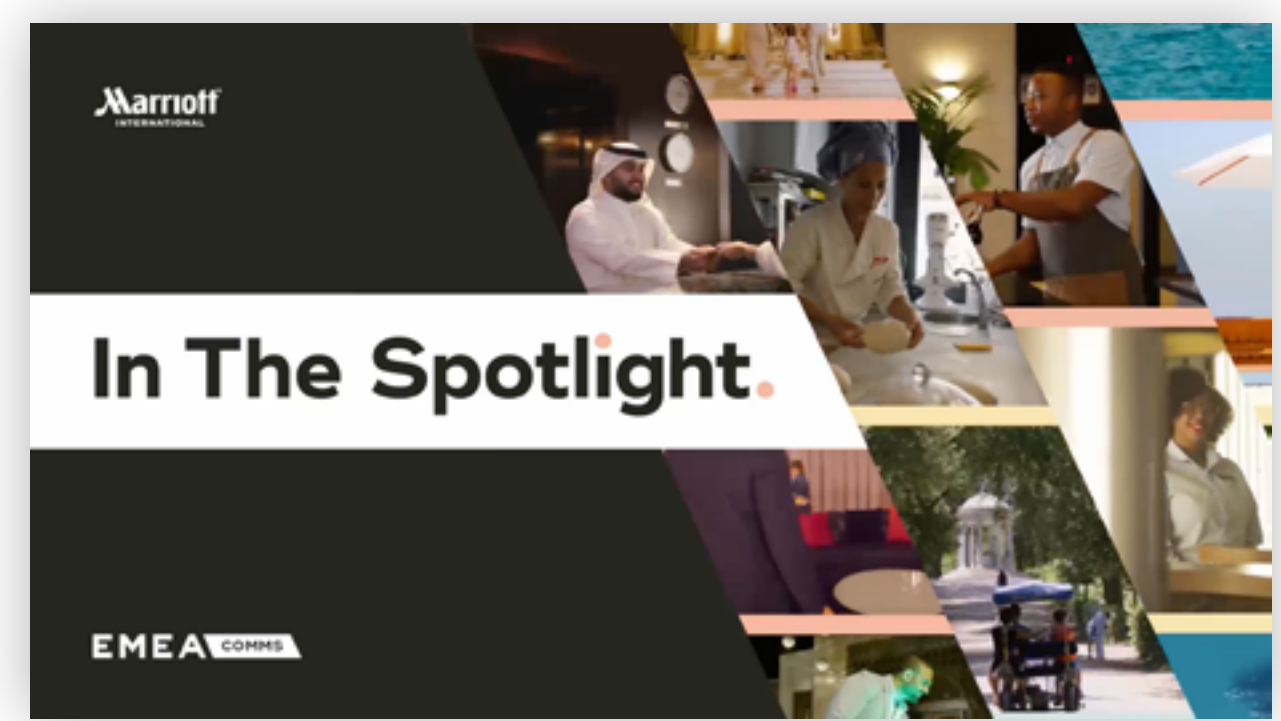
From an IC audit conducted by The Surgery, we knew that the communications experience for employees could feel overwhelming at times - it was a struggle to spot EMEA messages in amongst messages from many other sources. Employees wanted communication to feel more streamlined, less corporate and easier to find.

Idea

Using the corporate style, we wanted to create a standalone brand for all channels coming from the EMEA IC team. Our aim was to make sure that it felt fresh, strong and instantly recognisable. The clever use of the angle from the Marriott font creates a slice graphic that provides flexibility by housing various elements whether it's photography or graphics. And the use of the secondary colour palette makes the content pop.

Impact

Since the brand has been applied to all existing channels, the IC team have received feedback from employees who love the vibrancy and consistency. Having 'EMEA Comms' as an identifier across all their channels has raised the profile of the IC team and made sure that their audiences can more easily recognise messages most relevant to them.



easyJet

A LATTE A DAY = CONVERTIBLE WHEN GREY

Make a small sacrifice for later on in life.

£11 less a month in your bank



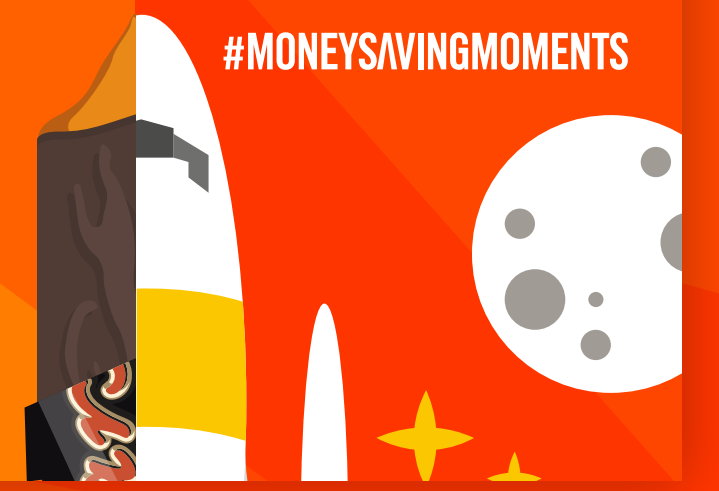
#MONEYSAVINGMOMENTS

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 FOR A 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

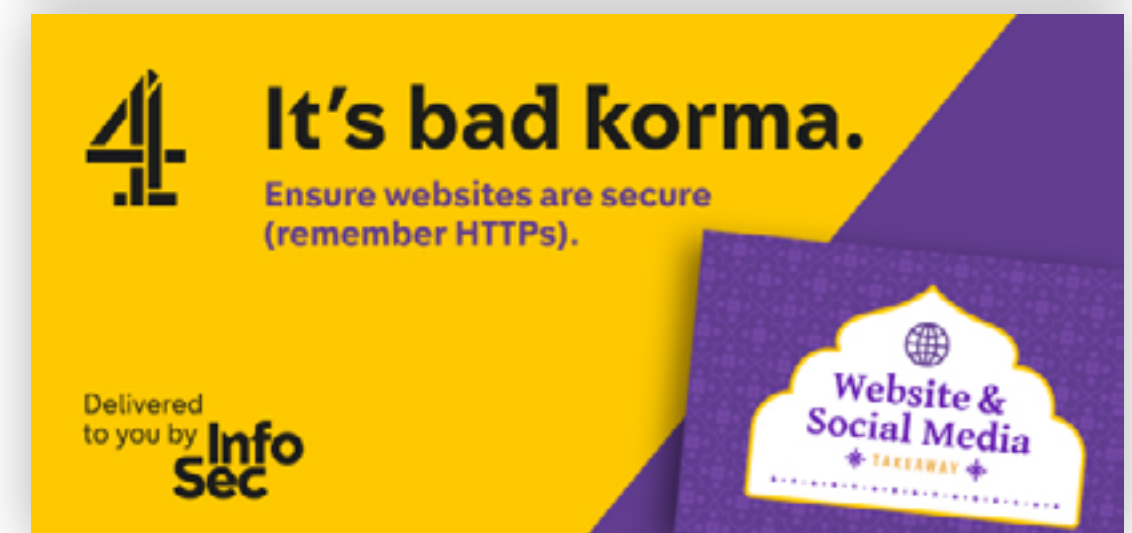


Don't wing it.

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

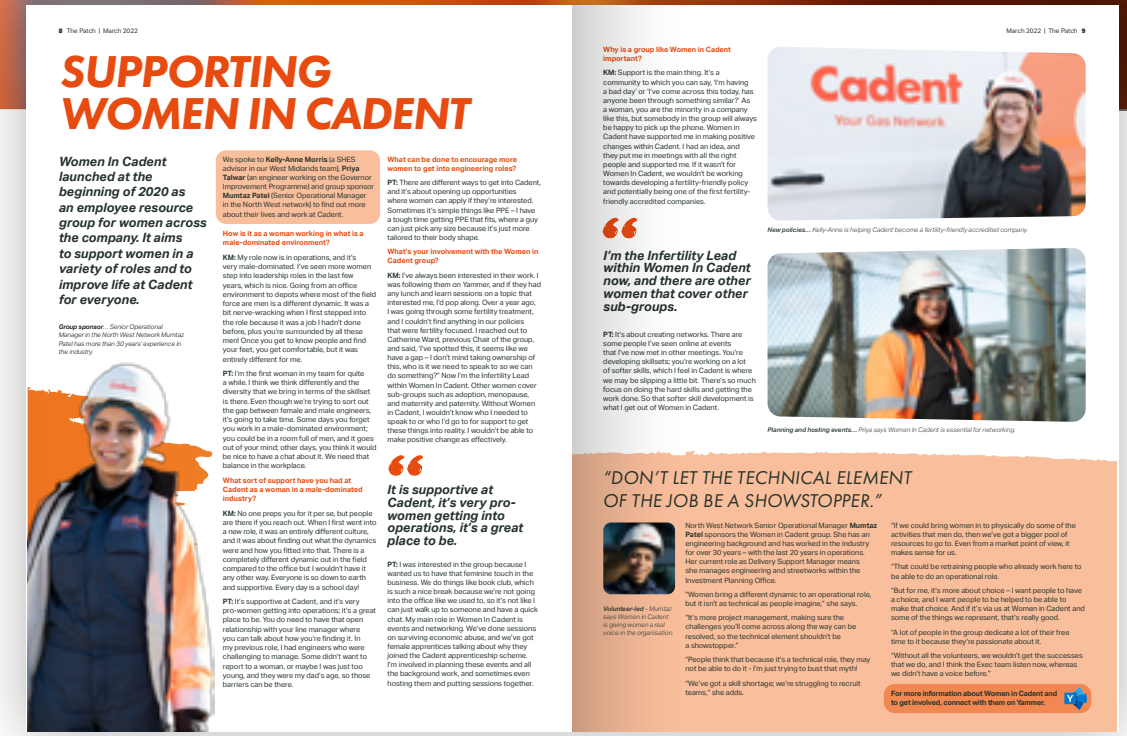
The campaign went down like a lovely Friday night chicken tikka. It was unique and, with big, bold and bright visuals became an instant Channel 4 comms classic. It got people intrigued and talking, driving internal discussion and action uptake. It's still making a progressive change to daily working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

Cadent

Cadent Your Gas Network

surgey

THE Patch



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.



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!

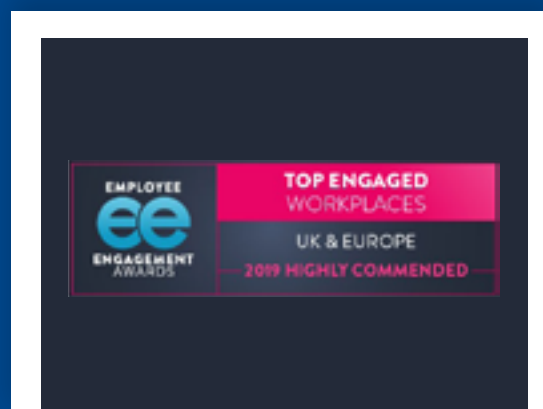
Claire Shaw | Internal Communications

Cadent



IGNITE

BIG HACK



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.

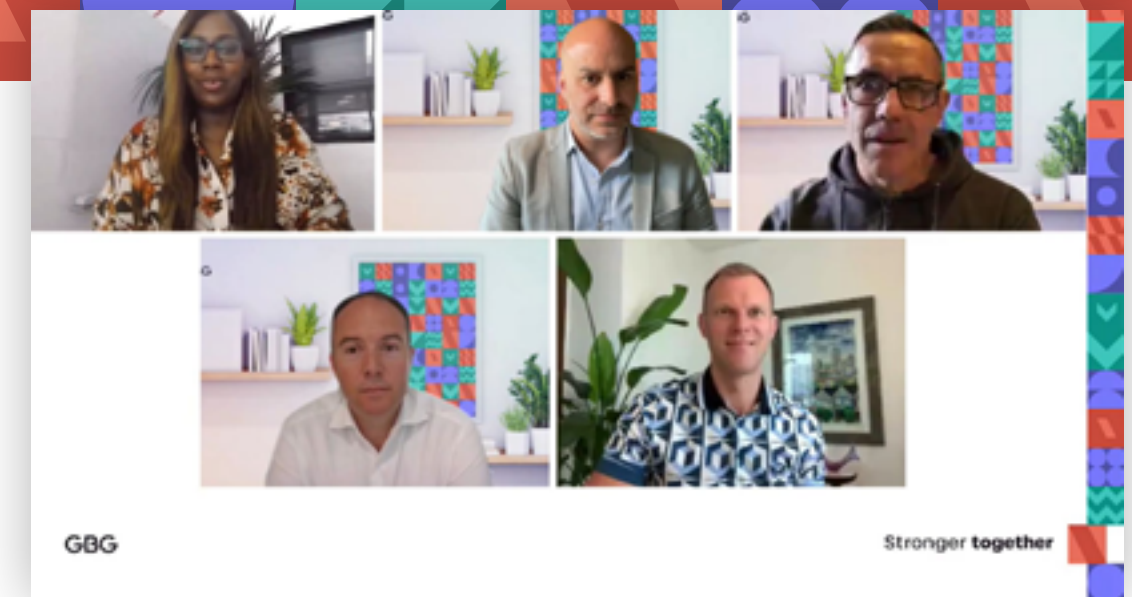
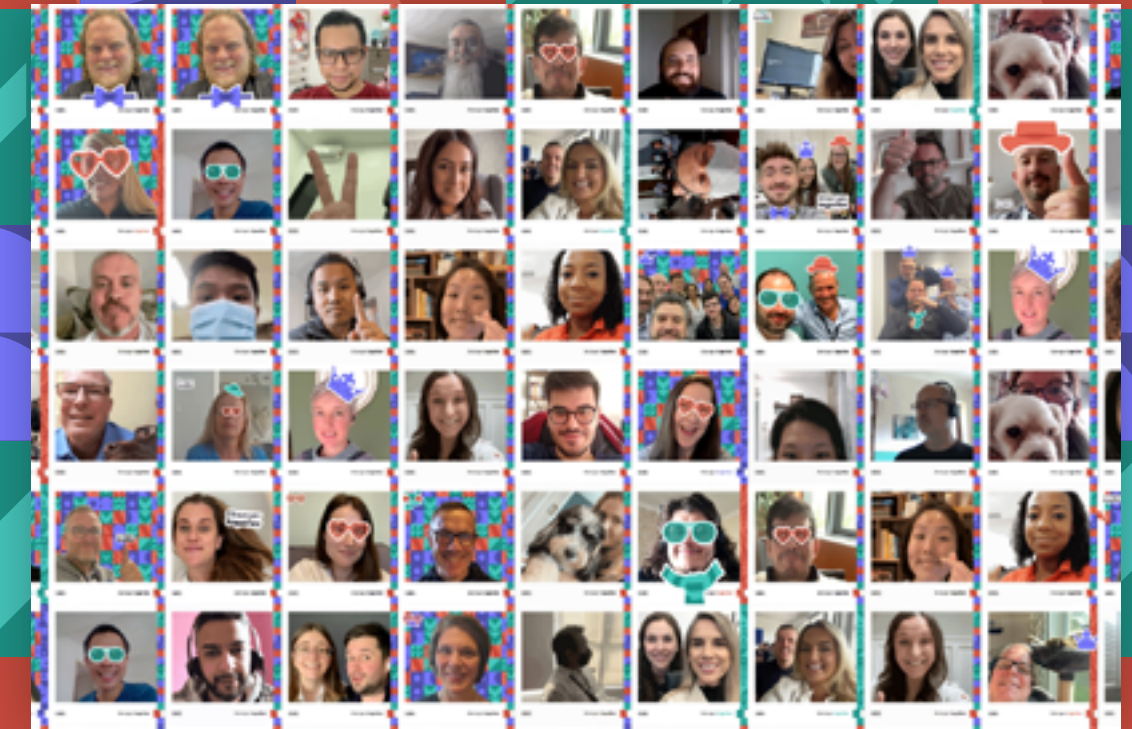


GBG

surgery



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

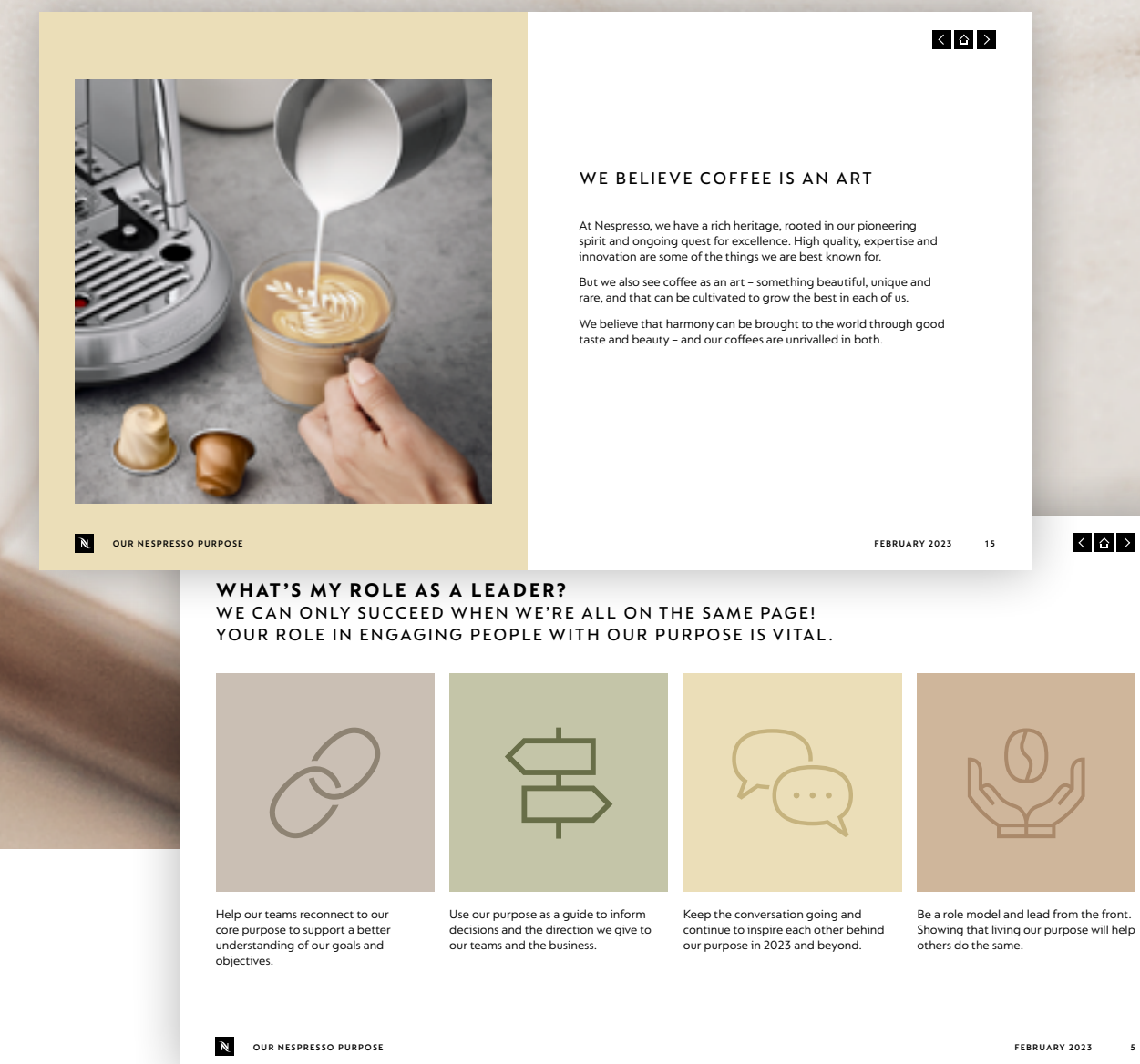
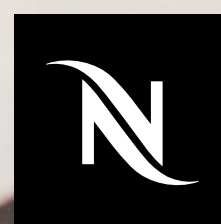
A live virtual TV-show experience with no speaker talking for more than nine minutes to keep it dynamic and interesting. We maxed out on the interactivity and created a bespoke virtual photobooth to capture the moment when everyone was 'stronger together'.

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

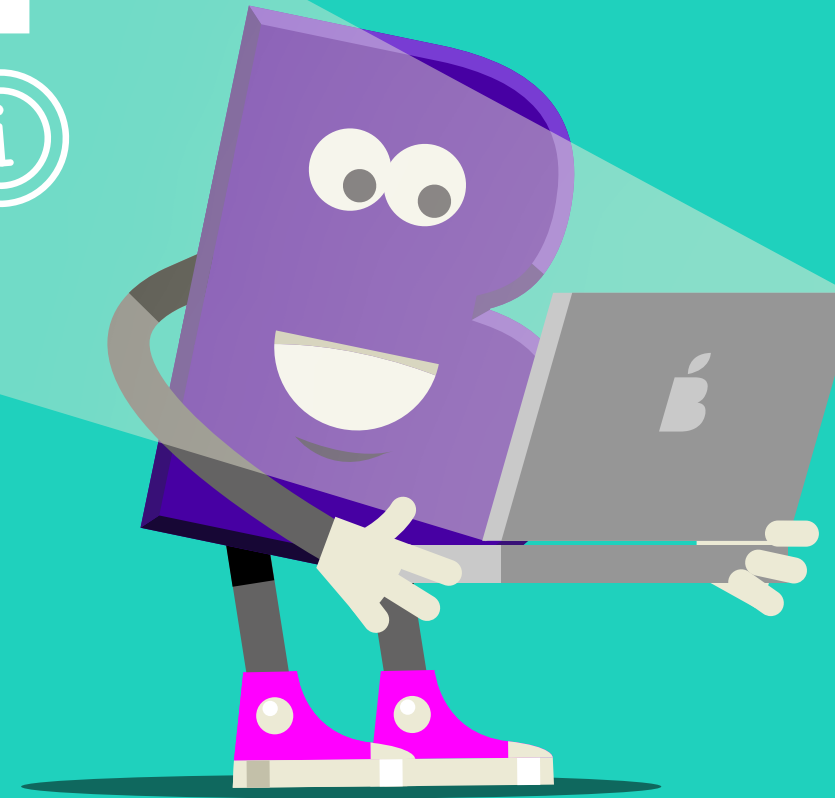
We received fantastic feedback from the fun session "... a huge thank you for your work on the leadership day. We have had a wealth of positive feedback; one person said it was the best leadership day they have had. Thank you so much for bringing our purpose to life in such a creative way."





MEDIA GROUP

myBauer



surgey

Getting Bauer buzzing about their intranet

Insight

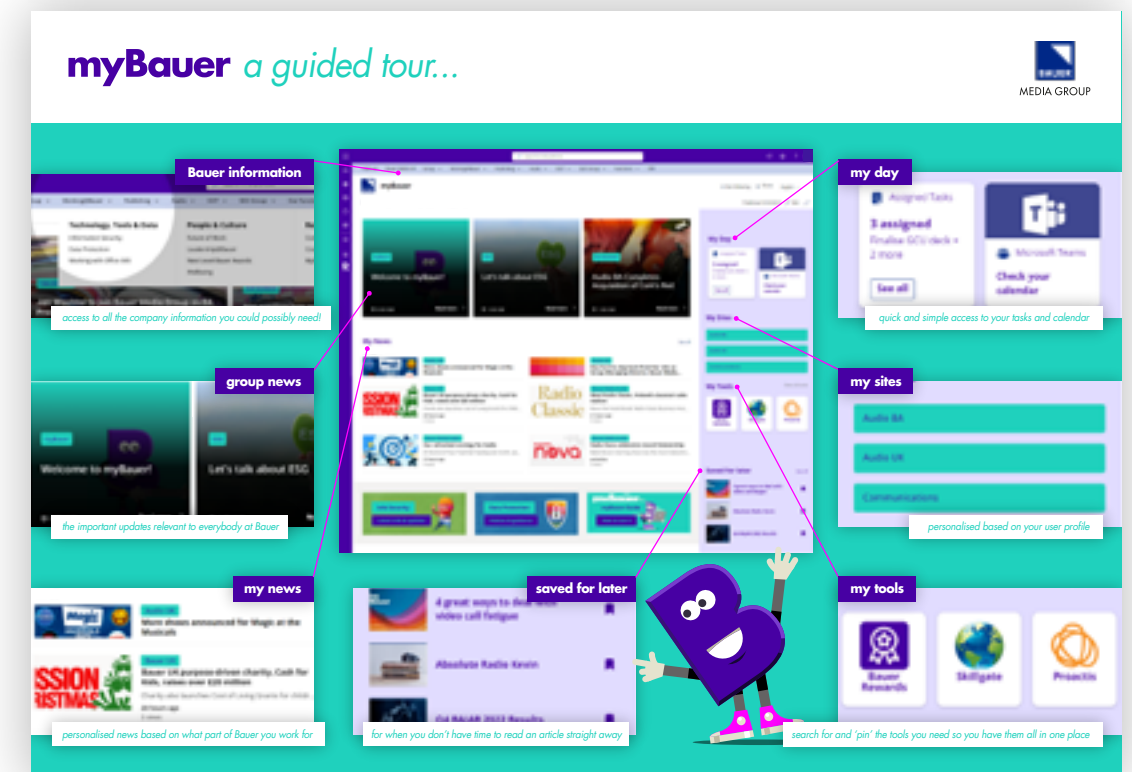
Bauer asked for our help to make their new global intranet launch go with a bang. It was all about creating awareness, excitement and educating people on what to expect from the new platform.

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

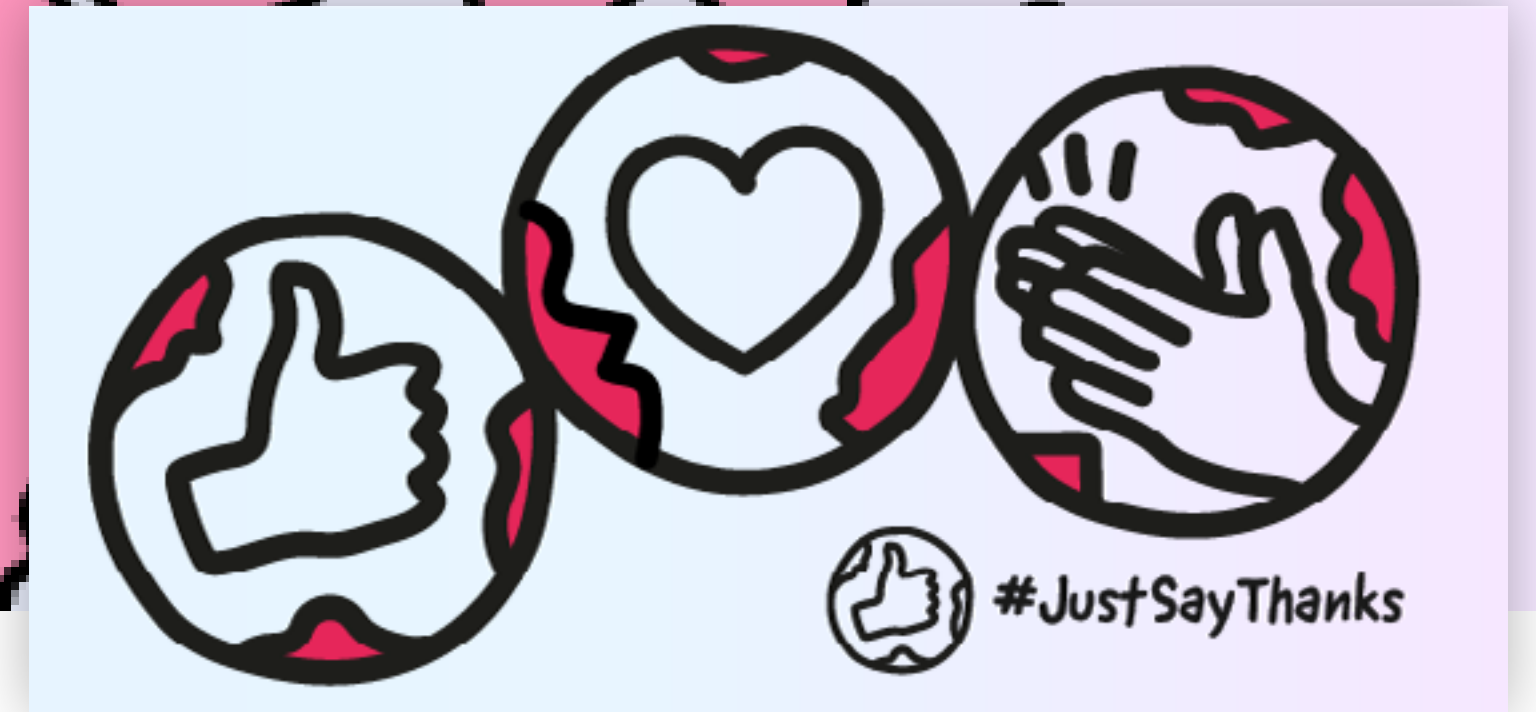
The new platform launched successfully and we recieved this lovely message from the client: "The toolkit and assets were really well received by our global comms network yesterday, so thank you for all the work so far!"



DIAGEO



#JustSayThanks



Employee-generated recognition campaign

Insight

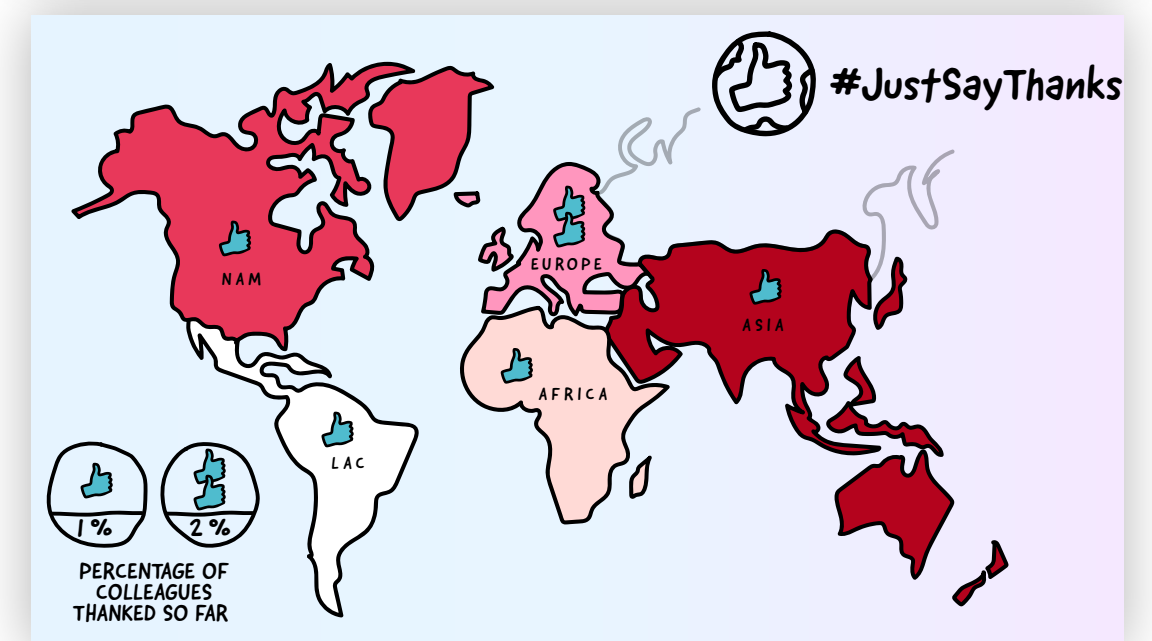
Diageo launched their #JustSayThanks a year before which proved to be a great success, but they wanted to continue the momentum and refresh the approach to enhance the employee-generated feel with a new activation.

Idea

We created the look and feel, and came up with the idea for the employees to share a picture of themselves doing a positive hand signal, e.g. a heart, thumbs up or clapping, and tag an employee that they want to thank. We wanted to keep track of engagement so created an animated map which showed where the thanks popped up around the world. To promote it, we created a video, Viva Engage posts, Teams backgrounds and more.

Impact

The client loved all that we produced, and said "The #JustSayThanks campaign has been well received and is getting some good traction. We've got 120 comments in a week which is good going during a busy time."



Insight to shape your IC strategy

What sort of comms approach do your people prefer? What gaps have you got in your comms? What do your people like, what don't they like? That sort of insight is a great foundation to building successful IC strategies.

That's why we'll often recommend an IC audit. We start with an all-employee survey giving everyone in your business the chance to have their say about how well your company communicates.

We'll also interview your senior leadership team, your employee groups and other stakeholders to gain their perspective on communication within your business.

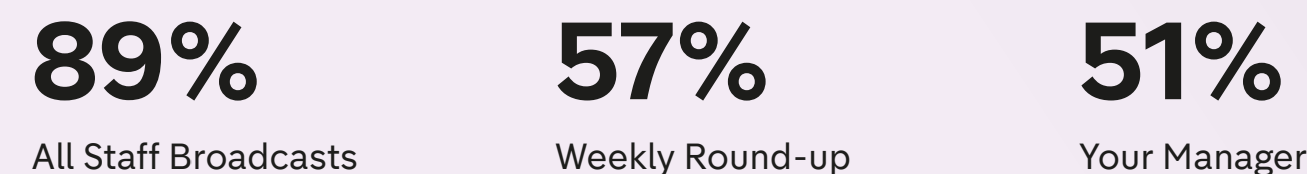
We'll review and analyse all this insight and share it back with a set of recommendations to help shape your future IC strategy.



What you think about our internal communications

Lots of you, at every location and every level have contributed your thoughts to how well we communicate at Channel 4. Over 300 of you responded to our survey and we also held more in-depth focus groups and interviews with more than 30 of you.

Where you get most of your information from



With a range of internal communication channels, we wanted to hear your thoughts on how well we communicate within Southern Co-op.

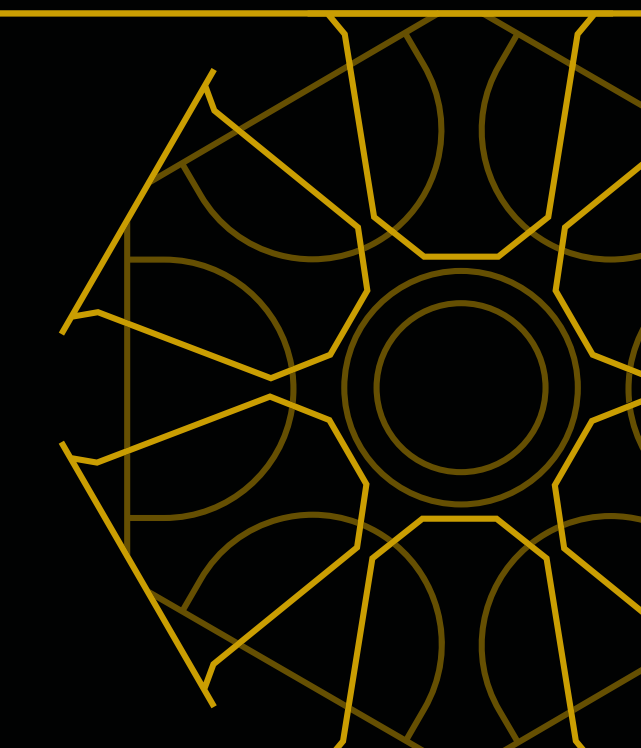


What you think about how well we communicate

Lots of you have contributed your thoughts to how well we communicate across our business.



WITH A RANGE OF INTERNAL COMMUNICATION CHANNELS, WE WANTED TO HEAR YOUR THOUGHTS ON HOW WELL WE COMMUNICATE WITHIN NESPRESSO UKI.



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).

PRIMARK

amazon



shopify

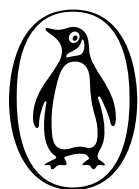
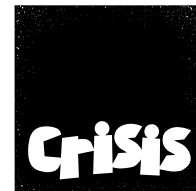
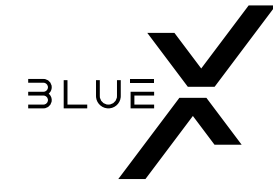
MERCK

Entain



















holidayextras



Our clients



Our awards

 <p>The Surgery IC Director Carly Murray Internal Communicator of the Year Finalist 2024</p>	 <p>Best Medium Agency 2023</p>	 <p>Award of Excellence GBG All Employee Virtual Kick Off 2023</p>	 <p>Best New Event CANSO Airspace World 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>			

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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