

Standard Life: Business Creativity & More Imaginative Internal Comms

Challenge

Standard Life is one of Europe's largest financial institutions, with a large internal workforce, spread over many sites in the UK and globally. It faces many critical challenges as the industry continues to undergo transformation.

Not least of these challenges is the ability to think & act imaginatively to better connect with audiences, both internally with employees and externally with customers.

MR TAYLOR'S BRAND EMPORIUM was engaged to provide some stimulus and a response to these challenges specifically facing the internal creative department of Standard Life.

Thinking

We developed a Behavior & Training workshop, training materials & a digital engagement program, deployed over a 6-month period. It was designed to deep dive key marketing and creative services employees in the principles and process of better strategic planning & creative behaviors.

Impact

This is clearly visible from the some of the people involved:

"I can't recommend Mark highly enough. He takes you on a journey that is by turns exciting, insightful, sometimes uncomfortable but always with purpose. He is determined to get you where you need to go and invests his work with an unselfish commitment I have seldom seen."

Ewan Ashford, Senior Copywriter, Standard Life

"...many of us here were inspired to the full potential of richer creativity and more inspiring brand thinking on behalf of customers and our business. A real sense of positive momentum and energy was created that we are still benefiting from."

Danielle Pinnington, Head of Creative Services, Standard Life