WORK THAT WORKS®

IOIC Awards 2026
Class Winner.
Best Medium Agency

INSTITUTE OF INTERNAL COMMUNICATION

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Animation & Film Credentials

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The Surgery is an Internal Comms + Creative Agency

Two disciplines that don’t just sit side by side, they elevate one another. Our design thinking mindset shapes how we uncover and translate insight, while our internal comms expertise ensures every creative choice has purpose, clarity and impact.

It all comes together in our mission to create work that works - strategic, insight led, creatively crafted solutions that move people and organisations forward.

It’s work that sharpens understanding, exceeds objectives and shifts behaviours.

Work that helps your people and your organisation move forward with confidence.

WORK THAT WORKS®

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WORK THAT WORKS®

We focus on solutions

By interrogating the brief, defining the real challenge and crafting creative and strategic responses that deliver tangible, measurable impact.

We make the complex simple

By cutting through noise, bringing clarity to clutter and turning complexity into communication and design that's actionable, aligned and impossible to ignore, we make sure your messages have impact.

We work with your team

By becoming an extension of your business. We're collaborative partners who care as deeply as you do - pushing thinking, elevating ideas and helping you reach the outcomes that matter.

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Our areas of expertise



Internal Comms & Change

We help you communicate with clarity and confidence - from insight to narrative to activation. We shape strategies and transformation programmes that inform, energise and unite.



EVP & Employer Brands

We build EVPs rooted in truth and shaped by employee insight. The result? Employer brands with purpose - attracting talent and building pride from the inside out.



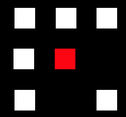
Design & Brands

We create external and internal brands, campaigns and visual identities that elevate messages and perform across channels - digital, print, exhibition and events. Design thinking with purpose, crafted for impact.



Animation & Film

We turn stories into standout moments through sharp scripting, bold visual direction and beautifully executed production. Our films and animations simplify, inspire and shift perception.



Digital Solutions

We design digital solutions that enhance campaigns, engage employees and solve challenges traditional media can’t. Built for clarity, speed and usability - online platforms that help people connect, understand and act.

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Meet the some of the team



Nick Cordell

Creative Director

Founder and Creative Director Nick has a proven track record in developing award-winning creative for clients' design, digital and internal communications businesses, collaborating with some of the world's most recognisable brands.



Bradley Poston

Head of Animation

Bradley started life as a Graphic Designer but swiftly moved into the world of motion. Bradders is our Head of Animation and loves tackling a new brief, bringing complex messages to life. His latest skills include working with 3D animation and Augmented Reality, and he loves learning something new.



Luke Jones

Animator

Perfectionist Luke caught the animation bug at 13 and hasn't looked back. From creating animated music videos and short movies, he is now an experienced Motion Designer and 2D animator who adds his special brand of wizardry to our clients' projects.



Rebecca Teague

Senior Designer

Having more than ten years' experience working in customer and internal-facing design agencies, Senior Designer Becca knows how to turn her design skills and ideas into large-scale campaigns, videos and branding. She's just as good at factoring in the small but important details to produce inspiring and creative work.



James Blake

Senior Copywriter

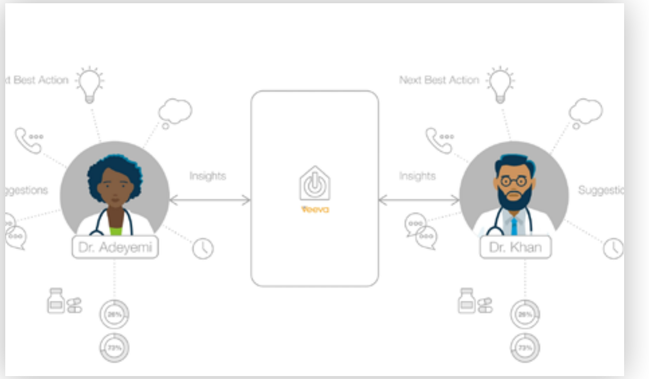
James is an award-winning writer and editor with 25 years' experience in copywriting, journalism, corporate and charity comms, publishing, editing, proofreading, and social media. His skills lie in creating design-ready and mould-breaking copy and concepts and telling stories through corporate narratives.

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Our work

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

Insight

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

View video ▶

Idea

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

Impact

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



Helping Cadent to put their customers first

Insight

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

Idea

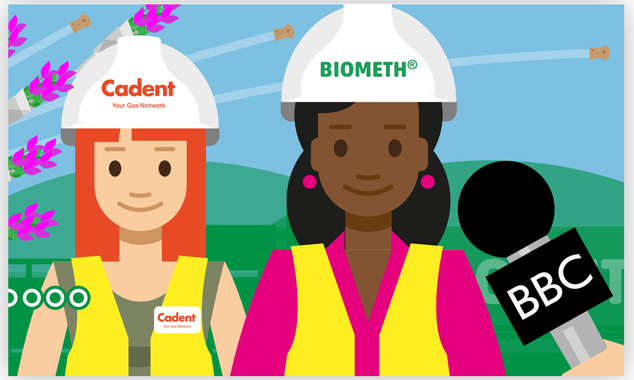
The client wanted to create an animation that included several personas in different situations, living parallel lives; one where Cadent don't resolve the issues, and one where they do.
We developed this idea so that we could show the message in a clearer way, by starting the animation with all the negative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

Impact

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

View video ▶







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.

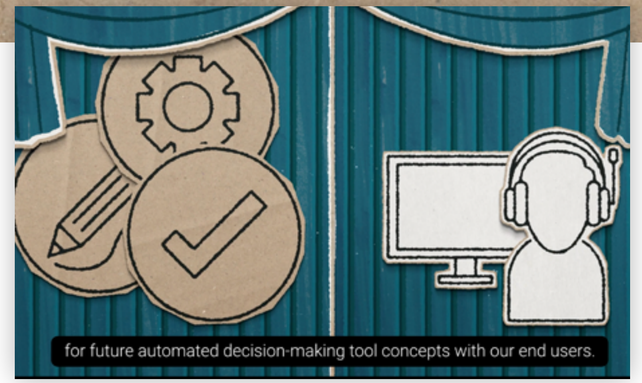
Idea

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.

View video ▶

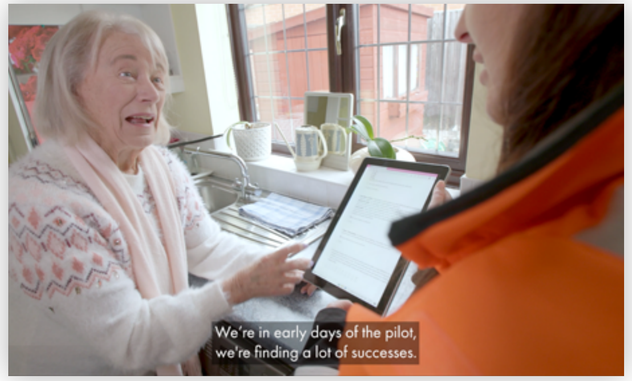






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Going above and beyond to drive Cadent's care message

Insight

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

Idea

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

Impact

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

View video ▶

OUR NEW RECOGNITION SCHEME IS HERE

THANKS4

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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.

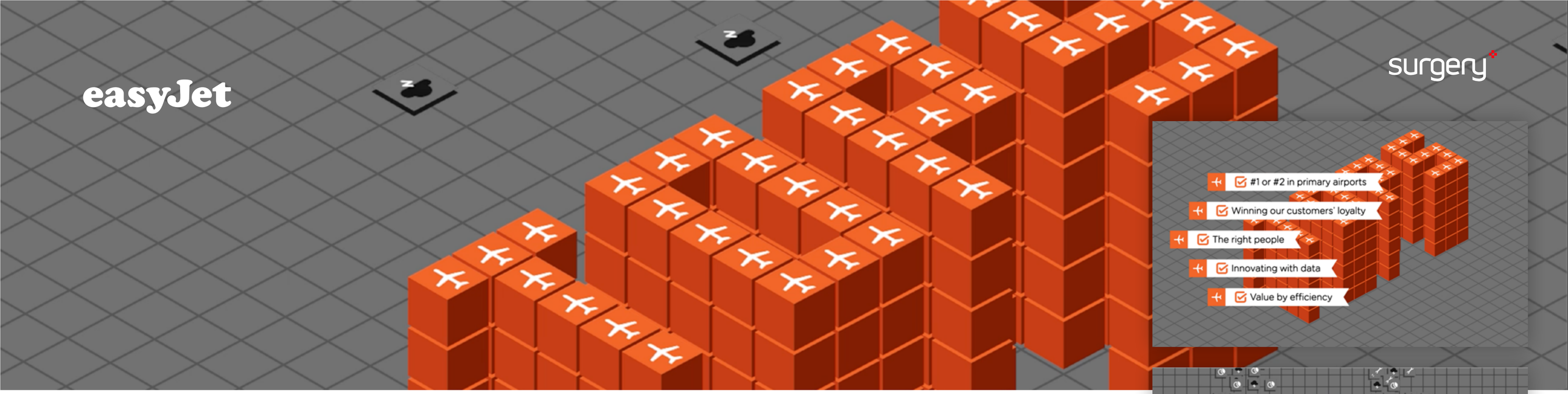
Idea

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.

View video ▶



Game on! Helping easyJet come out TOPS

Insight

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

Idea

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

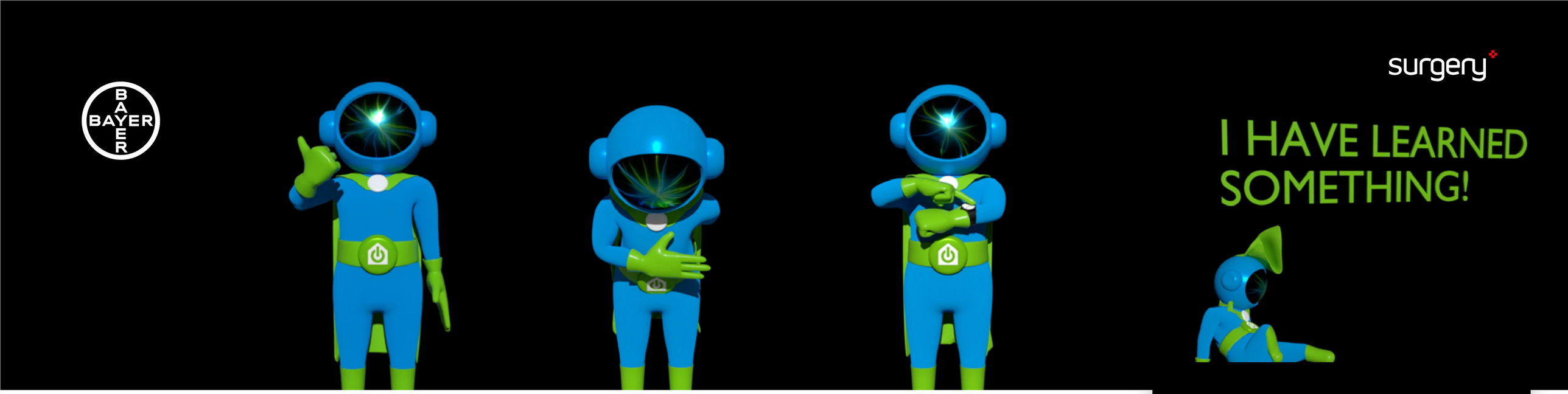
Impact

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

View video ▶







Animating Allie to keep Bayer agile in their work

Insight

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

Idea

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

Impact

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



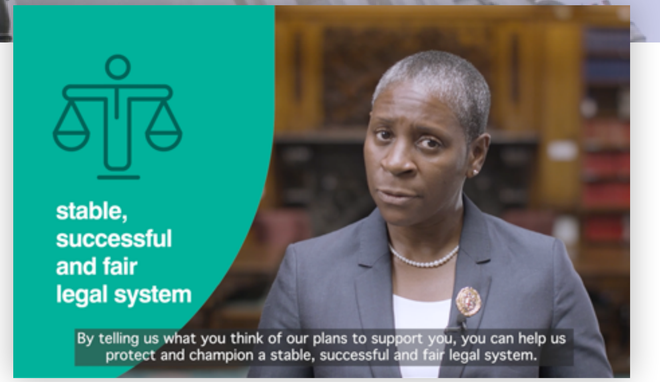


View video ▶



The Law Society

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An era of change for The Law Society

Insight

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

View video ▶

Idea

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

Impact

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

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

Alayna Carr Head of Internal Communications

The Law Society

surgery

“

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

ROKE

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

Insight

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

Idea

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

Impact

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



Getting started with SS&C Blue Prism

Insight

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

Idea

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

Impact

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





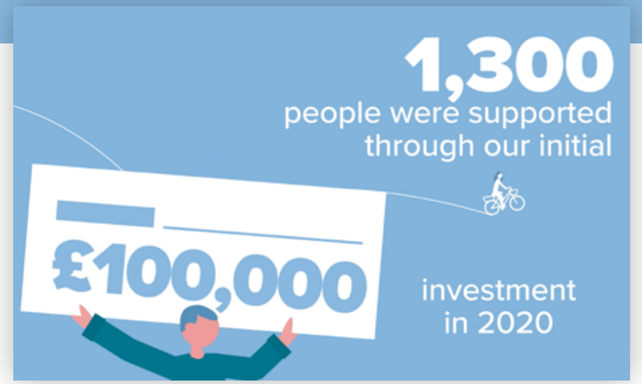
View video ▶

southern co-op

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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

View video ▶

surgery

“

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

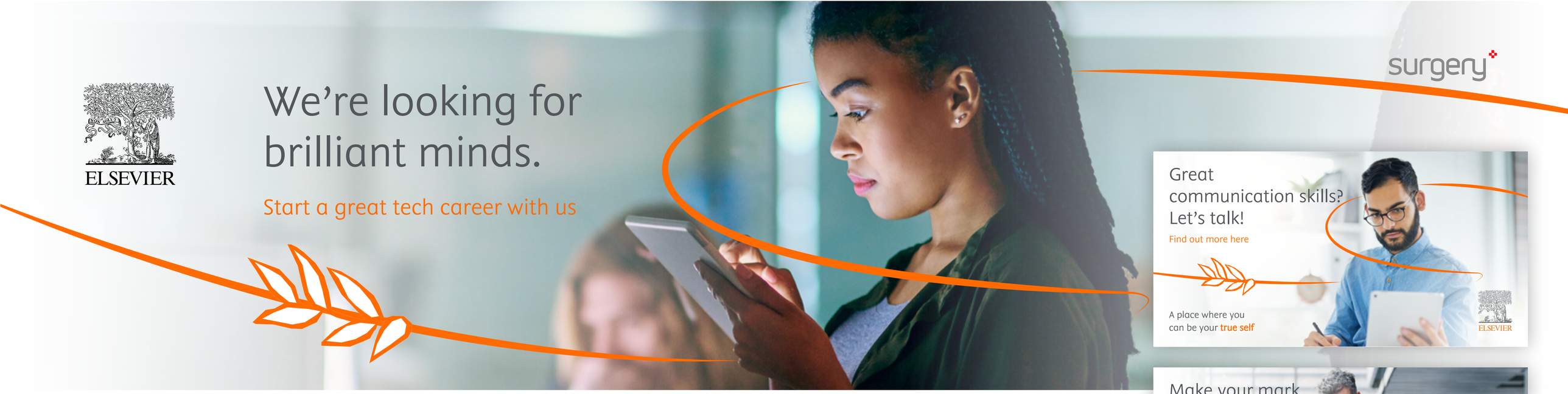
southern co-op

“

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 co-op



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Jobs for the here, now and everyone

Insight

Elsevier wanted to target different audiences for their upcoming roles that they had vacancies for. They wanted to make them relevant to these audiences by using images that represented them in them in the role.

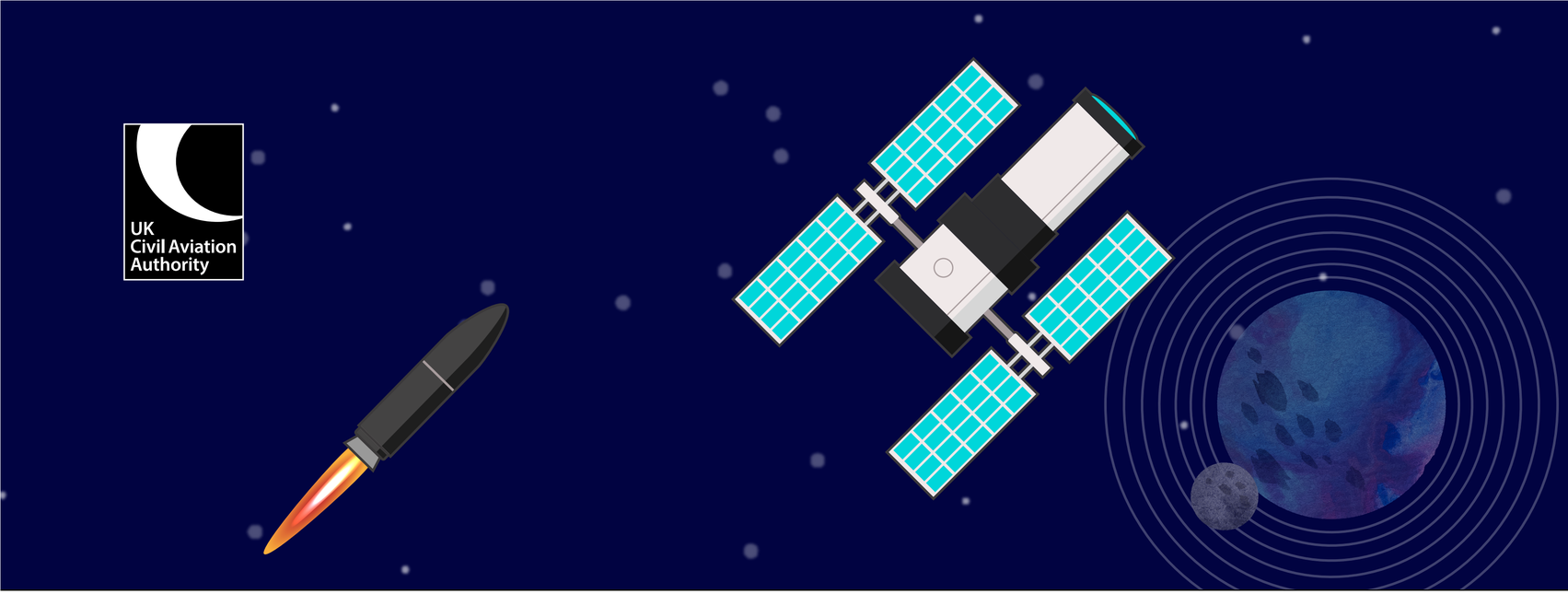
Idea

We came up with this idea of using stock imagery to show different representations and animating them by adding in this wrapping vine to highlight the individual, pulling the focus to hiring the right new candidate. It also creates this sense of belonging and coming together.

Impact

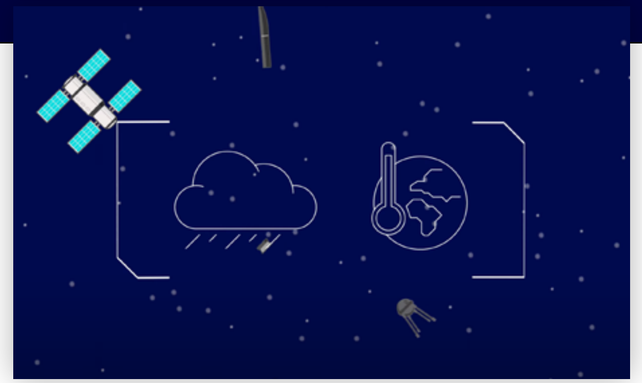
Out of the 72 different post types using this design application, Elsevier received 2,100 individual engagements across the posts. From this there was 2000 likes, 39 comments and 122 shares across social media.

View video ▶



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3,2,1 blast off... what's next?

Insight

We needed to communicate to a younger school audience what it is that the CAA space team do. We needed to ensure the right language and tone were used.

Idea

We created a short animation, in a unique STEM / Space style to be able to do this. It used a graphical approach but with the Space team's knowledge and expertise it reflected the space craft accurately. We used children voice-over artists to help make the content more relatable.

Impact

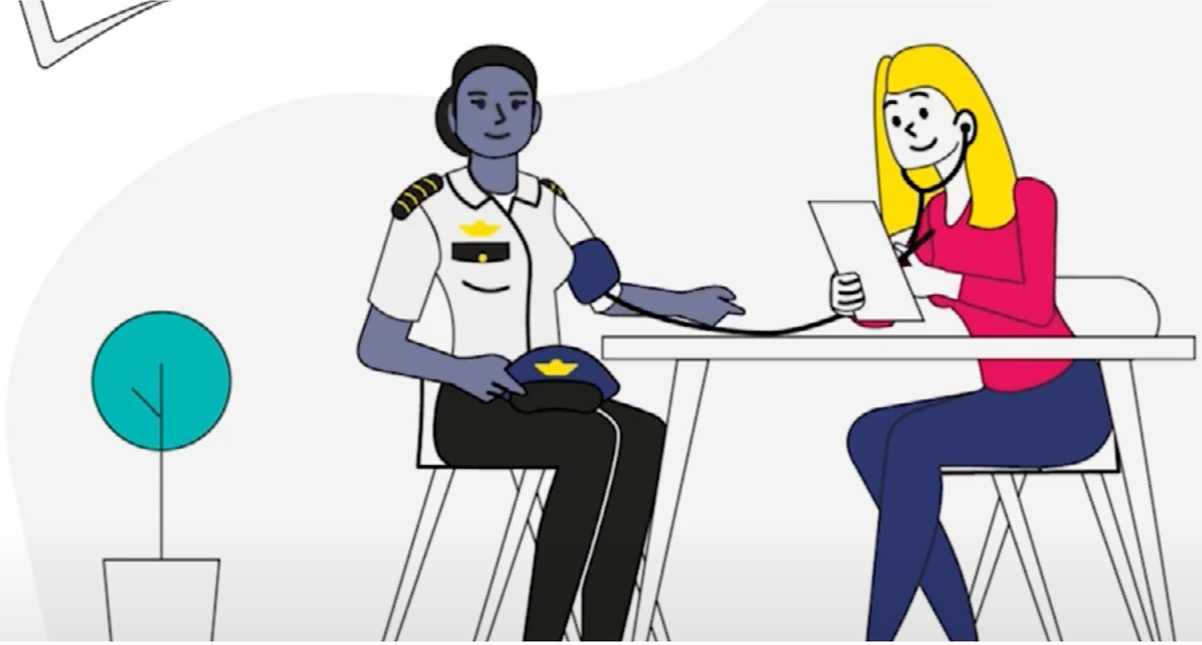
So far, this has reached over 233 students who all now know a little more about what the Space team at the CAA do, and hopefully it will inspire them to work in this industry in the future.



View video ▶

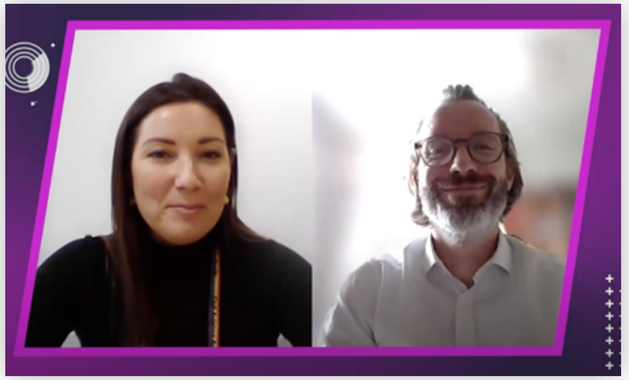
UK Civil Aviation Authority

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Creating a Big Bang buzz for CAA STEM

Insight

CAA asked us to help create their entry for the Big Bang 2022, an inspiring event aimed at connected STEM role models with youngsters.

Idea

Our idea was to create an epic video, bringing together video footage of the CAA's STEM experts, as well as a fun animation and stills around the theme of environmental sustainability.

Impact

Our content was put in front of 25,000 youngsters at the Big Bang event, and the CAA STEM reported it generated a real buzz around their work and in the main theme of the event.

View video ▶



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Training… that's not done by the book

Insight

We were asked to produce five short animations that would support in -training for a two-day course on Risk Based Oversight Training. They were needed to replace the role play element – ensuring continuity between the trainers who were delivering the course.

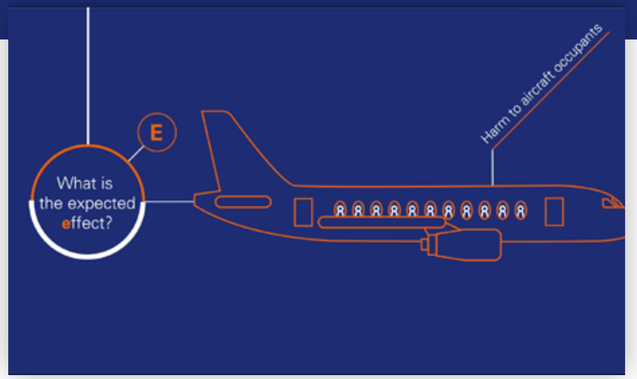
View video ▶

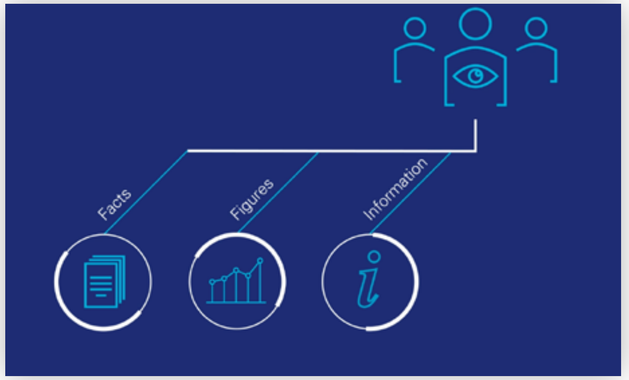
Idea

We came up with a distinct look and feel that utilised a line that 'draws', working as a device to deploy the content. The look and feel was minimal but with a technical feel, meaning it worked well for this global programme.
All five modules are part of the 'tree' but the line takes different journeys depending on the module in focus. This meant that the videos could be used as one full programme or as standalone modules, as requested.

Impact

The change to the course went live just before Covid impacted the ability to travel. This meant that the vital course could still be delivered globally, via Zoom, with the five new videos.





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Nestlé

To hear why our work at Nestlé matters, we asked the people who matter most.





All the feels with Nestlé's heartwarming video

Insight

Nestlé wanted to let their people know how important their role was, especially to the people they love most.

Idea

We edited together a montage of videos from a number of people's family members from all levels and areas of the business. They answered five questions each to pull out the story of what their family member does at Nestlé and how they think Nestlé looks after their loved one. We also created a bloopers version with all the funny mistakes and giggles.

Impact

The output was amazing; really emotive, funny and heartwarming. The client loved it and we received this message following its launch: “I just wanted to say in my 11 years at Nestlé, the video that has just been shared on the live event is the best I have ever seen. So personal, emotional with very powerful messages. Well done to all the team who pulled it together.”

View video ▶



About us

The Surgery was founded in 2013 by Paul Cohen and Nick Cordell, built on a heritage of graphic design, brand thinking and digital craft. From brand development, print and sponsorship activations to retail environments and digital experiences, our roots have always been in creating work with clarity, intelligence and unmistakable creative polish.

As our relationships with clients deepened, one discipline consistently drew us in: internal communications. With the insight and encouragement of client and internal comms specialist Sarah Meurer, who later joined our leadership team, we made a deliberate decision to specialise. Carly Murray soon followed, strengthening our strategic capability and helping us shape a rare blend: design thinking and internal communications working seamlessly together.

Today, Sarah has returned client side, but her influence runs deep. As part of her legacy, we continue to run Barn to Boardroom – the internal comms event she and Carly launched over a decade ago. Now in its eleventh year, it remains one of the sector's most valued forums for insight, challenge and connection.

This integration of disciplines has become our hallmark. Insight sharpened by creativity. Creativity grounded in human understanding. A combined practice designed to create communication which resonates and transforms.

We've grown intentionally, not exponentially. A 20 strong team, proudly independent and purposefully boutique. Strategists. Designers. Brand thinkers. Internal Comms specialists. All working side by side to deliver clarity, confidence and meaningful change for some of the world's most respected organisations.

Our studio sits in a converted barn on a working West Sussex farm, a place with room to think, challenge, create and breathe. It shapes how we work: focused, thoughtful and always curious. A setting that invites fresh thinking and fosters great ideas.

We're proud of our blue chip client list. Proud of the awards we've earned. But most of all, proud of the impact we create – work that helps people understand, connect and move forward with confidence.

This is The Surgery.
Independent.
Insight driven.
Creatively led.
WORK THAT WORKS®

What drives us

Our mission

To create work that works - strategic, insight led, creatively crafted solutions that move people and organisations forward.

Why we do what we do

Because when people understand, believe, and feel connected to what's happening around them, organisations thrive. Clear, purposeful and creative communication changes everything.

What we do

We combine human insight, strategic intelligence and creative craft to deliver internal comms, EVPs, brand, design and digital solutions that align and inspire your people.

How we do it

We listen deeply, think boldly and design with intention. We cut out the unnecessary, focus on what matters and turn complex challenges into clarity - and clarity into action.

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A few of our clients

































































Our awards



Best
Medium Agency
2026



Best Evaluation Process
of Internal Communications
Domino UK Ltd.
and The Surgery
2025



The Surgery IC Director Carly Murray
Internal Communicator
of the Year Finalist
2024



Best
Medium Agency
2023



Award of Excellence
GBG All Employee
Virtual Kick Off
2023



Best New Event
CANSO
Airspace World
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

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