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We required something different and engaging, to show our customers, team members and investors how we are continuing to improve our supply chain to be as sustainable as possible. W&P came up with the idea to tell the story by using animation that brings everyday sustainability within our brands to life in a fun and memorable way.

*Anna Glover,
Communications Director, Whitbread PLC*



Words&Pictures Case Study

WHITBREAD PLC – SUPPLY CHAIN ANIMATION

Established in 1742, Whitbread is the UK's oldest and biggest hospitality company, employing over 45,000 people.

After previously working with Whitbread on a variety of projects, we were tasked with creating a communications solution for their company's supply chain. They wanted to outline their commitment to change and inspire confidence in the business and their sourcing methods, increasing company-wide understanding of their position and approach.

The aim was for colleagues and stakeholders

to feel engaged and to take part in conversations around these product supply chains within the business. Together we decided an animation would be the most effective communication channel: accessible to the wide target audience, ranging from long-standing housekeeping staff to key business holders, and presenting information in an energetic, but digestible way.

We produced an animation that depicted Whitbread's sustainable supply chain. This film followed an animated character as he used various

Whitbread products and services, from a Costa coffee in the morning, to a meal at a Whitbread Restaurant and a bed at Premier Inn. This way we included each Whitbread brand and could show the breadth of activities around sourcing across the whole business and how it relates to what people do in their day-to-day role. For instance, the animation touched on the sourcing of coffee beans, fish and timber. Following the launch of the animation at the end of 2014, it has received fantastic feedback.

Animation: <https://vimeo.com/108770744>

WHITBREAD



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