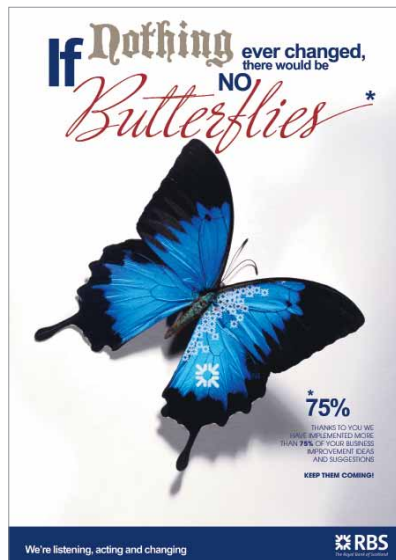




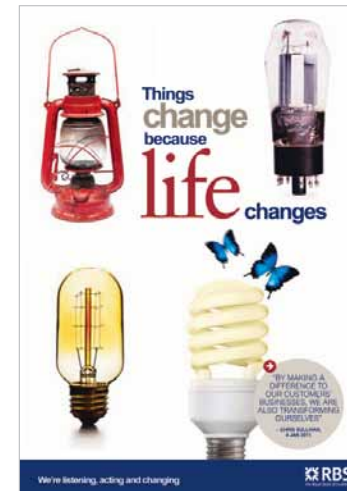
Contact us:

01943 854 800

commercial@wordsandpics.co.uk



Part of our Portfolio information pack



Words&Pictures Case Study

RBS – LISTENING, ACTING AND CHANGING

RBS's award-winning, two-way listening campaign was launched in 2009 to encourage employees to share their ideas and concerns about the future of the Corporate Banking division. The campaign strengthened the RBS employer brand and raised senior leadership visibility, giving RBS employees the opportunity to meet Chris Sullivan and his executive team.

During the last three years, employee feedback has been captured and acted upon. These actions

have ranged from making small, local process improvements to larger, cross-divisional projects, that have helped shape the organisation's future.

Under the umbrella slogan 'We're listening, acting and now changing', RBS was able to share the improvements its people and customers were experiencing.

Content-rich communication was delivered through carefully chosen channels and colleagues were inspired by tangible examples of

improvements across the division.

Core to the long-running initiative was the creation and application of a new visual campaign identity that people could associate with positive change. It helped RBS colleagues on their journey to making the Corporate Banking division stronger and more sustainable.

Multichannel branding and messaging made for a dynamic, clearly-focused and effective change programme.