

Project Title

It Matters

Category

10.0 Internal Communications

Client Company

ScottishPower

Design Consultancy

Good

Current Date

07.06.10

“The impact of the ‘It Matters’ sub-brand and campaign on our health and safety initiatives was immediate and resounding. The extent to which we have educated, what I know to be a tough audience, is nothing short of remarkable.”

Doug Wilson, Health & Safety Director,
Scottish Power



it all matters

Project Title

It Matters

Category

10.0 Internal Communications

Client Company

ScottishPower

Design Consultancy

Good

Current Date

07.06.10

Sources

These figures opposite compare 12 months prior to the campaign's launch; May 08/09 with a full 12 month period of campaign activity; May 09/10.

* Figures from ScottishPower

** Average figures quoted by The Health and Safety Executive 2009.

We believe our work with ScottishPower to unify, re-invigorate and improve the effectiveness of their internal health and safety communications is worth your consideration as it absolutely proves the power of simple, clear and engaging design. It shows how design can transcend a broad target audience, ambivalent to what you're trying to sell and connect with them in a refreshing way, ultimately changing their behaviour. Not only that, it shows how a tight budget can work hard with simple copy and stock imagery to communicate at the unglamorous end of the design spectrum, saving the company money and ultimately improving day-to-day lives.

Headline Human and Commercial Impact:

- 22% reduction in Sickness Absence
*Represents a saving of 23,272 lost working days across the ScottishPower Group**
- £2,559,920 worth of business savings to ScottishPower's bottom line
*Based on the average daily cost of £110 per ScottishPower employee**
- 60% reduction in Lost Time Accidents (LTAs)
*25 between May 08/09 v's 10 between May 09/10 — a reduction of 15**
- LTA reduction equates to business savings of £33,510
*Average cost of an LTA — £2,234***
- 50% reduction in LTA Absence
*616 days in May 08/09 v's 307 days in May 09/10 — a reduction of 309 days**
NB. LTA absence calculated separately from sickness absence
- LTA Absence reduction equates to business savings of £33,990
*Reduction of 309 days @ £110 — the average daily cost per ScottishPower employee**
- 27% reduction in Non Lost Time Accidents (NLTAs)
*316 in May 08/09 v's 231 in May 09/10 — a reduction of 85**
- NLTAs equates to business savings of £2,975
*Average cost of an NLTA — £35***
- 43% increase in Near Miss Reporting
*7,158 in May 08/09 v's 10,206 in 09/10**
- 4,284% Return on Investment
*£60,000 invested v's total business savings of £2,630,395**

Project Title

It Matters

Category

10.0 Internal Communications

Client Company

ScottishPower

Design Consultancy

Good

Current Date

07.06.10

The Brief

— Develop a single brand and enduring campaign platform delivering internal Health and Safety (H&S) messages across the ScottishPower Group.

The Key Objectives:

- Improve key health and safety statistics.
- Improve brand recollection.
- Create a cost effective and long lasting campaign.
- Create one brand platform to work across all SP divisions.

The Key Issues:

- Tight budgets.
- Existing campaigns poorly executed and inconsistent.
- Audience 'disengaged' with existing comms.
- Broad audience across both sexes, all ages and levels of the organisation (office v's off site).

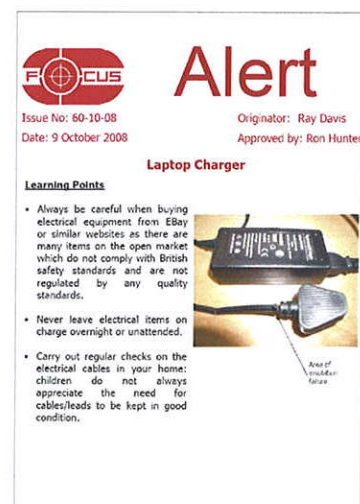
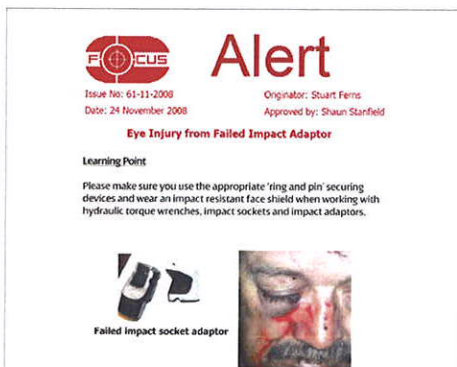
Existing Campaign Platforms

Disparate, inconsistently applied and communicated, and too heavily focused on either Safety or Health — not flexible enough to do both.



Existing Comms Examples

Generic, poorly communicated key message, visually uninspiring — ultimately it's wallpaper.



Project Title

It Matters

Category

10.0 Internal Communications

Client Company

ScottishPower

Design Consultancy

Good

Current Date

07.06.10

Project Description

ScottishPower Group, one of the UK's largest energy suppliers, consists of a number of divisions: SP Renewables, SP Energy Retail, SP Energy Wholesale and SP Energy Networks – each division operating autonomously.

Each division created its own 'brand' to deliver H&S messages. All were different with a slightly 'homemade' feel, resulting in a lack of cohesion and consistency and as a result their H&S statistics had largely flat-lined in previous years. This lack of professionalism led to apathy from the target audience with inevitable consequences.

ScottishPower recognise that the safety and well being of their staff is of paramount importance. In response, they decided they needed to create a consistent 'no nonsense' brand platform maximising budgets, connecting with staff and standing the test of time.

The Market

96% of accidents at work are due to unsafe behaviours rather than unsafe conditions*. Companies now recognise that educating and changing staff behaviour is critical to tackling this.

However, like ScottishPower, many companies try to save money by running health and safety campaigns through some level of internal function, resulting in poor execution and messaging leading to apathy and disinterest from staff. They've simply 'seen it all before,' they don't want to be preached to and they don't want to be patronised, as such, they start to ignore campaign warnings and advice with inevitable consequences.

Source

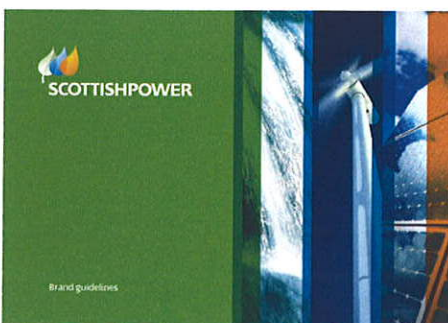
* Health and Safety Executive 2009.

HSE Statistics for the UK 2008/2009*

- 180 workers killed.
- 131,895 other injuries reported.
- 29.3 million working days lost overall.

ScottishPower Guidelines

Our solution had to work within the existing ScottishPower guidelines.



BASIC ELEMENTS

1



2



1.2 CORPORATE BRAND, NEGATIVE VERSION

This page shows the negative version of the SCOTTISHPOWER corporate brand. It is recommended for advertising media where the brand is to appear alongside other brands. The negative version will ensure the brand is recognisable amongst others.

Only two configurations are allowed:

- 1 Corporate brand
- 2 Horizontal version of the corporate brand

The corporate brand must always be the first choice if this configuration does not suit the layout, then the horizontal version should be used.

Altering the positions or proportions of the brand elements is strictly forbidden, as is their combination with elements that are not permitted by this manual.

Anyone seeking to reproduce the SCOTTISHPOWER brand must request a digital file from the Brand Management Department. The Brand Management Department must, in turn, approve the use of either of these two versions.

Project Title

It Matters

Category

10.0 Internal Communications

Client Company

ScottishPower

Design Consultancy

Good

Current Date

07.06.10

The Solution

To get the message home, we needed to show our target market the real impact of H&S issues on their every day lives. Making the tea, walking to work, driving the car, wiring a plug. Doing it right, doing it safely, matters. **It all matters.**

You're not just an employee, you're a dad, a friend, a wife, a brother and how you behave really matters to them and others.

IT MATTERS became the simple brand platform to carry any and every campaign message, from wearing a Hard Hat – SAFETY MATTERS, to Eating your 5-a-day – HEALTH MATTERS.

Tongue-in-cheek copy and visuals gave us a light hearted, engaging approach and we used stock imagery to keep ongoing costs to a minimum. Layout was kept simple and flexible to allow the internal teams the ability to execute individual initiatives, whilst maintaining consistency.

Project Launch Date and Budget

The 'It Matters' campaign went live in May 2009. The budget for design, project management and finished art was £60,000.

Campaign Platform

'It Matters' graphic articulation.



it all matters



safety matters



health matters

Project Title

It Matters

Category

10.0 Internal Communications

Client Company

ScottishPower

Design Consultancy

Good

Current Date

07.06.10

Other Influencing Factors

Since the launch a small steering committee now control and co-ordinate all programmes for the ScottishPower group.

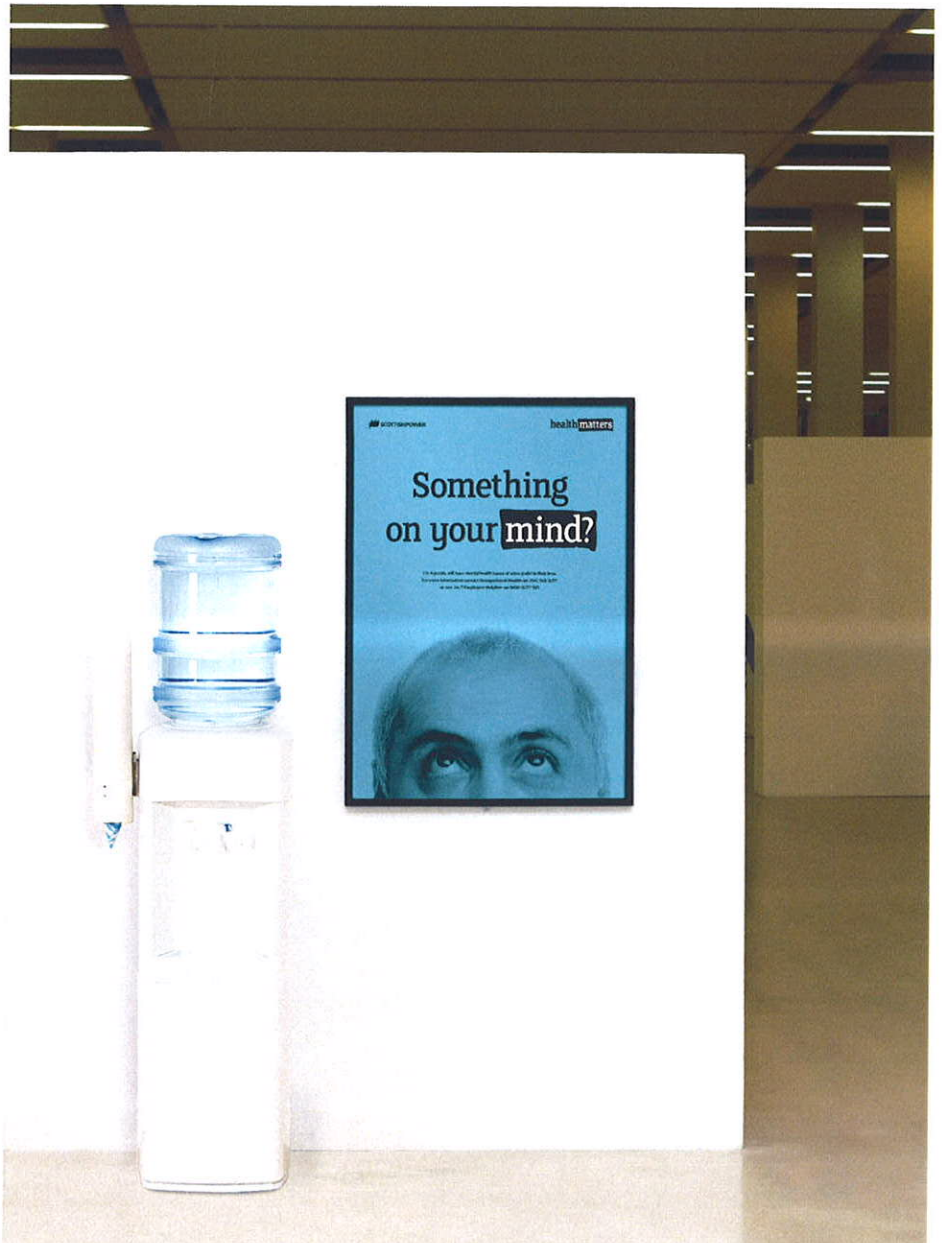
Senior management within the group has remained constant and the company in growth despite the difficult economic conditions. Other than the brand campaign work undertaken by Good there has been no other H&S activity within the group. In fact spend has been reduced due to the pooling of department initiatives and the impact on both time and production costs.

Seal of Approval

ScottishPower Union Officials, normally a sceptical group, are delighted with the new brand and have requested that it is allowed to mature over a number of years.

'It Matters' Applications

Some examples in situ – office and site based.



Project Title

It Matters

Category

10.0 Internal Communications

Client Company

ScottishPower

Design Consultancy

Good

Current Date

07.06.10

22% reduction in Sickness Absence

The campaign's success is most immediately seen in the staggering impact it made on the reduction of sick days taken across the group, with a comparable employee base YOY.

	May 2008 — May 2009	May 2009 — May 2010	Variation	% +/-
SP Employees	8,890	8,734	156	-1.75
Avg sick days/employee	12.01	9.56	2.45	-20.4
Days lost	106,769	83,497	23,272	-21.8

Source: all figures supplied by ScottishPower

22% REDUCTION

£2,559,920 worth of business savings to ScottishPower's bottom line

This 22% reduction in sick days has colossal commercial value to the business when expressed in monetary terms.

Days saved	23,272
Avg daily cost per employee to SP	£110
TOTAL SAVING	£2,559,920

Source: all figures supplied by ScottishPower

Please Note

These figures opposite compare 12 months prior to the campaign's launch; May 08/09 with a full 12 month period of campaign activity; May 09/10.

60% reduction in Lost Time Accidents (LTAs)

To ScottishPower, a Lost Time Accident is any unplanned event that results in injury to people, or damages equipment, property or materials but where there was a risk of harm. The campaign has also been successful in highlighting LTA danger areas to employees.

	May 2008 — May 2009	May 2009 — May 2010	Variation	% +/-
LTAs	25	10	15	-60

Source: all figures supplied by ScottishPower

60% REDUCTION

LTA reduction equates to business savings of £37,978

This reduction equates to a commercial value when we allocate the Health and Safety Executive's average figure of the cost to a business of a LTA.

LTAs reduced	15
Avg cost per LTA to SP	£2,234*
TOTAL SAVING	£33,510

Source: LTA days supplied by ScottishPower

* Figures supplied by The Health and Safety Executive 2009

Project Title

It Matters

Category

10.0 Internal Communications

Client Company

ScottishPower

Design Consultancy

Good

Current Date

07.06.10

50% reduction in LTA Absence

ScottishPower record absence due to LTAs separately from Sickness Absence. LTA Absence is the period of time an employee has to take off work after an LTA for recovery. The reduction in LTAs has had a direct effect on the amount of LTA Absence taken by ScottishPower staff.

	May 2008 — May 2009	May 2009 — May 2010	Variation	% +/-
LTAs Absence days	616	307	309	-50
			50% REDUCTION	

Source: all figures supplied by ScottishPower

LTA Absence reduction equates to business savings of £33,990

This reduction equates to a commercial value when we allocate ScottishPower's average daily cost per employee.

LTA Absence days saved	309
Avg daily cost per employee to SP	£110
TOTAL SAVING	£33,990

Source: all figures supplied by ScottishPower

Please Note

These figures opposite compare 12 months prior to the campaign's launch; May 08/09 with a full 12 month period of campaign activity; May 09/10.

27% reduction in Non Lost Time Accidents (NLTAs)

An NLTA is an incident where the employee is able to return to work on the next working day, but there may be some marginal impact to the business. Clearly the campaign is also having some success in preventing these incidents.

	May 2008 — May 2009	May 2009 — May 2010	Variation	% +/-
NLTAs	316	231	85	-27
			27% REDUCTION	

Source: all figures supplied by ScottishPower

NLTAs equates to business savings of £2,975

As with the LTAs, the HSE has determined that NLTAs do have a commercial impact on a business, albeit in a marginal sense.

NLTAs reduced	85
Avg cost per NLTA to SP	£35*
TOTAL SAVING	£2,975

Source: NLTA days supplied by ScottishPower

* Figures supplied by The Health and Safety Executive 2009

Project Title

It Matters

Category

10.0 Internal Communications

Client Company

ScottishPower

Design Consultancy

Good

Current Date

07.06.10

43% increase in Near Miss Reporting

A Near Miss is defined as an incident which does not result in a reportable injury, but which could have done. This time we see the impact of the campaign in the heightened awareness of the staff in reporting near misses.

	May 2008 – May 2009	May 2009 – May 2010	Variation	% +/-
Near Miss Reporting	7,158	10,206	3,048	42.6

Source: all figures supplied by ScottishPower

43% INCREASE

4,284% Return on Investment

When we add up all the bottom line business savings for ScottishPower since the launch of the campaign, we see they deliver a staggering return on investment for the initial £60,000 investment made in the brand and campaign.

Original investment	£60,000
Total Commercial benefit	£2,630,395
RETURN ON INVESTMENT	4,284%

Source: all figures supplied by ScottishPower

Please Note

These figures opposite compare 12 months prior to the campaign's launch; May 08/09 with a full 12 month period of campaign activity; May 09/10.

Employee Recognition of the new brand – 98%

Up until launch there were a number of H&S initiatives running within ScottishPower under different names, logos and brands. Employees in different operational businesses were only aware of their particular H&S brand. With the launch of IT MATTERS, for the first time nearly every employee within the SP group (over 8500 employees) had knowledge of the brand images and monthly promotional themes.

Source: Scottish Power Group Standards 2009 Assessment Survey.

Reduction in production costs

A suite of posters following the new H&S brand guidelines can now be rolled out across all ScottishPower business units rather than each preparing their own. This has had a beneficial effect on production costs as well as the time and effort involved. One particular example was the 'Wellbeing' programme where a single branded approach has in effect reduced costs by 75%.

Source: ScottishPower

Promoting H&S Initiatives

The brand was used to promote a weight loss challenge launched in Jan 2010. It was aimed at all staff in relation to a wellbeing plan on diet and fitness and challenged employees to collectively lose the equivalent weight of a baby elephant (on average around 210 pounds). Over 3 months 113 teams of 5 took part (approx 7% of the company) and cumulatively lost a staggering 4,348 pounds – over achieving on the target by 1,970%.

Project Title
It Matters

Category
10.0 Internal Communications


Client Company
ScottishPower

Design Consultancy
Good

Current Date
07.06.10


The safety and well-being
of our people, the quality
of our work and our impact
on the environment.

it all **matters**



From leading the world in green
energy production, to recycling
individual printer cartridges.

environment **matters**



From hard hats to harnesses,
trip hazards to paper cuts.

safety **matters**



Highlighting
what **matters**
to you


From excellence in training
and working to standards, to the
satisfaction of a job well done.

quality **matters**



From fitness and five-a-day,
to stress counselling and
cancer prevention.

health **matters**



Project Title

It Matters

Category

10.0 Internal Communications

Client Company

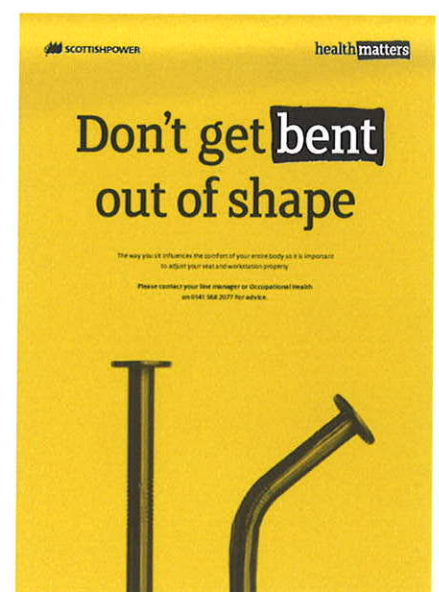
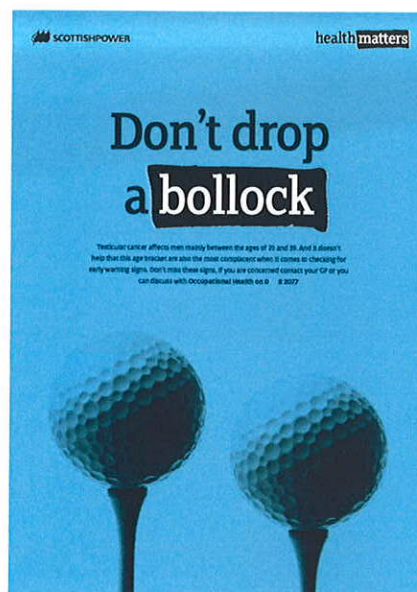
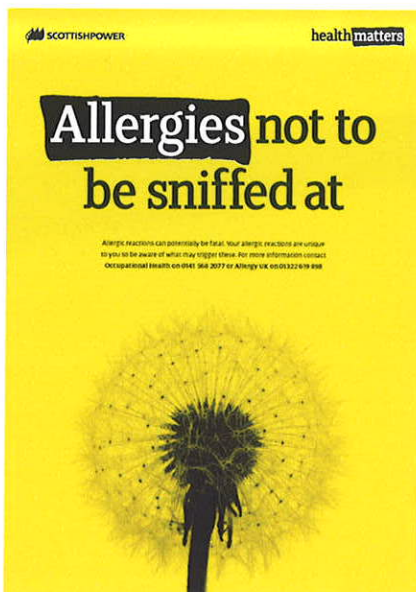
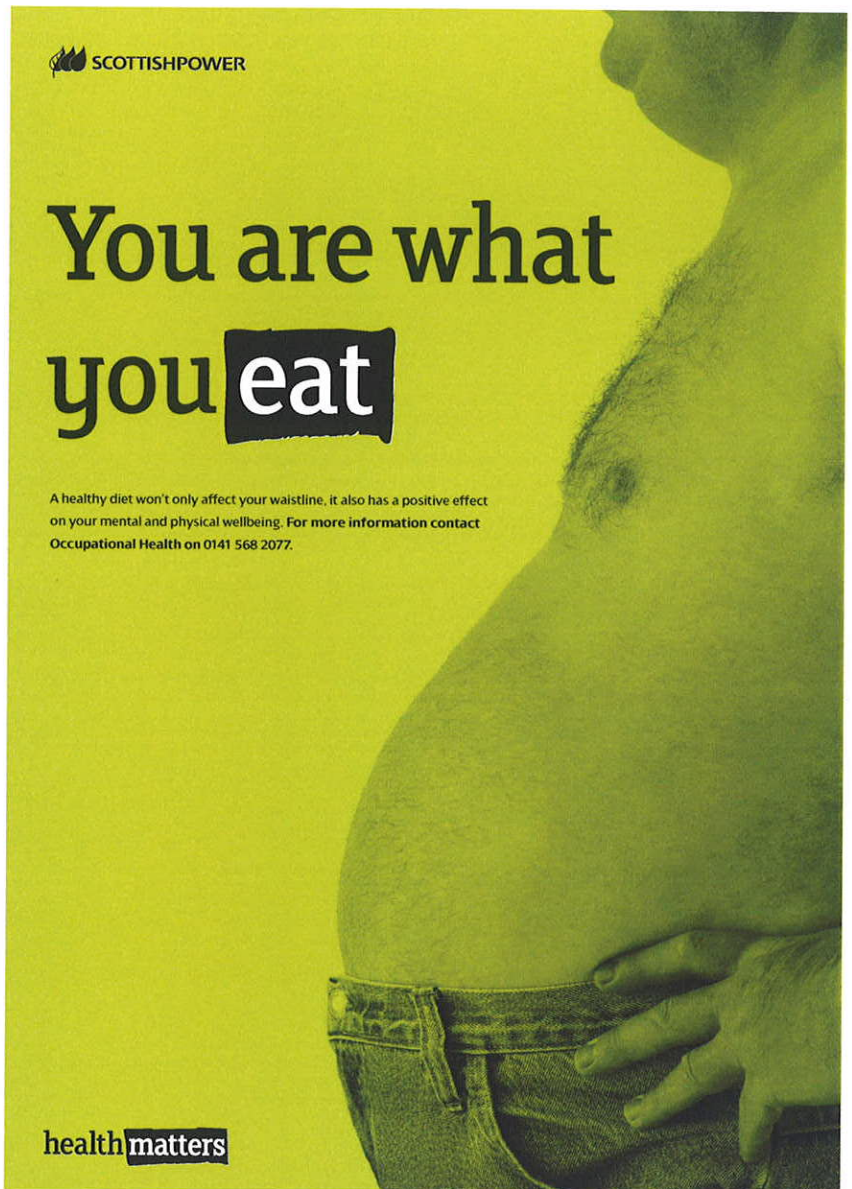
ScottishPower

Design Consultancy

Good

Current Date

07.06.10



Project Title

It Matters

Category

10.0 Internal Communications

Client Company

ScottishPower

Design Consultancy

Good

Current Date

07.06.10

SCOTTISHPOWER safety matters

Take some sound advice

Hearing is one of your most valuable senses. Make sure you listen to the advice and wear ear defenders or the most appropriate Personal Protective Equipment.

If you need help or advice speak to your manager, safety rep or contact the safety department.




SCOTTISHPOWER safety matters

It's your neck on the block

Always be aware of the potential for injury in the workplace. Ensure you take all the necessary precautions and wear the correct Personal Protective Equipment.

If you need help or advice speak to your manager, safety rep or contact the safety department.



SCOTTISHPOWER safety matters

Don't give safety gloves the finger

All it takes is a second and you're living with the consequences for the rest of your life. Don't forget to wear safety gloves or the most appropriate Personal Protective Equipment.

If you need help or advice speak to your manager, safety rep or contact the safety department.



SCOTTISHPOWER safety matters



Don't cry over it, fix it!

Even with a bleed-by-enclosure, devices or conditions. Make sure you take action and play your part in maintaining our safety standards.

If you need help or advice speak to your manager, safety rep or contact the safety department.

Project Title

It Matters

Category

10.0 Internal Communications

Client Company

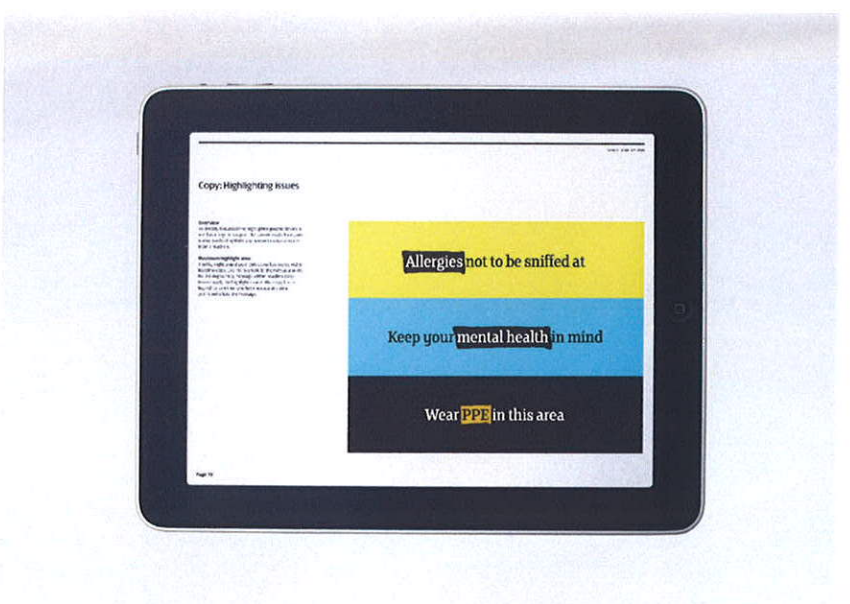
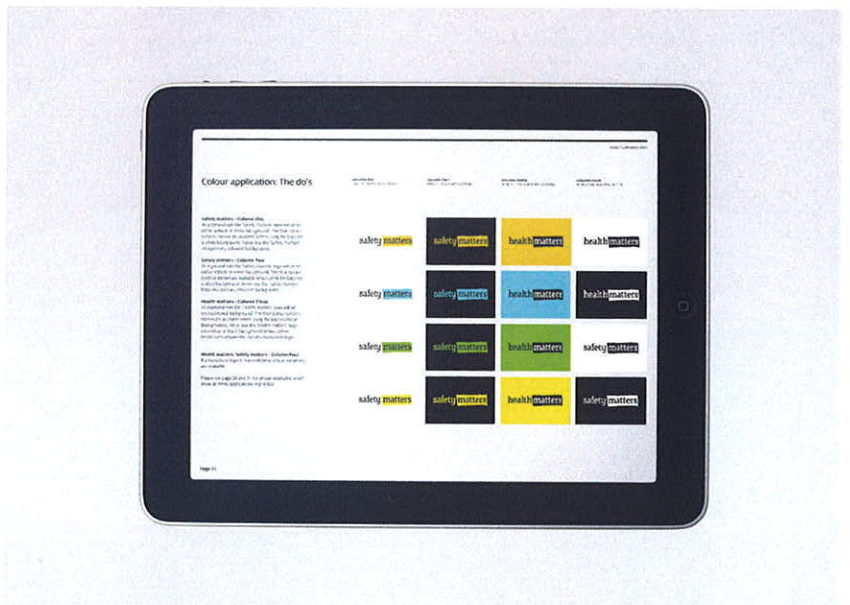
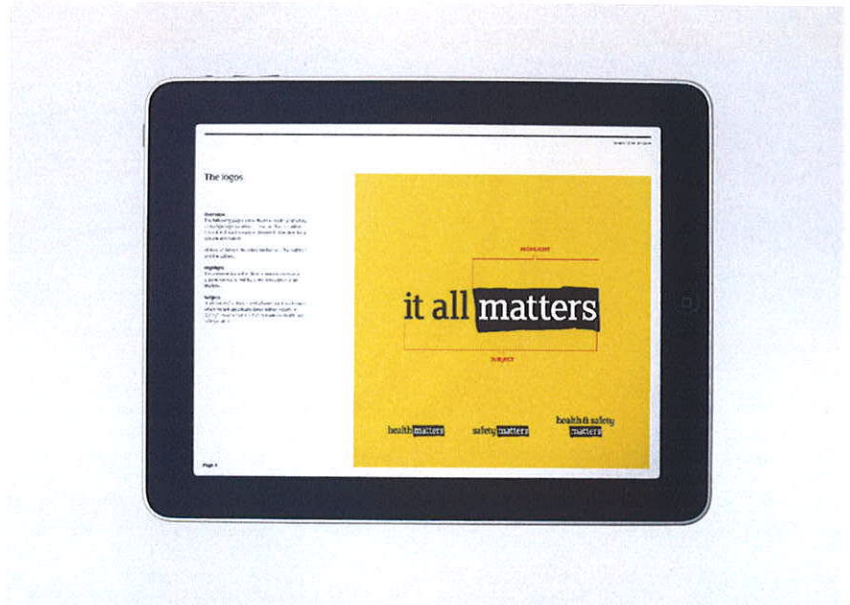
ScottishPower

Design Consultancy

Good

Current Date

07.06.10



Project Title
It Matters

Category
10.0 Internal Communications

Client Company
ScottishPower

Design Consultancy
Good

Current Date
07.06.10

On behalf of Good Creative

Keith Forbes
Creative Director/Partner



The Loft
106 Hope Street
Glasgow
G2 6PH

Telephone:
0141 204 3090
Email:
keith@good-creative.com

On behalf of ScottishPower

Doug Wilson
Health & Safety Director



Group Health and Safety
Cathcart Business Park
Glasgow
G44 4BE

Telephone:
0141 568 2145
Email:
doug.wilson@scottishpower.com