



Contact us:

01943 854 800

commercial@wordsandpics.co.uk

“ Working with Words&Pictures was a productive and enjoyable experience, as they brought a great deal of enthusiasm, originality and structure to the project which was rich in content and visually superb. W&P brought stories to life in ways that made our employees feel that their achievements were being truly recognised and celebrated.

Internal Communications Manager, Marks & Spencer



Words&Pictures Case Study

MARKS & SPENCER - PLAN A

For this project, Words&Pictures produced a truly digital magazine that combined the best elements of web presentations and social media with strong magazine editorial. The flash-based site took its structural pointers from industry leaders.

Known as *Plan A*, the magazine was

designed to refresh and reinvigorate a message for employees in the Marks & Spencer support offices. It aimed to inspire people to make changes to both their home and work lives.

It proved a great hit and attracted the attention of more than 50 per cent of the

target population. Readers could contribute through its social media features and analytics showed that users were spending an average of nearly ten minutes every time they visited. The figures also showed that each visitor was viewing more than half of all content.