

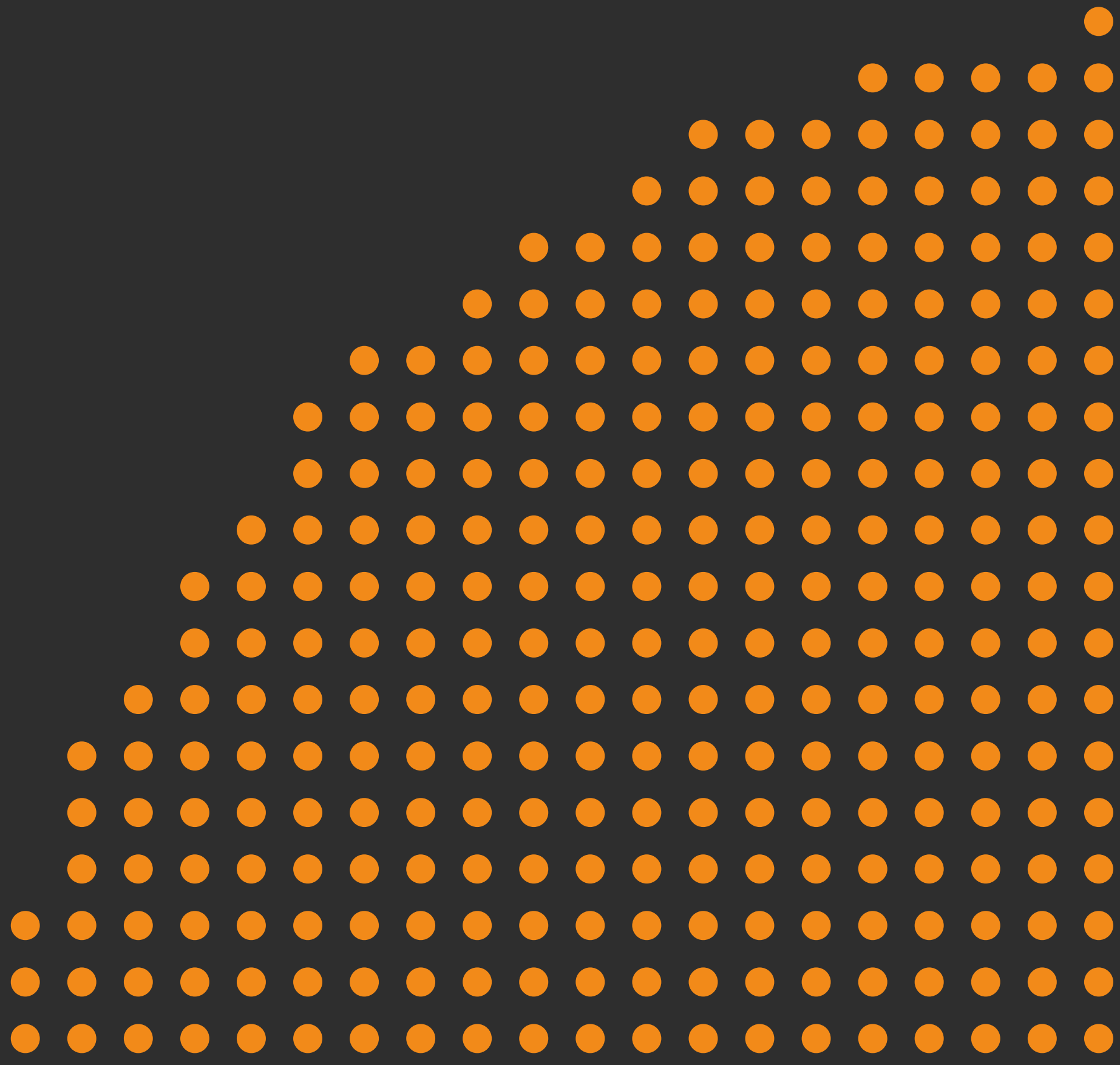


**insight  
content  
technology**

February 2024

# Welcome to Sequel

Discovery workshop





# Hello.

We channel the power of communication – connecting, engaging and inspiring audiences for better business performance.

Our clients tell us that our blend of

- insight (understanding who your audiences are)
- content (the ability to give users what they want and need to consume)
- and technology (the ‘geek’ understanding) is unique.



# About us.

Sequel was formed in 2009 after a merger of two existing IC agencies, which had both been in business since the 1970s (long before IC and engagement were fashionable!)

Our own vision is to create better employee engagement that transforms business performance. We do that by connecting and engaging people, and helping organisations to grow and be productive places where people really want to work.

We are based in Islington and are 27 people providing communications excellence for more than 40 leading organisations including Ovo Energy, E.ON, Heineken, BDO, Bridgestone, White & Case, Bupa, Nationwide, NatWest, Fremantle, Elsevier, PZ Cussons, Trip Advisor, Virgin Atlantic, Nestlé, and Nomad Foods.

We're very proud of building strong, sustainable relationships with our clients. They tell us that we're very good at quickly getting under their skin and providing the right balance between direction and delivery.

We're also ISO 9001 certified for our quality processes and have been for more than 12 years.



# Insight.

## Using data and science to guide your IC approach.

One of the biggest mistakes we see organisations make is giving their people what they think they want, rather than what they actually need.

We add useful external perspective, using data and the science of communication to help you find the insights and opportunities that build better employee experience and engagement.

***We're your critical friend with clear thinking, plain talking ideas for content, channels and strategy that make a difference to business challenges."***

Our Four Pillars™ measurement and research work covers regular pulse surveys, employee engagement and comms surveys, in-depth audits, audience profiling and mapping, and we use this analysis to create practical strategies.

We're your critical friend with clear thinking, plain talking ideas for content, channels and strategy that better engage your audiences and help you to meet your business challenges.



# Content.

## Making the important, interesting.

We make content work, capturing attention and telling powerful stories.

We blend strategic planning and creative content to devise and deliver campaigns that raise awareness and motivate action. We've launched campaigns on new digital tools, engaged people with new values, and created clarity around business strategy and purpose.

## *Our work leaves a big impression."*

Our editorial content for intranets and magazines, business writing for presentations and campaigns, makes your important interesting. Our design team crafts imaginative magazines, campaigns, emailers, apps, microsites, reports and business presentations for print and digital media.

Our video and film team creates moving image that changes perceptions, explains big ideas and engages inside and outside your organisation.

We're specialists in helping people understand wider issues such as mental health, diversity, health & safety, CSR and big change projects. Our work leaves a big impression whether it's for a stand-alone film, clever animation, taking your user generated content, or as part of an integrated campaign.



# Technology.

## Using the right digital tools for your audience

The digital workplace brings new opportunities – and questions. How can we make the most of our Microsoft Office 365 investment or digital strategy? What will make our intranet stand out? What's the best collaborative or social channel?

Rushing into implementing something new wastes time and money. What makes our in-house team valuable to you is that we speak the right level of geek, but get communications.

We make what seems complex, simple.

***We define the digital communications you need and deliver the design and technical development to make it work in the workplace.”***

We define the digital communications you need and deliver the design and technical development to make it work in the workplace.

Clients say they value our independent stance: we aren't wedded to any one platform or technology, but recommend the best technical, collaborative and communication solutions for your needs based on our experience.





**Here's some we  
made before.**  
**Digital transformation**



# Delivering digital transformation for Virgin Media Ireland

Our Insight, Content and Technology teams worked with Virgin Media Ireland to deliver a digital transformation project, moving from a Jive-based intranet to specialist Microsoft 365 tools.

## The solution:

We examined which Microsoft 365 tools VMIE needed by running several workshops with the project team to raise understanding of the 'possibilities' so they could select the tools that were right for them.

We also created a tool and channel map so that everyone was clear about how the new tools would complement each other. In this new world, the key tools are SharePoint (for a slimmed down, focused intranet), Microsoft Teams (for project collaboration), and Yammer (for a social, community hub).

Our support included the following.

## Digital transformation governance

The workshops helped to identify the correct technical settings, plus an appropriate cultural approach so that employees didn't go off and do their own thing.



## Intranet comms audit

The intranet content audit identified the content that would be brought over from Jive, and where it would live in the new world. We trained the core content owners in using SharePoint and creating their new sites.

## Microsoft 365 training sessions, videos and guides

We ran Microsoft 365 training sessions and created videos and guides for all employees, to help them make the most of these new tools. This included a guide explaining why the switch was being made, and how the new tools would help people in their daily working lives. We also advised line managers on how they could help embed Microsoft 365 in the business.



# Delivering digital transformation for Virgin Media Ireland // continued

## Comms campaign support

Supporting the comms campaign, by writing promotional emailers and feature articles to bring the theory to life.

## Running a champions network

The champion's network was key to helping to embed the new behaviours into the business.

## An active role in the Steering Committee

We played an active role in the Steering Committee to keep leaders up to date with progress.

## The impact:

When the new modern workplace was launched, our clients said: "Thank you so much – we would have been totally lost without you!"

We are continuing to support the project with measurement including data analytics, champion network feedback, interviews and digital transformation pulse surveys.



*Thank you so much – we would have been totally lost without you!"*



81%

**In the first round of research, 81% of employees said the new suite of tools is giving them the right tech they need to stay connected.**

# OVO Energy.

## Wall of Things

### The challenge:

OVO is one of the UK's largest 100% renewable energy companies. They wanted a fresh new digital platform where their people could share messages, tell stories and show appreciation – particularly when people were working remotely during the Covid-19 pandemic.

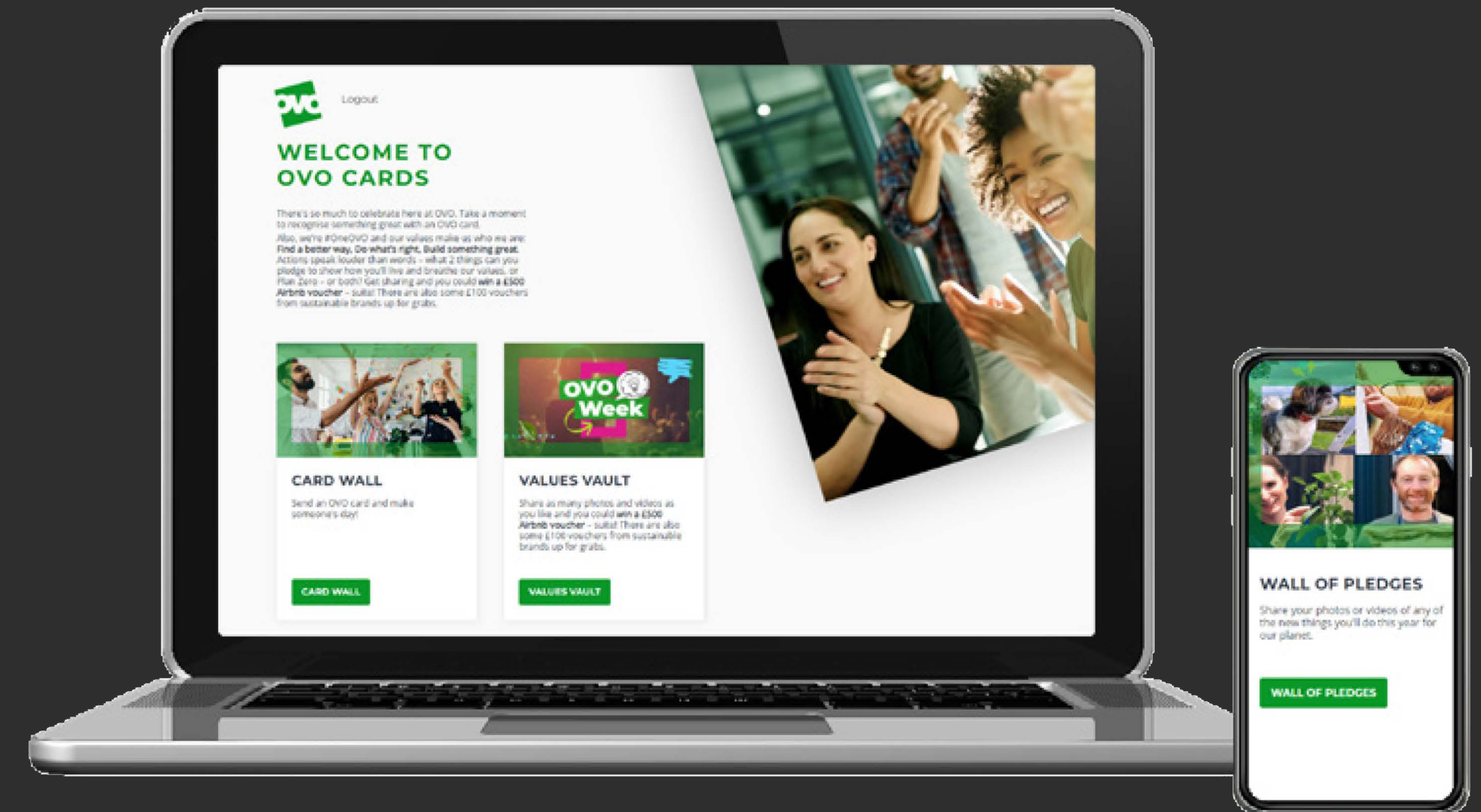
The company turned to Sequel for a solution to help connect with staff and foster community spirit among 7,000 disparate employees, many field-based or working from home, including thousands of new employees following the acquisition of SSE Energy.

### The solution:

OVO wanted a digital format and, working with Sequel, came up with the Wall of Things, an online platform where people could post photos and videos.

We worked with OVO on the design of the concept, through brand, design, build and security. We planned a platform that would be very easy to access via single sign-on, so OVO people could upload videos, photos and messages and easily comment on each other's contributions.

Throughout the planning process, we looked for ways to make the Wall really adaptable to add value and give OVO a great return on investment. This included plans to update the wall throughout the year to reflect seasonal campaigns and events.



# E.ON.

## Modern Workplace programme

### Background:

E.ON is an electric utility company based in Germany, operating in 30 countries and serving 33 million customers.

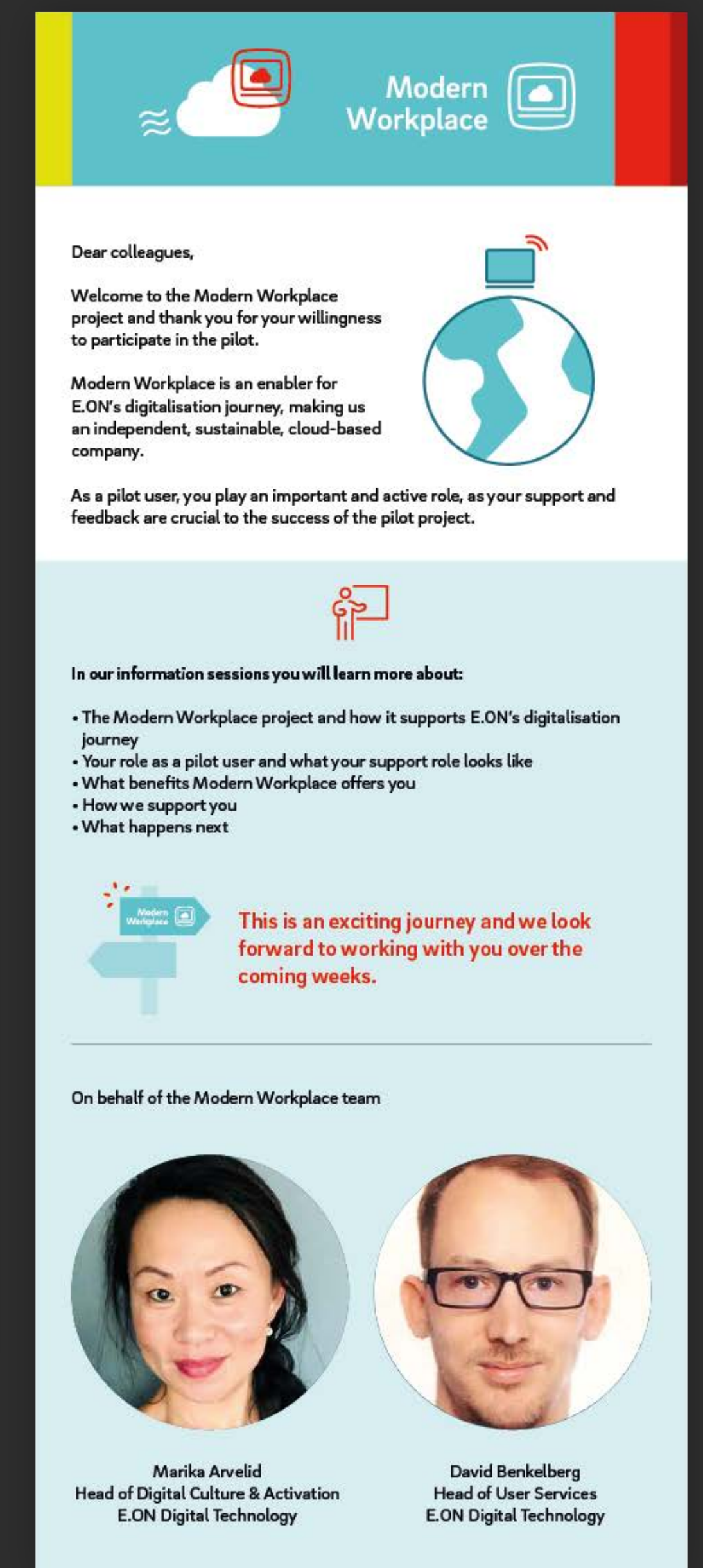
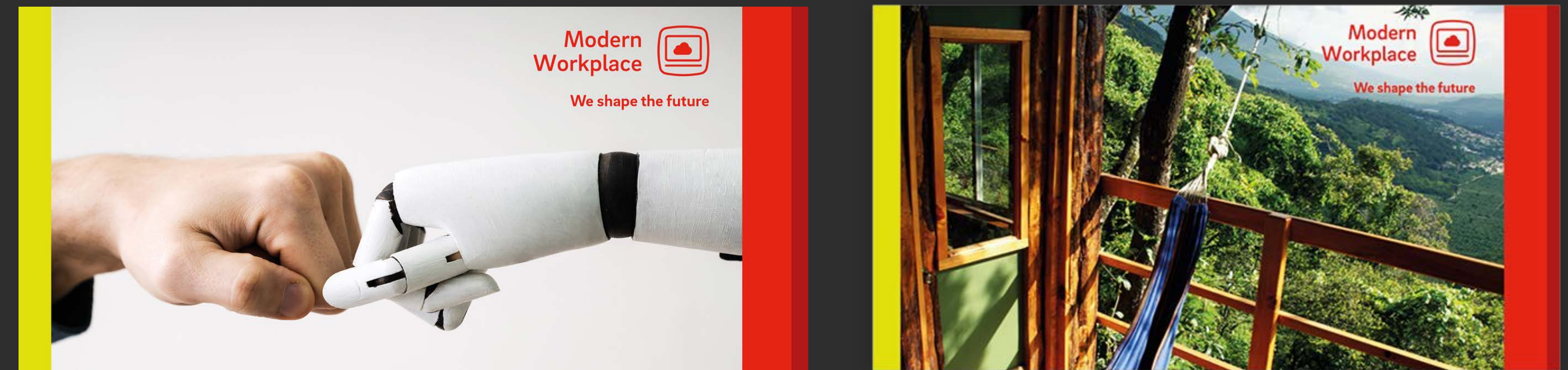
In 2021, E.ON started its Modern Workplace programme as part of the organisation's push to become a more digital and technologically astute company.

The programme centres on giving new devices to all 80,000 employees. It's a huge logistical and communications operation, so E.ON turned to Sequel Group to help with communications planning, materials and measurement.

### Goals and audience

The goals of the Modern Workplace pilot were to ensure that pilot users:

- Understand the objectives of the Modern Workplace programme and their role
- Know what is expected of them and why
- Can perform all required actions
- Find the comms materials and guides helpful
- Know where to go for support
- Act as an ambassador and encourage colleagues to embrace the changes.



# Modern Workplace programme // continued

## Planning:

Sequel Group joined the strategic project team of Communications, HR, IT, upskilling (learning and development), project management, and external technology partners. The team met up to three times a week to finetune the communications and process plans, create engagement and excitement for the changes, and ensure the transition was a smooth one for the 400 pilot users.

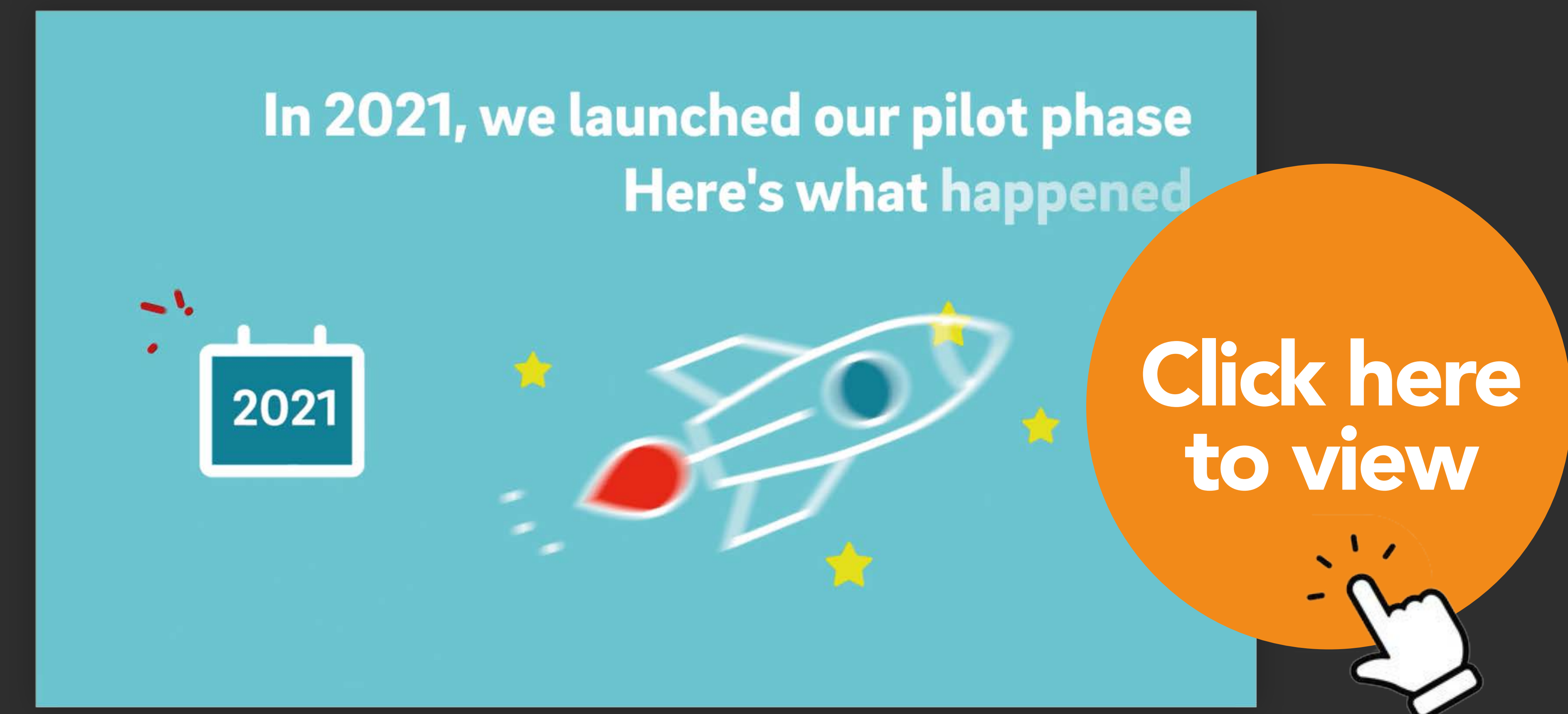
## Execution:

E.ON and Sequel Group agreed that communications should reflect the essence of the Modern Workplace programme. That meant digital-led, sustainable and flexible.

We created a suite of digital instructional and support materials to support pilot users and walk them through the Modern Workplace user journey.

## Results / Measurement:

We ran a survey with pilot users to measure their experience and compare how well we'd achieved our goals. The overall user satisfaction was high at 3.8 / 5, with other feedback including:



- "I know where to go for more information and guides if I need them"  
– **3.6 / 5 agreed**
- "I know what my role is in the pilot project and what is expected from me"  
– **4.0 / 5 agreed**
- "I can see how my role contributes to our Modern Workplace"  
– **4.0 / 5 agreed**
- "I understand the objectives of Modern Workplace"  
– **4.0 / 5 agreed.**

# Decision trees and channel guide for a global manufacturer

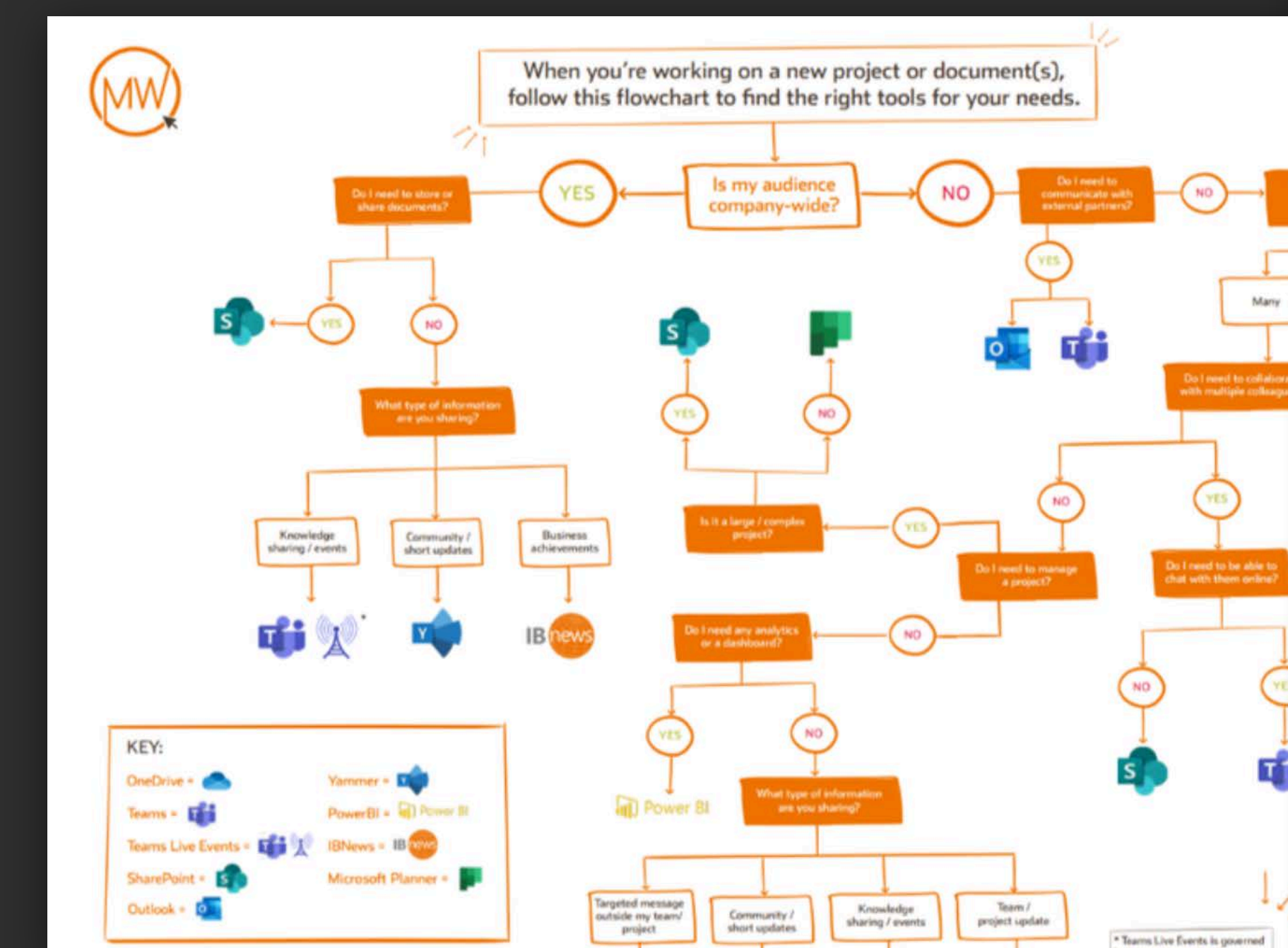
Interactive decision tree so people can walk through various scenarios and know what tool or channel to use to share and/or find information.



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**YAMMER**

Share with many  
Stay connected

**WHAT IS IT?**  
Teams is your tool to collaborate and get work done, so you can thank of Yammer as our global community hub to share, praise and engage with others and join your colleagues in communities you are interested in.

**WHAT'S IT FOR?**  
Sharing people news and updates, whether you're thanking a colleague or posting photos from a charity event.  
Joining groups with like-minded colleagues.  
Swapping best practice across the organisation.

**WHAT'S IT NOT FOR?**  
Running projects – instead, we recommend a combination of Teams and Planner.  
Sharing personal information or personal updates on hot topics in our business.  
Engaging with external partners.



**Here's some we  
made before.**

**Campaigns**



# Aviva.

## Workvivo launch

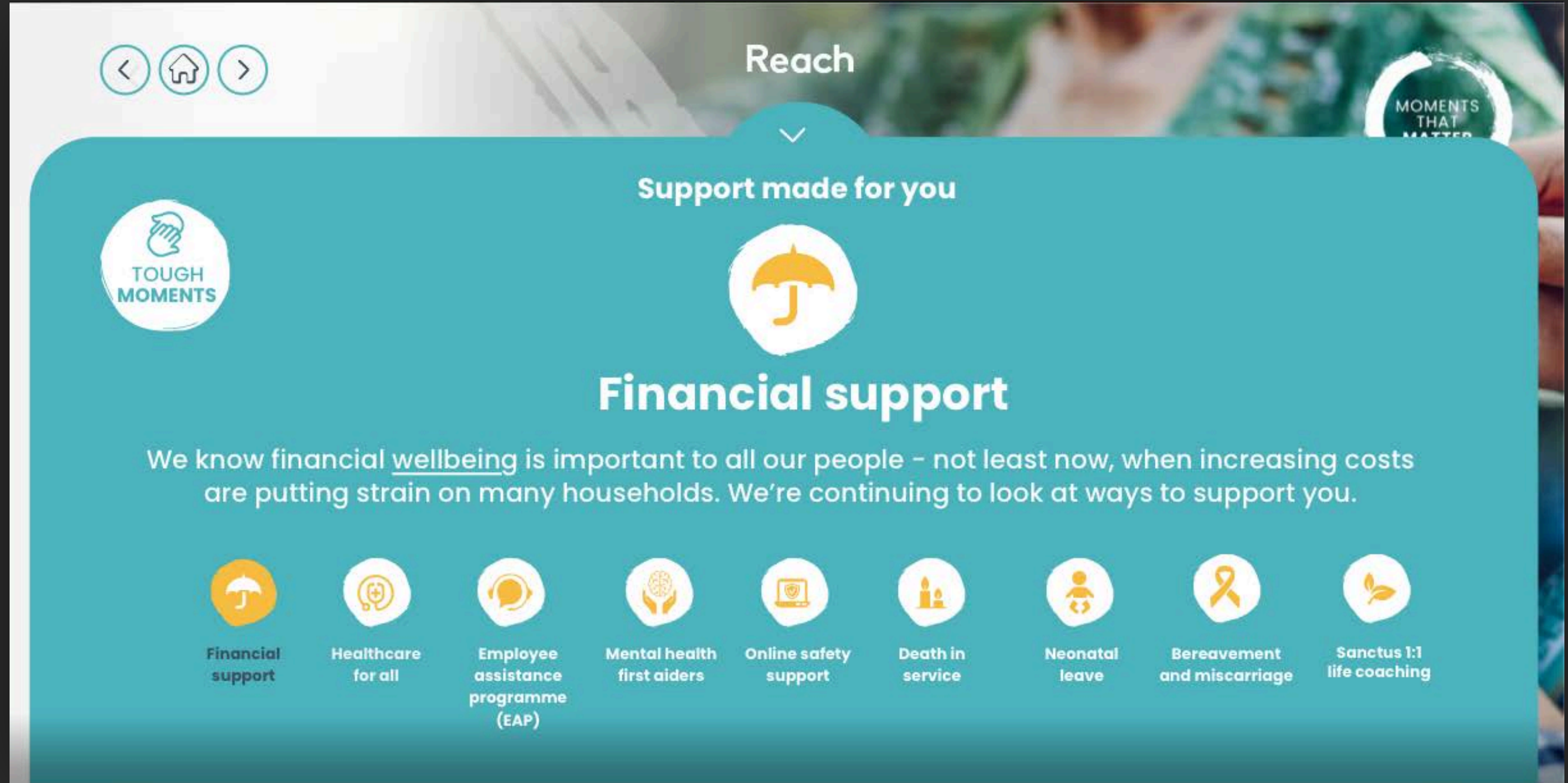
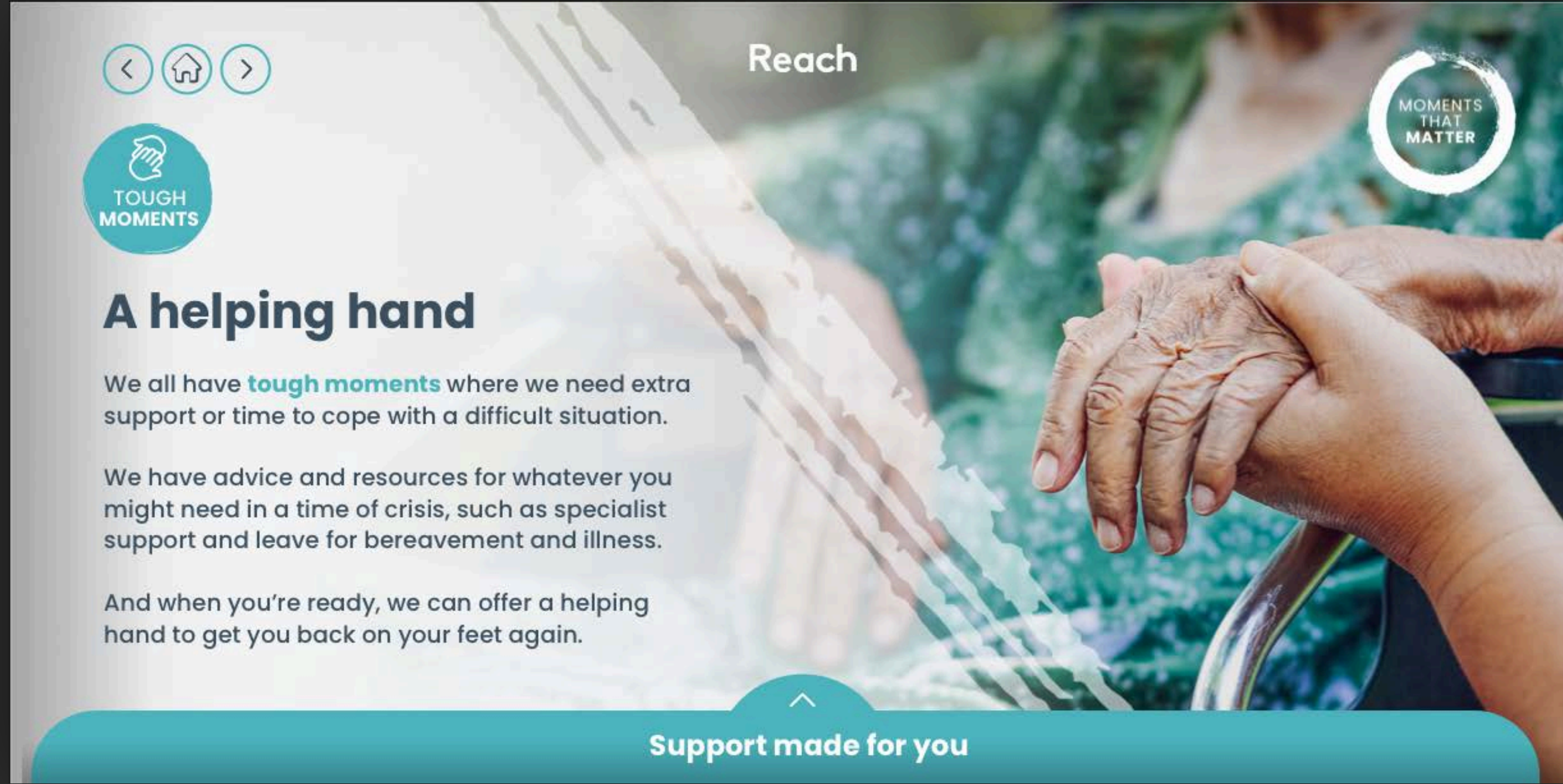
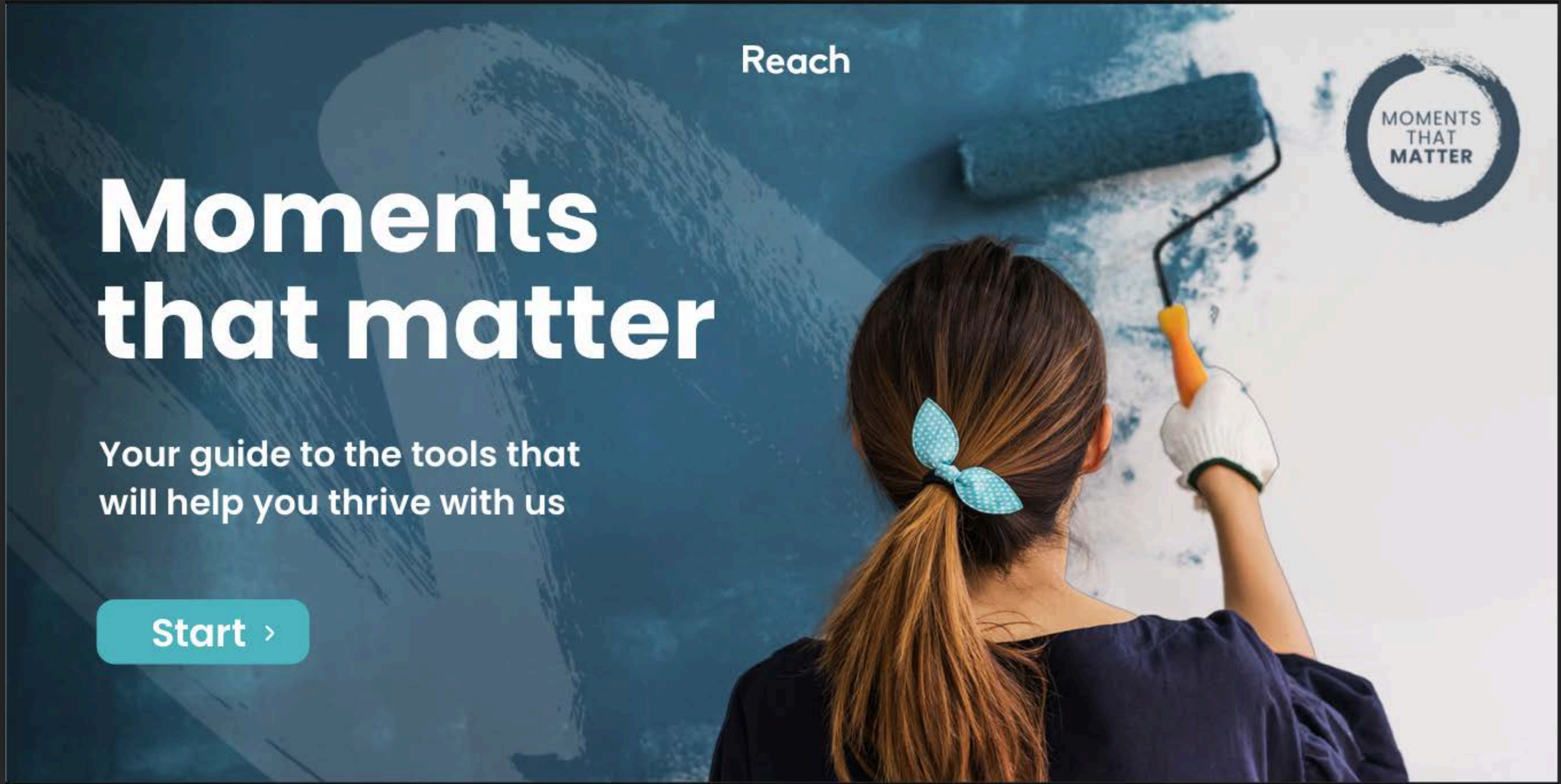
A teaser video as part of a wider campaign to launch Workvivo to Aviva colleagues



# Reach. Interactive journey

## Moments that matter

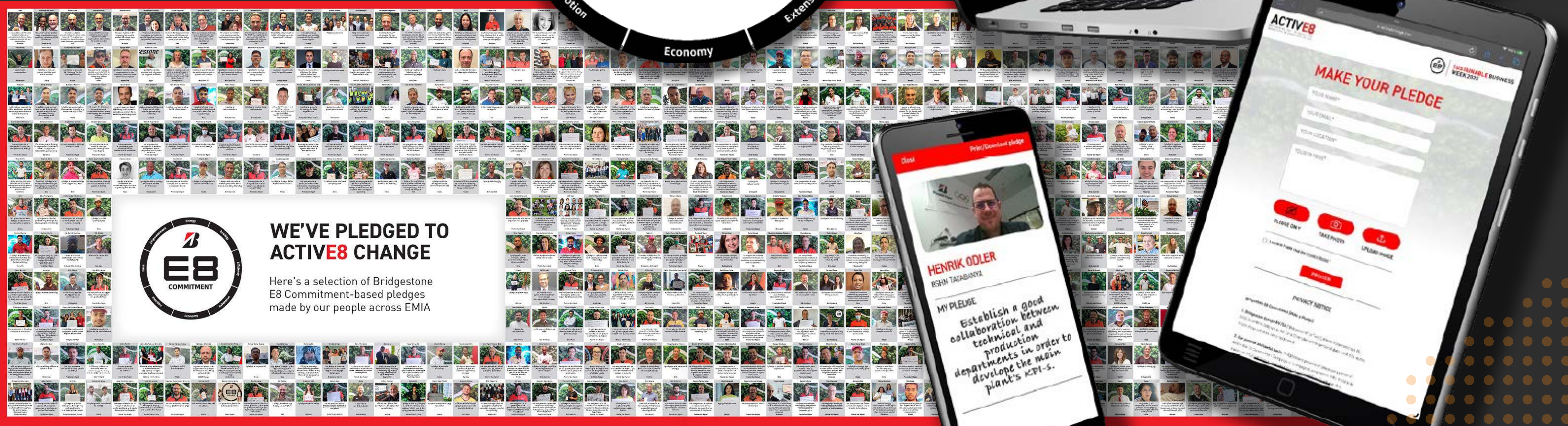
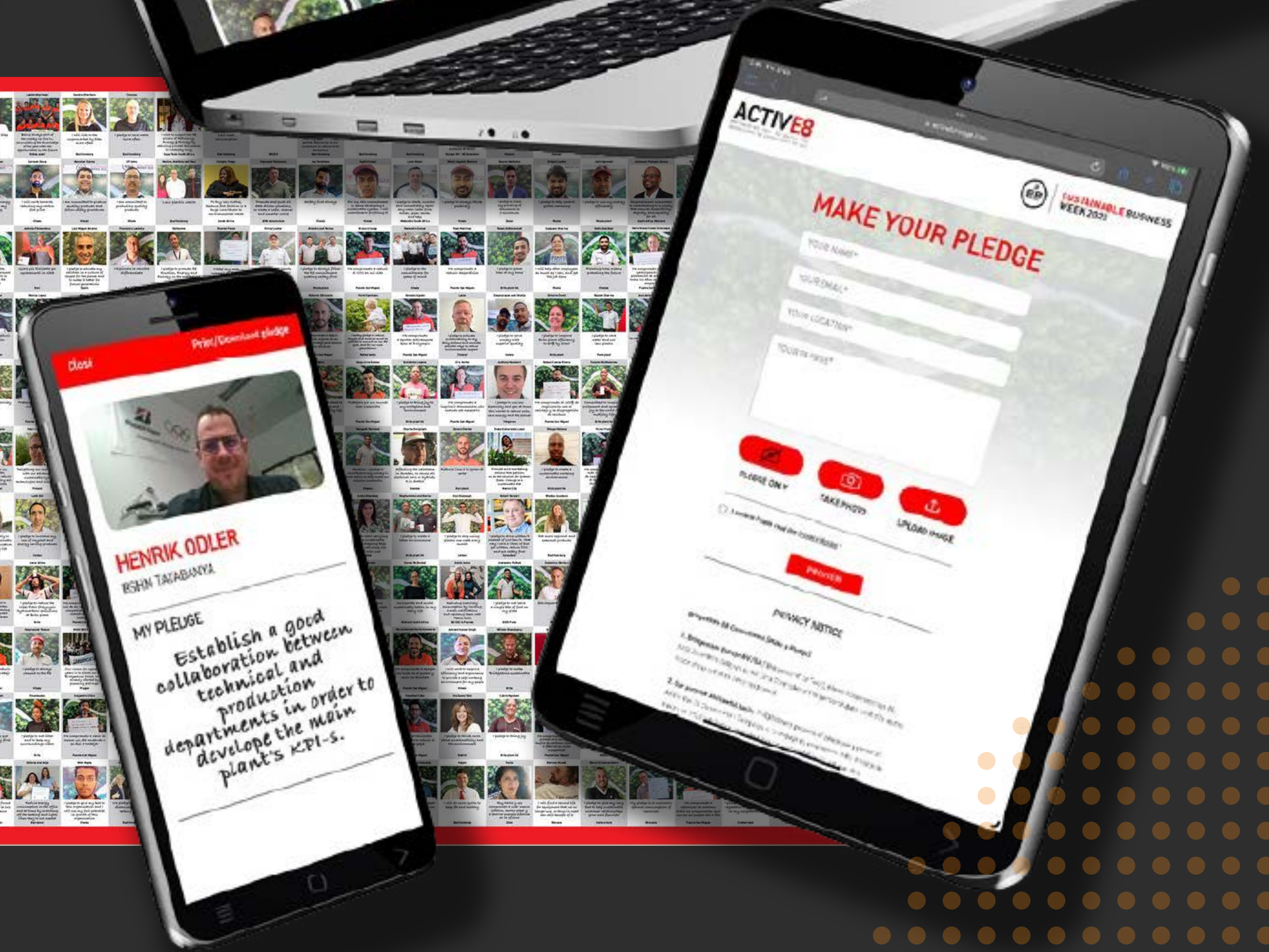
For UK media publisher, Reach, we created a multi-channel internal comms campaign to provide clear guidelines on their HR 'Moments that matter' offerings. We created an interactive booklet which included a creative identity, compelling narrative, suite of awareness tools and big picture interactive infographic.





# Bridgestone. Sustainable Business Week

We launched a full campaign for Sustainable Business Week 2022 under the name ACTIVE8, which clearly linked the Bridgestone E8 Commitment to a call for people across the business to 'activate' change. Our call to action was for teams and individuals to submit a personal E8-related pledge to create a more sustainable Bridgestone.



**WE'VE PLEDGED TO ACTIVE8 CHANGE**  
Here's a selection of Bridgestone E8 Commitment-based pledges made by our people across EMIA

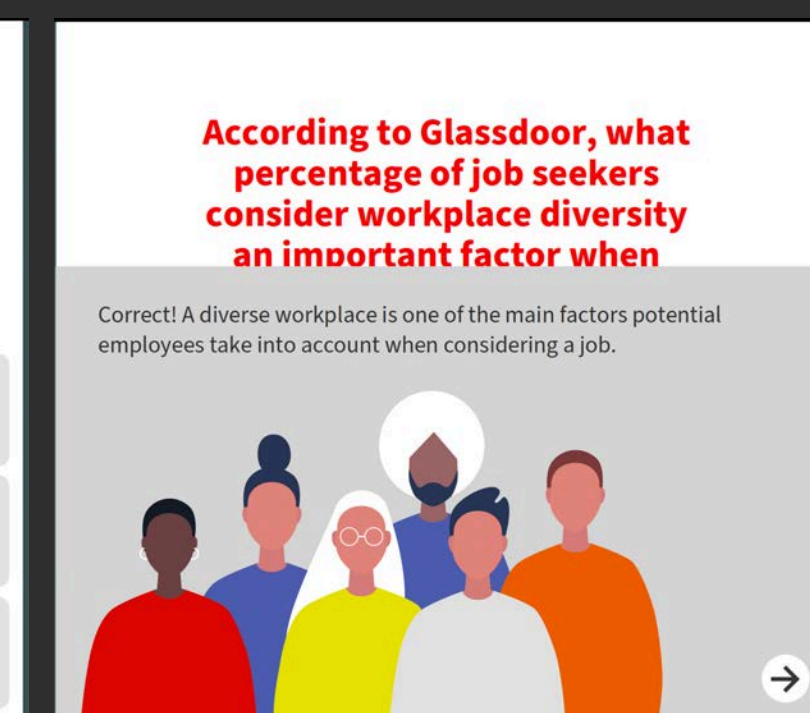
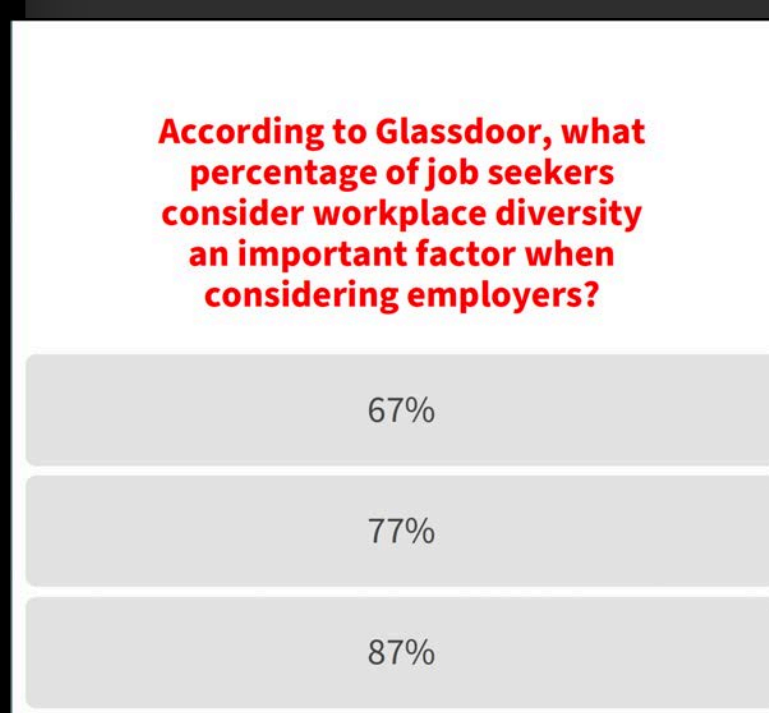
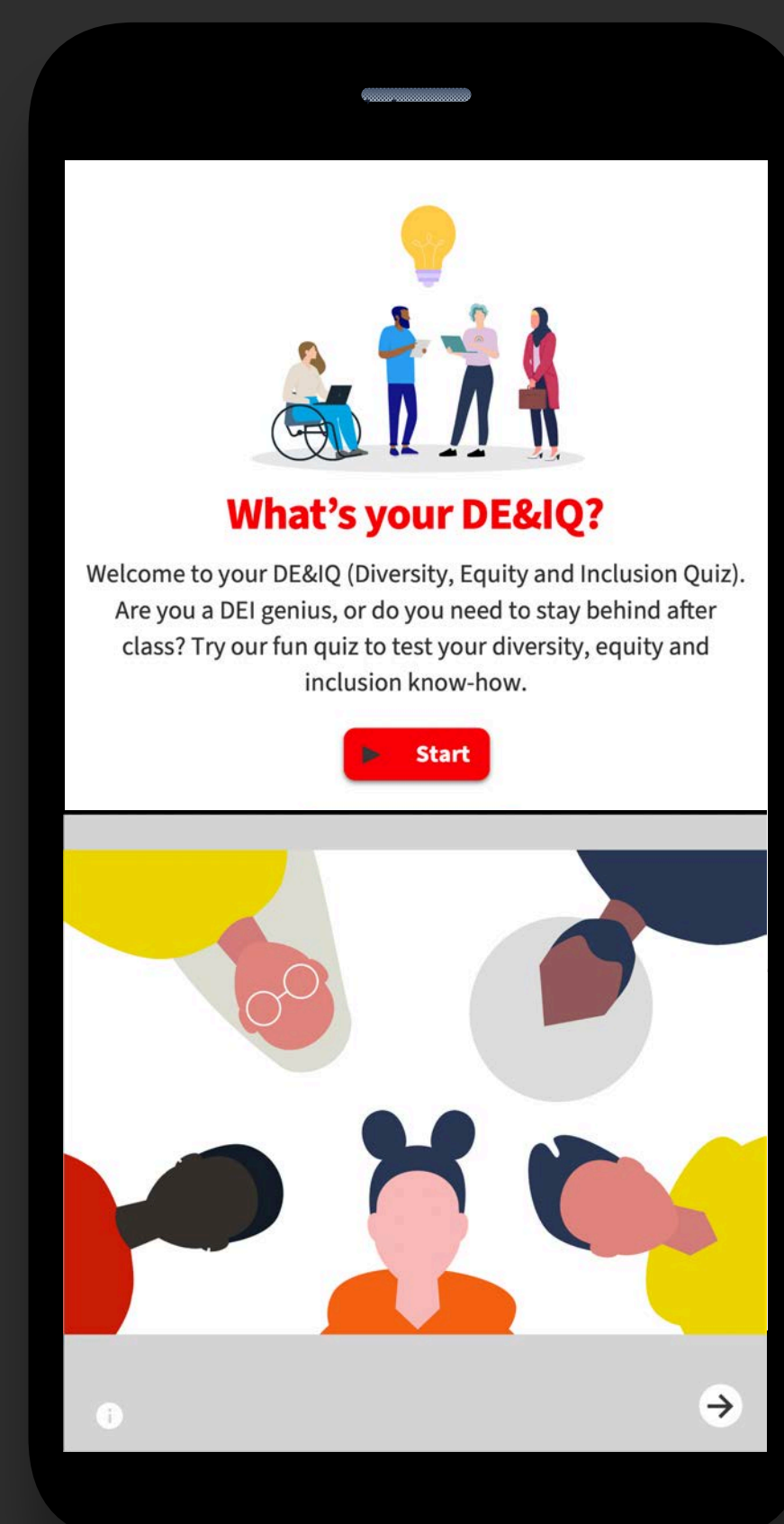
Photos and pledges were uploaded to a digital wall from any device, in front of ACTIVE8 branded backdrops.

# Bridgestone.

## DE&I campaign

We developed a visual identity for the campaign, closely tied into the ACTIVE8 branding Bridgestone EMIA is using for all 2023 campaigns. We also proposed the plan for the week and produced assets, from promotional toolkits shared on a purpose-built hub for comms champions, to emailers, SharePoint stories, digital screens, leadership and comms manager guides, email signatures, posters, banners and Yammer cards.

We also produced a DE&I annual report and created a digital quiz: 'What's your DE&IQ?'.



Digital quiz



Annual report



# Nestlé Waters.

## Engaging people with transformation change

We worked with Nestlé Waters to help give their 300 people the tools they need to act as ambassadors for the brand.

We ran a narrative building workshop, designed the look and feel of the internal communications campaign, developed a campaign playbook and created campaign assets including templates for digital banners and posters.

Our Insight team used a mixture of group discussion, individual activities and breakout groups to explore the Nestlé Waters purpose and what it means for people. We also used the session to really understand the company's journey, identify the key audience groups and consider the appropriate tone of voice for the campaign and narrative.

We created a playbook with core narrative and key messages by audience group. Our design team created templates for posters, digital banners and PowerPoint that the comms team could use to maintain a consistent look and feel to aid recognition and build trust.

People now have a clearer idea about Nestlé Waters' purpose and understand what it means in practice, from sourcing environmentally friendly packaging materials and reducing carbon emissions to volunteering with local communities.



# Aviva.

## Making it Click

Sequel worked with the client team to develop a series of posters, screensavers, and digital banners to promote the campaign across internal channels, building on a puzzle theme and featuring real colleagues.

We applied a six degrees of separation concept to show how colleagues, wherever they sit in the business, have a role to play.

Building on this concept we worked with the team to produce a short, dynamic TikTok style film based on the 'pass it on' virals. Six colleagues were transformed into TikTok stars who passed the baton (a pen) to each other in a series of short sequences. The film needs to work in widescreen, so we developed a split screen approach that enabled us to create a flow from one colleague to the next, mixing the action with dynamic music, bold animated captions, and a neat twist at the end.



[Click here to view](#)

# Dignity. Good to Great

**The challenge:**

One of the UK’s most trusted funeral service providers, Dignity was going through a transformation designed to bring the company into the 21st century. Dignity and Sequel teamed up to create an employee-centric approach to change that would help people understand the change and get excited about the future.

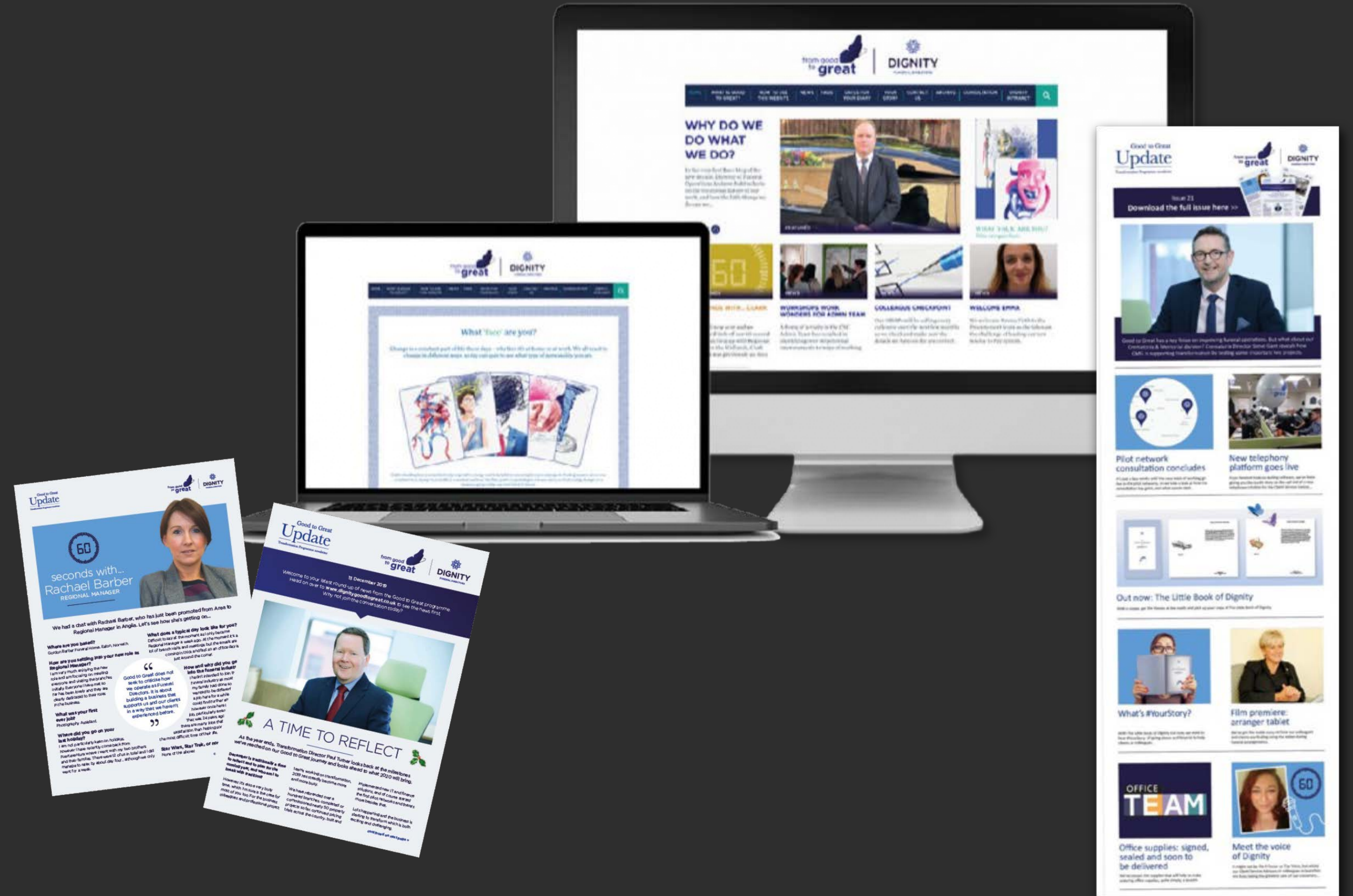
**The solution:**

We created a brand – ‘Good to Great’ – to build awareness, consistency and trust. As Dignity had no established IC channels, we worked with them to create communication opportunities including a microsite, email newsletter and animated screens and gifs, as well as printed how to guides, leaflets and z-cards to help reach remote colleagues.

Improving and supporting line manager communication was an important focus too. We introduced a new team brief process, starting with a regional roadshow to bring the managerial community inside.

**The impact:**

We carry out quarterly research to assess progress and use feedback to refine the approach. Over the first year, scores rose to:



Statistics show that employees with access to the Our Way SharePoint comms site are accessing the site at least once a week – and that number increases depending on how many articles are published in a week. In the most recent 90-day period, Our Way reported 10,604 site visits.

Quarterly feedback over the year saw scores rise to :

- 63% satisfaction for the email newsletter (from an initial 41%)
- 60% satisfaction for the microsite
- 62% for excitement about the future of the business.

# What else can we help you with?

We are Sequel Group, the employee experience agency that's inspiring people to deliver brilliant business performance.

Our influential insight, captivating content and transformational technology engages, empowers and connects your people – to your business and to each other.

Microsoft 365 // intranets // apps // websites // strategy // measurement // campaigns // social // film // animation // publications



33  
people



100+  
awards



76  
Net Promoter Score



ISO  
certified

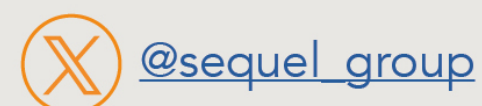
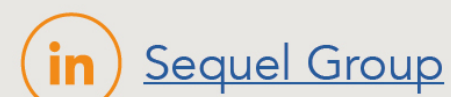
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