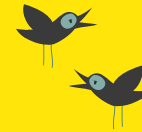
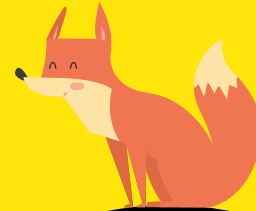




IF YOU COME DOWN TO ALIVE TODAY



If you come down to Alive today...

@alivewithideas

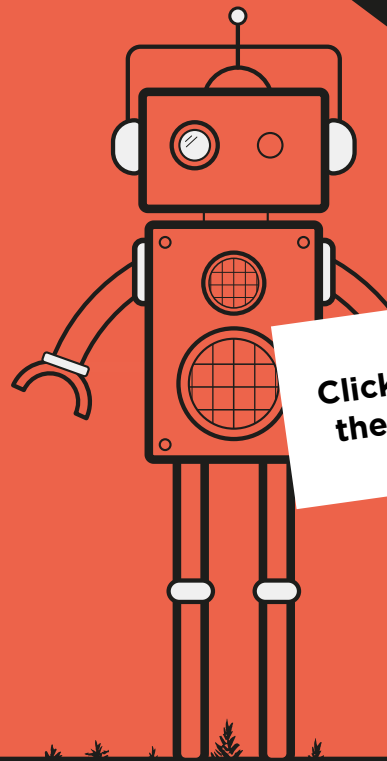
New beginnings

Sharing company values and promoting new roles

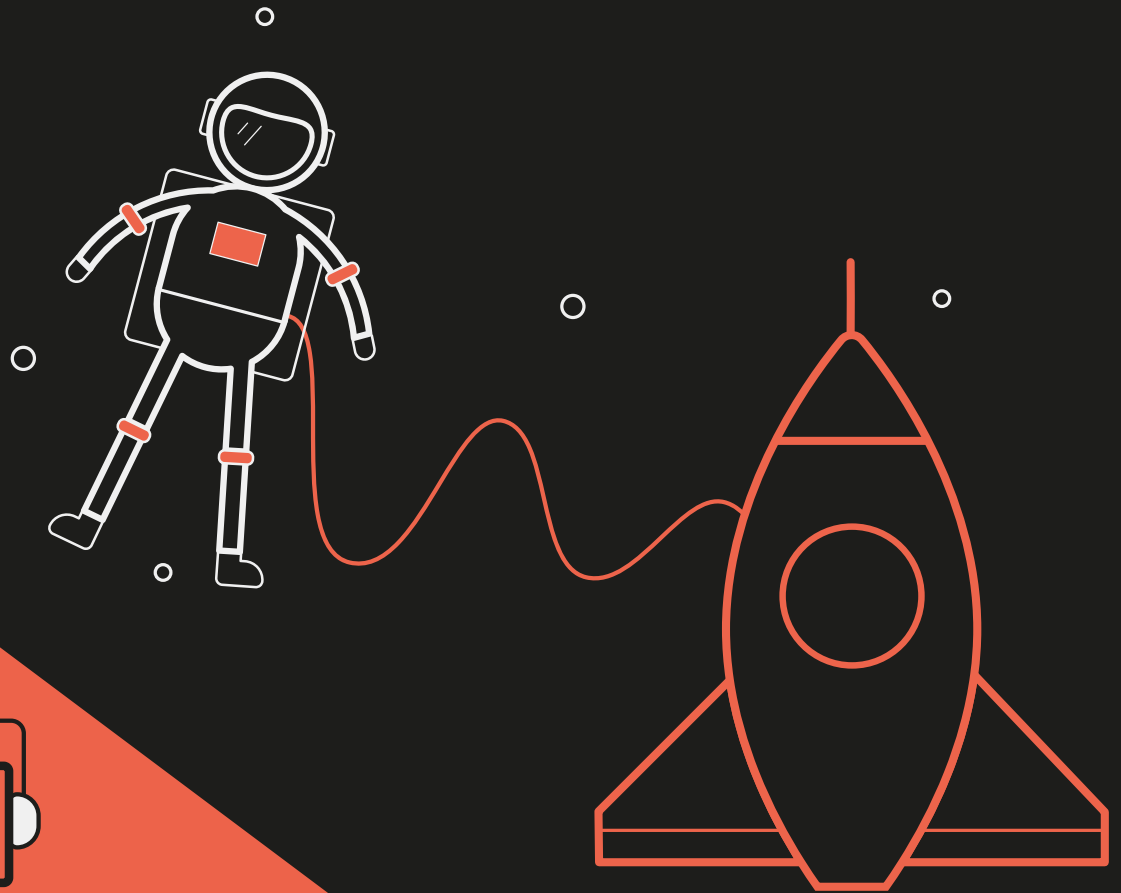
PPL has teamed up with PRS for Music to create a new music licensing company in Leicester. They wanted to shout about their new venture and promote the roles available in their new site.

PPL represents the rights of songwriters, composers, publishers, record labels and performers, ensuring they are fairly paid whenever their music is played in public. Their passion for music is paramount.

We took this passion and created a lively animation to drive interest and enthusiasm and celebrate exciting new beginnings.



**Click here to watch
the full animation**





Highlighting everyday heroes

The leak squad campaign

Managing and preventing water leaks is an ongoing challenge for South East Water.

They wanted to provide insight into all the work that goes on behind the scenes in terms of detection and prevention, championing the everyday heroes that work across their network.

Following significant research we created a public reporting site supported by a direct mail drop, outdoor media, animation, press advertising and social media assets.

GATHER ROUND TODAY'S THE DAY...

...for creative comms, inspired
by the fine folk at Alive.

Because life needs more **fun**,
more **ideas** and more **picnics!**



Shaping Spirit

Spreading the news

SR Technics is a world leading MRO service provider for the civil aviation sector. We produce their quarterly magazine in both a printed and digital version. Spirit captures and shares stories from across the organisation in both German and English.

Interviews and articles from senior leaders and those on the frontline help the organisation to connect and keep in touch with employees whilst celebrating good news and sharing key business updates.





WHAT'S
NEXT?

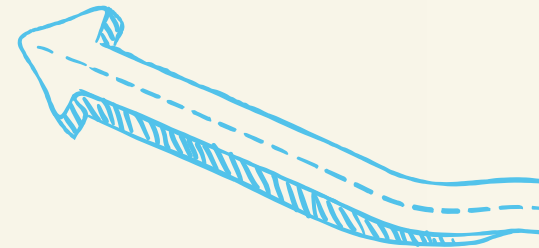
What's next?

Talent building campaign

Sainsbury's wanted to encourage instore employees to explore and develop their careers within the organisation.

We helped to paint a picture, telling employee stories about different career paths while demonstrating how the business supported their personal journeys.

An initial launch event kicked off the campaign complete with interactive resources and a series of guides containing employee interviews, timelines, top tips and FAQs.



CHIRPY WORDS

“

The feedback has been incredible. The positive vibes coming back from the business are unbelievable.

In our post-pilot survey, **100% of customers** who received the comms said they found them **simple** and **easy to understand**.

So far, it's reduced both complaints and enquiries by **80%**. **That's like WOW.** I was hopeful for 50% and even that is pretty incredible.

”

Rebecca Watson | Stakeholder & Communications Specialist

*I met with a number of agencies and I chose **Alive** to help me with my project. The reason was simple – **they totally got it!***

Baz MacLennan | Internal Communications Manager





The Nero Stars

Celebrating the little things people do that make a difference

Every year, Caffe Nero customers are given the opportunity to nominate their Nero Star - an initiative developed to recognise baristas who show they care.

Time was tight and we turned all this around in a matter of days.

Our fun, upbeat and heart-warming animation will be shared both internally among employees and externally with coffee drinkers everywhere!



Click here to watch
the full video



THE RTT CONFERENCE



23rd
March
2017

‘And your time starts now’

Brand support for the RTT conference

We supported Barking Havering & Redbridge University Hospitals NHS Trust with materials for their RTT (referrals to treatment) Conference.

The RTT Rules define the process for referral-to-treatment consultant-led waiting times to ensure that each patient’s waiting time clock starts and stops fairly and consistently.

Branding, presentation materials, infographics, engaging visuals and supporting literature helped BHRUT to share their journey and demonstrate to others the approach they have taken.

Operational
workstreams

Governance
and
development

December 2013

120,000 patients on a waiting list



Through
extensive
validation



2016

54,000 patients on a waiting list



CHIRPY WORDS

We've worked with Alive for many years and they're an essential part of the team.

They add fresh **perspective** and bring the **energy** and **creativity** that's vital when we're working through challenges and creating new campaigns.

The guys at Alive **understand the complexities** of our business which means we don't need to explain the detail of every project – they're already on it, which **keeps things moving** and **delivers the results** we need.

Emily Stoten | Head of Marketing



Better gas pipes

Clarifying comms around gas mains replacement programme

Cadent owns and manages four of the UK's eight gas distribution networks. Replacing gas mains is a key function which causes disruption to roads, impacting on the public.

Keeping people informed is a challenge as letters can be mistaken for junk mail and the process can be difficult to explain.

We created an informative site supported by engaging comms that would stand out and be understood. Clarity was the priority, followed by a need to inject significant creative flair!

100% of customers who received the comms said they found them simple and easy to understand!

[Click here to view the site](#)

Taking the pledge to save water

Showing we care

We filmed, edited and subtitled videos of employees taking their pledges to:

- Use watering cans instead of hose pipes
- Only use the dishwasher when it's fully loaded
- Use water butts instead of sprinklers
- Take more showers instead of baths...

And we shared the comical outtakes for some smiles too.

[Click here to watch the full video](#)






THANKS ~ FOR ~ COMING DOWN!

If you go down to Alive today
we'll mostly be delivering...
**Occasional surprises, a few disguises,
and a shed load of creativity.**

 @alivewithideas

 hello@alivewithideas.com

 www.alivewithideas.com

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