

*the BANK presents*

# UNIQUE CREATURES



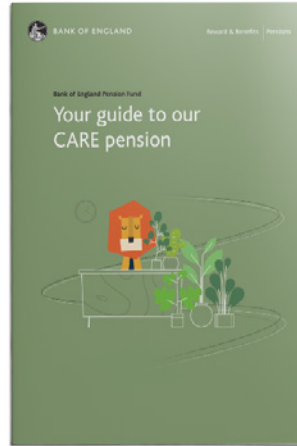
*Employer branding for  
unique creatures*

## Landscape

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The Bank of England have a generous pension arrangement for their employees but a survey revealed it wasn't appreciated as highly as other benefits. Communications weren't leading to decision making – only 27% of employees felt informed about how to make their annual pension choices. To show commitment to their financial wellbeing, the Bank wanted everyone to understand and value their complete benefits package, and particularly their pension.

We proposed a new reward brand that fits within the existing corporate brand to help differentiate and elevate pension communications. We rationalised the naming of the products and recommended a framework for a range of communication outputs, including four short animations. These help to explain the basics of pensions and how the Bank's scheme works.



- Employer brand
- Campaign
- Campaign Brand
- Brand proposition and messaging
- Tone of voice
- Animation
- Web and media banners
- Interactive PDFs
- Print posters and pull-ups

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