WORK THAT WORKS®

IOIC Awards 2026

Class Winner.

Best Medium Agency

INSTITUTE OF INTERNAL COMMUNICATION

surgery

Our Credentials

surgery

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®

surgery

WORK THAT WORKS®

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 land.

We focus on solutions

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

surgery

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.



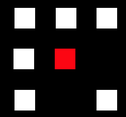
Design & Brands

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.

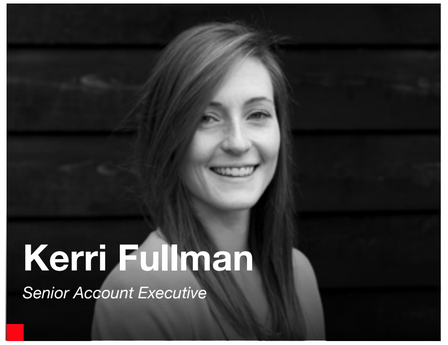
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Meet the Surgeons

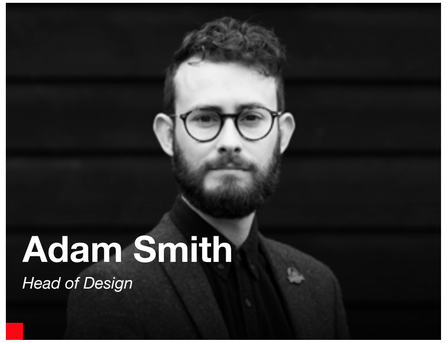


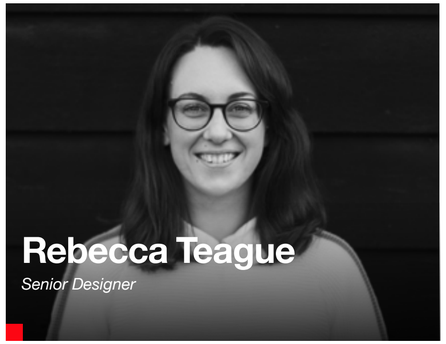


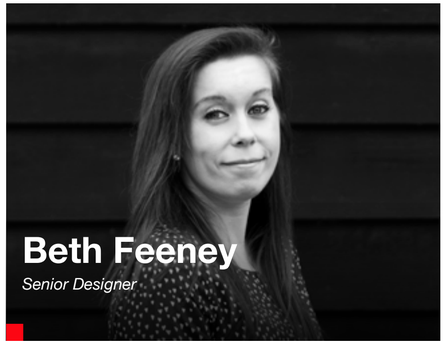


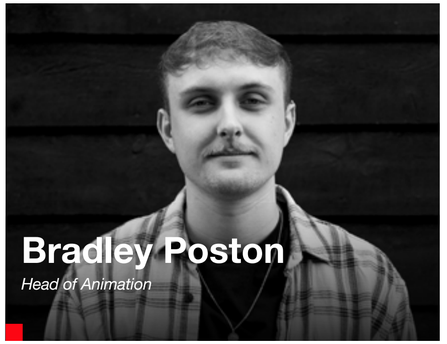




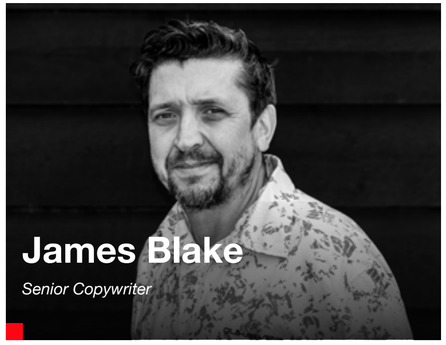


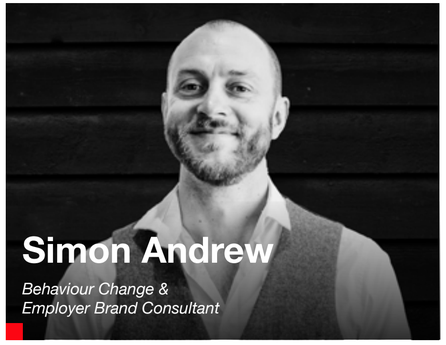




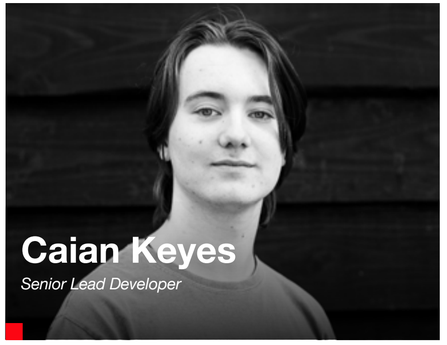


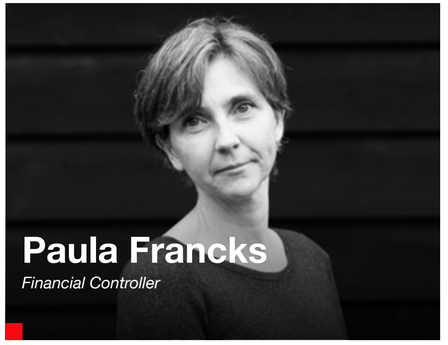












surgery

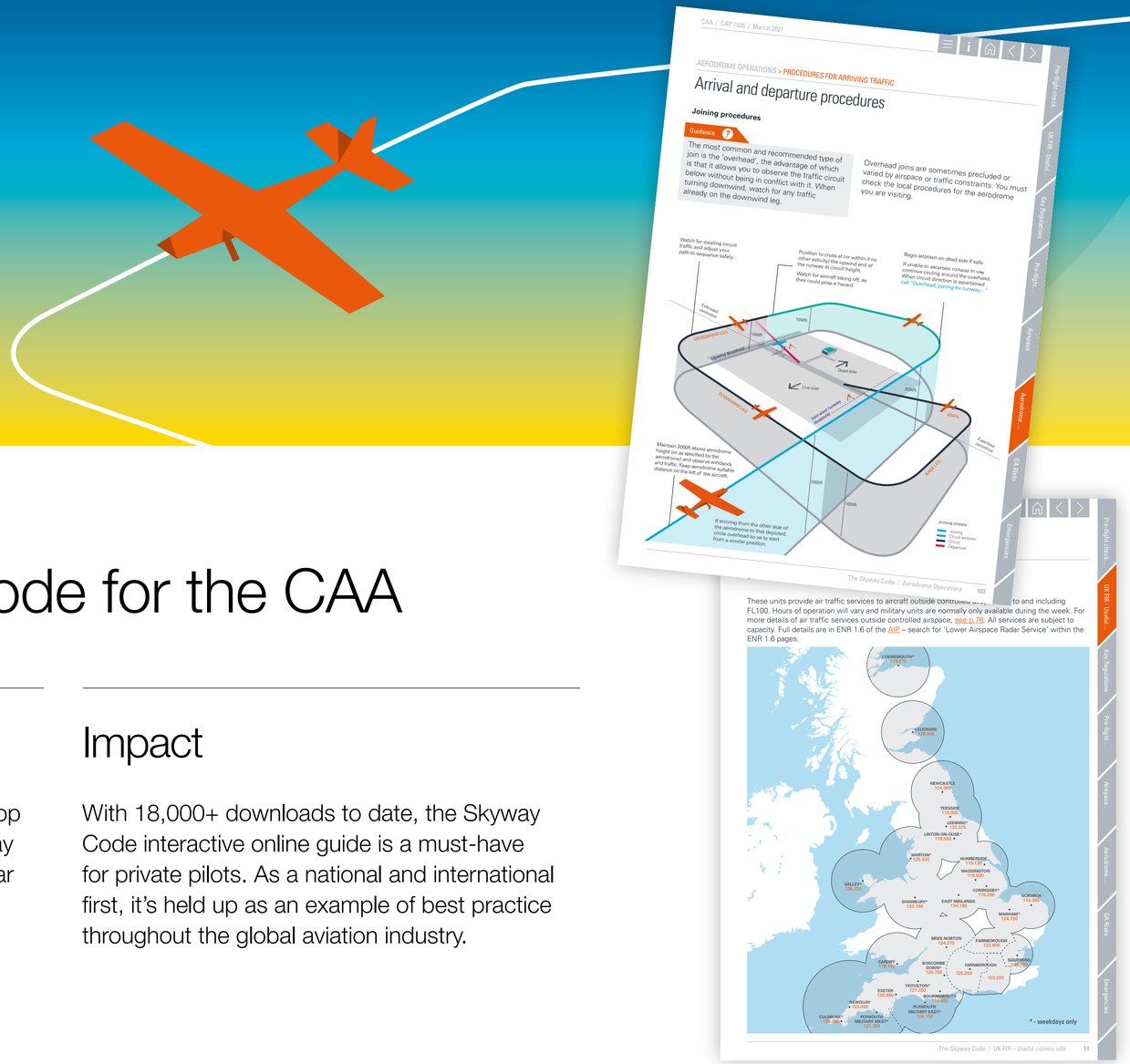
Design & Brands.

surgery

UK Civil Aviation Authority

THE SKYWAY CODE

2018 STEVIE® GOLD WINNER INTERNATIONAL BUSINESS AWARDS



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.

View guide ▶

southern co-op

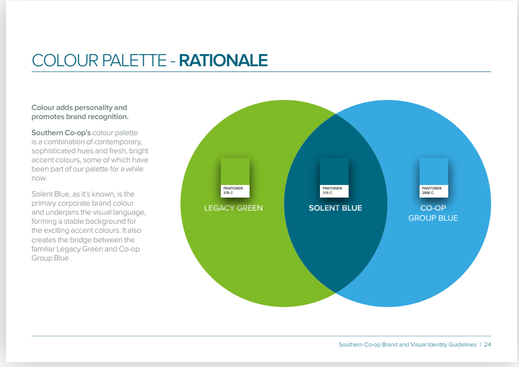
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A fair, fresh approach, for all.









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.

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Animation & Film.



Prototyping with the Wizard of Oz

Insight

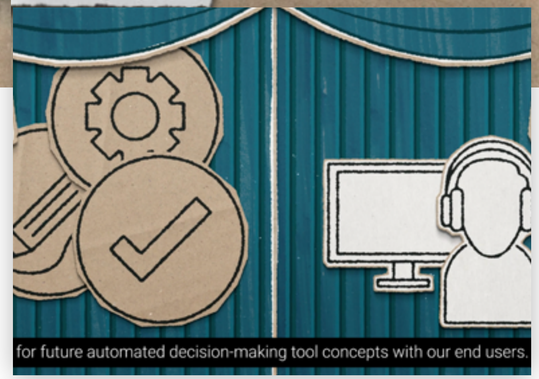
The ask was to create an animation that clearly explained the work NATS and the University of York were doing around prototype techniques — their value in bringing new products and tech to the market whilst ensuring safety and keeping an eye on budget.

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.



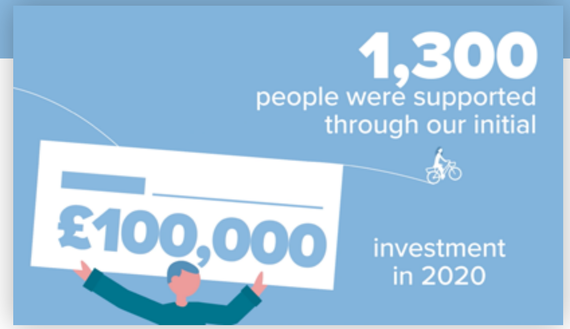


View video ▶

southern co-op

surgery







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 ▶

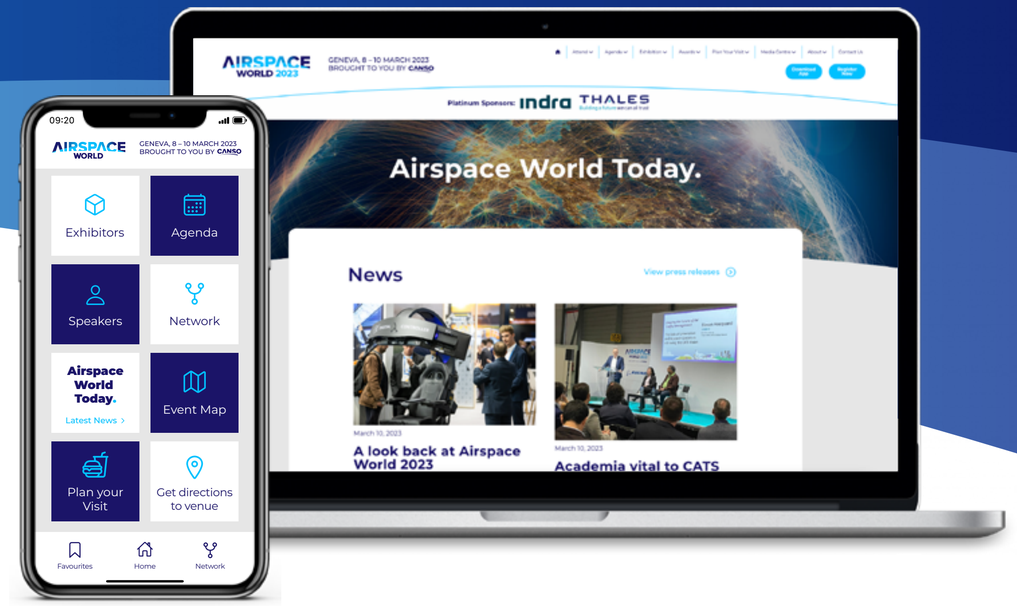
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Digital Solutions.

CANSO

surgery

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

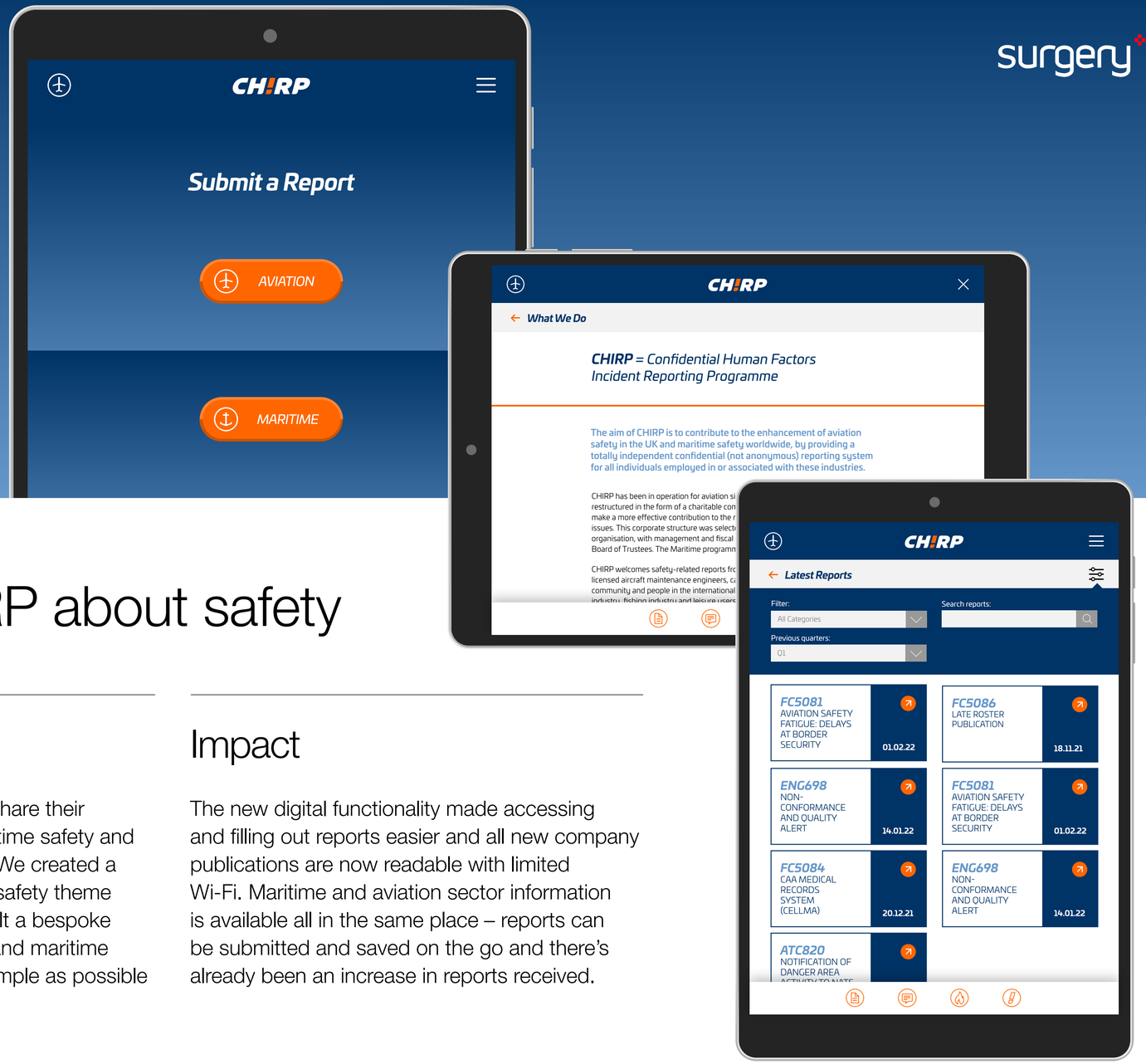
With over 800,000 page-impressions in the lead up to Airspace World, the website helped bring over 5,000 attendees access to over 170 exhibitors and up to 133 agenda sessions during the three-day event. Over 1,800 app downloads meant users could both network and plan visits smoothly.

View video ▶

CHIRP

surgery

Confidential Human Factors Incident Reporting Programme



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.

View video ▶

surgery

Events & Exhibitions.

everyone TV

The Freemoji Island Hotel

surgery















A time for celebration & gratitude

Insight

To mark the launch of their new free streaming service, Freely, Everyone TV transformed their summer party into a Freely celebration. The primary goal was to express gratitude to employees for their dedication and hard work on the new platform while providing a unique and memorable celebration to surprise and delight them. Typically, attendance at summer parties is low, so through creative, intriguing invitations and teaser communications, we aimed to create a 'can't miss' atmosphere.

Idea

The venue, featuring a central beach bar with real sand, was ideal for a fun and engaging theme. We transformed the space into a bespoke hotel within a hotel, complete with unique branding. Guests enjoyed a photobooth to capture memories, a custom employee-made playlist, cocktails, and a BBQ. Actors portraying over-the-top hotel staff added a touch of magic by handing each guest pink sunglasses and leis, enhancing the celebratory atmosphere.

Impact

89% of guests reported they really enjoyed or enjoyed the celebration.

93% felt extremely appreciated or appreciated.

68% attendance rate.

"It's been just brilliant working with you on it. You've been 100% dedicated, totally unflappable, resourceful, creative, and fun throughout."

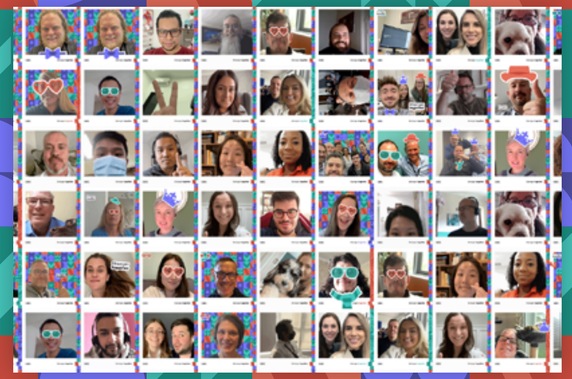
Jess Hookway
Internal Communications Manager

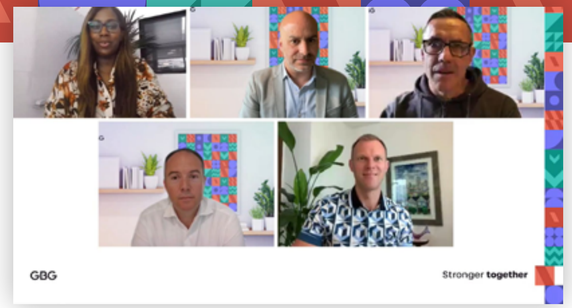
GBG

surgery

IoIC Awards 2023
Award of Excellence

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.

View video ▶



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ASSOCIATION EXCELLENCE AWARDS 2023





A focus on CANSO at Airspace World

Insight

CANSO was charged with taking over the Airspace World global airspace navigation service providers' yearly trade show. They wanted their stand to have a real presence and be the main point of focus for their membership but also as a contact point for delegates to the Geneva Airport event.

Idea

There was only one way to go and that was BIG! We designed one of the biggest stands at the show. It was designed to grab delegates' attention, as well as being a meet and greet zone. We created an open and welcoming space which included cosy breakout zones. It was also designed to enable the hosting of an industry awards event on the second day of the show.

Testimonial

“We 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 website and app is incredible.”

Deborah Seymour
Communications Director

View video ▶

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Internal Comms.

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Don’t wing it.

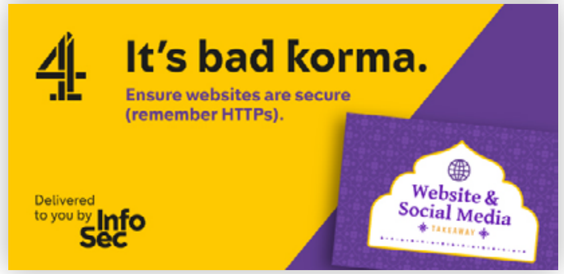
Don’t use the same password twice.











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.

easyJet

A LATTE A DAY = CONVERTIBLE WHEN GREY

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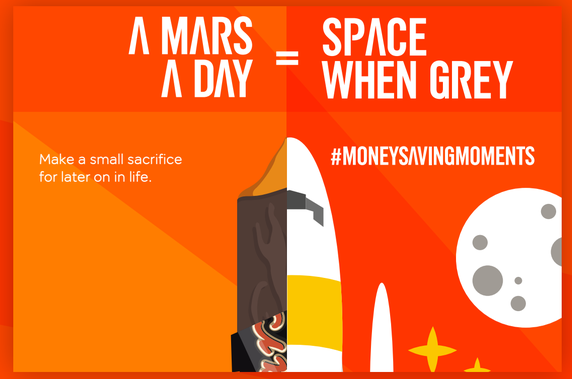
Make a small sacrifice
for later on in life.

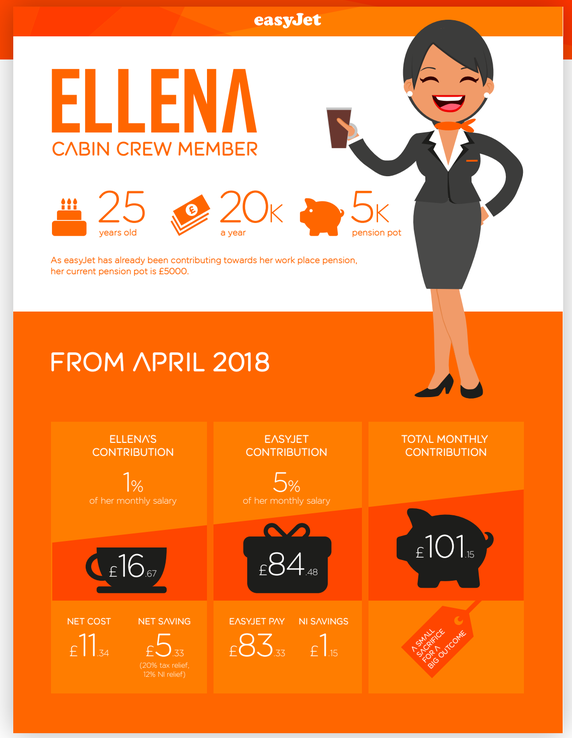
£11 less a month in your bank





#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.

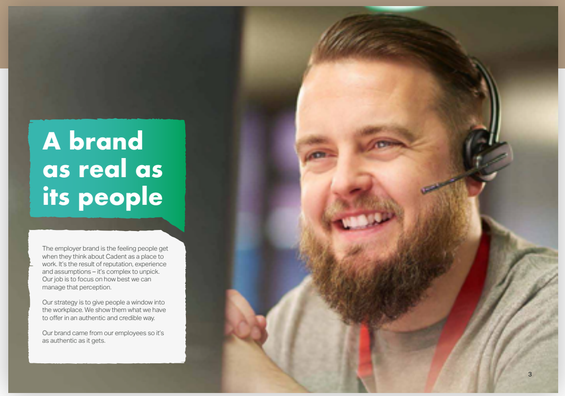
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EVP.



surgery





Shining a light on Cadent colleagues

Insight

Cadent had some dissatisfied employees and were struggling to keep people and fill new roles. Their Glassdoor review score was 2.9 and they looked to an employee EVP to define what Cadent is like as a workplace and package it up in a way they can share.

Idea

Through working closely with colleagues, we were able to understand the challenges with life at Cadent as well as the things that people still loved about the business. We gave HR concrete suggestions for areas to address and created an EVP founded in the colleague experience.

Impact

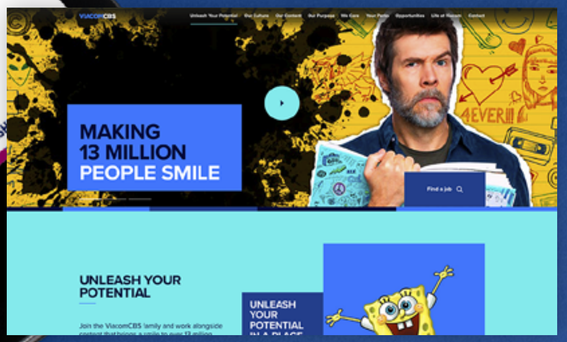
The Glassdoor score improved to 3.2 and Cadent started a continuous improvement plan. Alongside our work, they were able to recruit a full-time employer brand member and using our guideline have increased their presence across social media.



Paramount

surgery







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.



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

Our employer branding and EVP passion doesn't stop with our clients. We like to speak to in-house experts about their journeys and experiences which we share with our peers via our podcast.

We cover a range of topics, including:

- Using a global framework
- Authenticity vs aspiration
- Becoming an internal journalist
- Connecting EX and the EB

Find us on Spotify, Apple Podcasts or check out all episodes:

Listen here →



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.

surgery

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

Get in touch

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