

Realise.  
Recognise.  
Reward.

## Reward

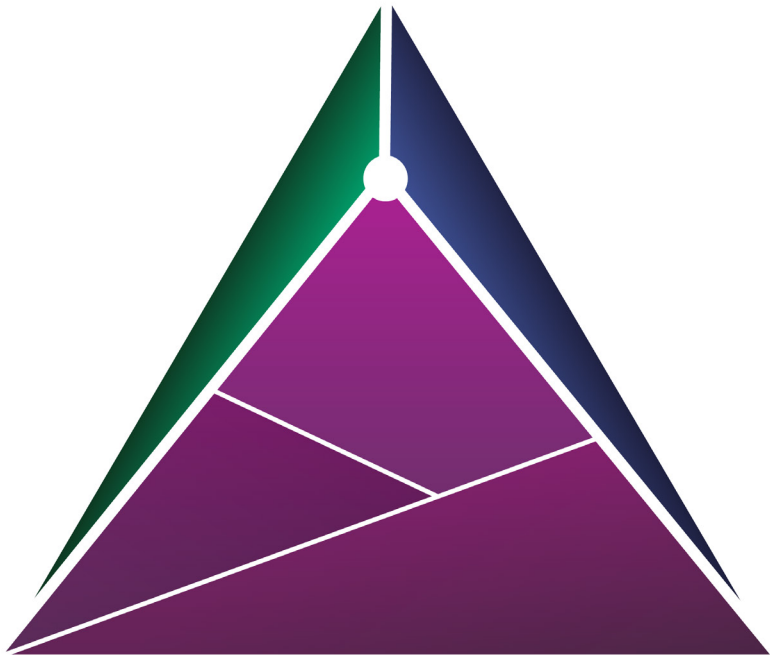
*Recognising reward  
with Actelion*

## Landscape

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Anecdotal feedback from Actelion showed that employees were not clear on how monetary rewards were calculated. Focus groups confirmed that a new communication approach was required to de-mistify annual bonuses, deferred equity, performance shares and restricted stock units and build a better understanding of the true value of the reward proposition.

We created a visual language for reward communications to complement the employer brand and position short and long term rewards as a core element of the employee proposition. Reward communications have become instantly recognisable across the business through a suite of brochures and interactive PDFs. As a result, employees now see the real value of stock and incentives.



Intangibles



Benefits



Rewards

- Reward
- Content
- Focus groups
- Stakeholder interviews
- Proposition
- Design
- Print production
- Interactive PDFs

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