



Client: Scottish Public Pensions Agency

Type: AGM - Internal Review

PROBLEM

The SPPA underwent significant changes following a major office move in 2002, which resulted in unavoidable staff turnover. Under the leadership of a new CEO, it has now been turned around into a much improved and highly successful service. The SPPA needed to communicate, in an honest and open fashion, what had occurred over the past 5 years, to the primarily internal audience, so that they could all appreciate the extent of the journey they and the Agency have been on.

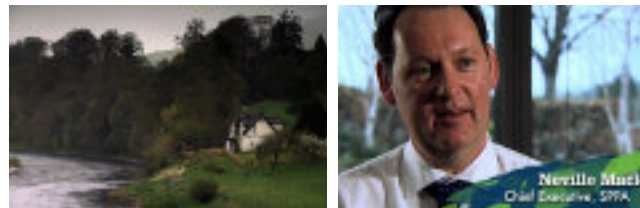
SOLUTION

We decided the best way to tell this story was through those who had lived it, and so set about creating a fast-paced interview-lead montage featuring just about everyone that makes up the team at the SPPA. Full of personality and completely frank and honest, this film shows a team of fun, passionate people who have achieved great success - told by them, for them.

BENEFIT

There was an enormously positive reaction to the film when it was played internally at SPPA - so much so that they soon started playing it externally as well. Here is just some of the feedback from the CEO;

"I wanted to thank you and the team for all your work on this. The end result is absolutely superb and exceeds all our expectations. The reaction from the whole team has been fantastic. Many thanks again for a job well done."



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