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Over the period we've worked with Words&Pictures, our communications have shown a massive leap forward. We've ended up with campaigns that have provided a consistent, and in some cases dramatically increased, level of team engagement. The team at Words&Pictures is constantly looking at becoming more embedded in our culture, be it in attending annual conferences or visiting our sites throughout the UK, gathering feedback on communications.

Internal Communications Manager, Whitbread Plc



Words&Pictures Case Study

WHITBREAD – GOOD TOGETHER CSR CAMPAIGN

Whitbread is the power behind some of the UK's most successful, much-loved hospitality brands, employing more than 40,000 people worldwide and serving more than 20 million customers every month.

Whitbread partnered with Words&Pictures to re-launch its internal CSR campaign 'Good Together'. The objective of the campaign is to raise awareness, and bring to life the three pillars of Good Together:

- Team & Community
- Customer Wellbeing
- Environment

With monthly status meetings providing a platform for idea generation, Words&Pictures and the Good Together team – headed by Amanda Williams, Internal Communications Manager – prioritise objectives to

be fulfilled in the coming months. Focus areas have included customer health, carbon reduction, team member progression and engagement, and charity fundraising for Great Ormond Street Hospital Children's Charity (GOSHCC). Channels that are used include online, animatics, printed management packs, magazine spreads, poster and stickers packs, and much more.

Throughout the process, the dedicated Words&Pictures team work closely with Whitbread to provide both ongoing strategic support, creative and innovative solutions. Often, this involves liaising with a variety of Whitbread's internal teams such as Learning and Development, Rewards and the Environment team.

Members of the Good Together team (from Whitbread and Words&Pictures) frequently visit employees to receive feedback to help the development process and

assess the impact of campaigns. To date, this feedback has been very positive; with the following results from the six-month, company-wide employee survey 'Your Say':

80.9% of employees agreed the company actively promotes environmentally friendly ways of working (vs. 78.2% in October).

Over 30,000 unique votes and 'likes' through WHRtube competition campaigns within the first year.

During the first year of the re-launch of 'Good Together', the fundraising achieved by team members increased ten-fold with Whitbread **raising well over the £1 million target** for year one of fundraising for GOSHCC.