

## **Pride Awards 2009**

**Region: Midlands**

**Category: 3 - Internal Communications**

**Entry Title: Animated Approach to Health and Safety**

**Entrant: iceni Productions Limited**

**Client: Balfour Beatty Plant & Fleet Services**

### **Background**

Balfour Beatty Plant & Fleet Services is part of the world-class engineering, construction, services and investment business Balfour Beatty Group.

In a companywide review it was recognised that the local safety induction given at depot level varied considerably and at many depots was simply inadequate.

Supervisors and managers felt uncomfortable giving the induction and relied solely on a printed induction form. This meant that there was a possibility that content was not covered thoroughly, and the information was not absorbed and retained by the recipient.

A clip of the film can be viewed here <http://www.iceni-tv.co.uk/work/?workid=55>

### **Objectives**

The project was required to support the company-wide 'Zero Harm' campaign.

It will be seen by every member of staff, every sub-contractor and every visitor to Balfour Beatty sites and offices across the UK. The communications objectives were as follows:

- To raise awareness of the 'Zero Harm' campaign across the company, and recognition of the Health and Safety initiatives
- To ensure every member of staff and visitor receives consistent quality information
- To create interest and awareness at a company-wide safety day event, where the project will be introduced to Managers and Senior employees.

### **Planning & Strategy**

The film aimed to challenge the traditional perception of dull, uninspiring and often over dramatic health and safety communications, whilst retaining the critical importance of the core message.

Our intention was to produce a short Health and Safety induction film to be launched at the Safety Day event. The challenge was to create a corporate film that was recognizable across the company, was interesting and engaging with potential to carry elements forwards into an ongoing campaign.

We began by speaking with project managers to gain an understanding of the target audience, and the communications issues experienced to date.

This allowed us to put together a brief that was a true reflection of the project requirements from an end user perspective. The focus was always upon getting the message across in the most effective way.

### **Creativity**

We wanted to create an effective method of communication that was both fun and engaging, with the ability to carry elements forward to a longer term campaign. Our creative team proposed the concept of using animated characters, who would act as ambassadors of the Health and Safety project. The characters would be instantly likeable and recognizable across the company.

In the film, the characters talk through and demonstrate the Health and Safety messages, supported by animated signs, oil spills and incidents. The recognizable characters will then be used in posters, brochures and clothing, as patrons of the 'Zero Harm' campaign.

Future development will include an interactive website and social media promotion.

### **Implementation**

Stage 1 – The film was launched at the company-wide Safety Day event. It received positive feedback from management regarding its potential influence upon the effectiveness of the 'Zero Harm' campaign.

Stage 2 – The film was rolled out across the whole Plant and Fleet Services group, and is seen by every member of staff and visitor to every site. Characters used in posters, literature presentations and additional material.

Stage 3 – Plans in progress for interactive website and social media promotion.

Balfour Beatty Plant & Fleet Services Managing Director commented, "I was very impressed by the quality and professionalism of the end product and how you managed to grab hold of the brief."

The Director of Assurance and Safety went further saying, "The comprehensive content ensures that new employees and contractors to our sites receive the same consistent message. The DVD is shown in the presence of the manager or supervisor and is a great prompt for questions to be asked or for particular points to be emphasised."

### **Return on Objectives**

The film was launched at a company-wide Safety Day event.

110 Managers evaluated the programme in total, and 90% of these Managers rated the film as 'very useful' to the business and a project that will 'help considerably' in achieving the Group's Zero Harm business strategy.

The characters from the film have been used in posters and flyers, and have even appeared on socks, confirming their 'celebrity' status. There are plans for Dave (the main character from the film) to have his own twitter feed and facebook page.

The film has since received recognition across the Balfour Beatty Group and across the rail industry, and is seen as a benchmark for Health and Safety communications. It has been awarded internationally at the New York Film and Video Festival, The Royal Television Society and the Communicators in Business Awards.