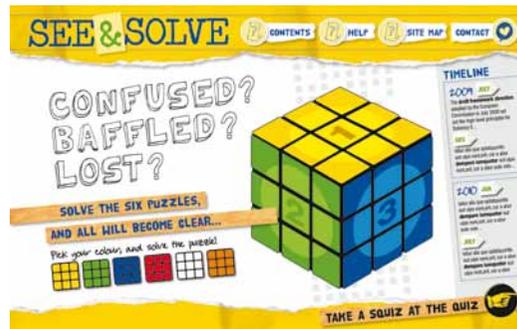




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Words&Pictures Case Study

AVIVA – UPSKILLING YOUR WORKFORCE

“I was thrilled with the design that Words&Pictures created. The interactive ‘Solve&See’ site has immense appeal. It’s unique to Aviva World and has really ‘re-set the bar’ in terms of what can be achieved internally.

Head of Internal Communications (Solvency II),
Aviva plc

Aviva provides more than 44.5 million customers with insurance, savings and investment products, making it the UK’s largest insurer and one of Europe’s leading providers of life and general insurance.

Over the last couple of years it has embarked on some key internal communication programmes in partnership with Words&Pictures, ranging from raising awareness and understanding of regulatory changes through to upskilling managers in areas such as marketing, team communication and leadership.

In all cases, this required not just a very structured and practical approach, but also one with the power to influence and motivate the target audience. Compelling employer branding, visual concepts,

clear navigation and gamification all had parts to play.

Surveys showed that while line managers were a key driver of information and engagement within teams, many managers lacked the training or natural aptitude to communicate effectively with their people.

In response, a series of self-serve communication toolkits, delivered by Words&Pictures, provided a compelling one-stop shop of hints, tips and ideas, crisply outlining the core principles of good communication and applying them to common business scenarios that managers might face. The toolkits covered topics ranging from risk and Solvency II, to marketing techniques and upskilling colleagues.

The overarching message – one brought to life in the branding – was that managers could use good communication to lead their teams more effectively.

To launch the site, we ran a competition which attracted more than **2,500 entries**, an Aviva World record. In addition, articles relating to Solvency II have achieved a total of more than **16,000 unique views**, making them some of the most popular articles on Aviva World. The home page of the ‘See&Solve’ site has attracted more than 6,200 unique views to date, with more than **18,700 cumulative views** across the total site. These are impressive achievements, particularly for a regulatory topic.