

If there's a challenge to be tackled, we'll never shy away from it. Good thing too – just ask Northern Rock. As one of the first victims of the global financial crisis, Northern Rock was taken into public ownership in February 2008.

Soon after, they had shed over 2000 jobs. Morale was, as you'd expect, at an all time low. However, those remaining still had a job to do – and that was to rebuild the bank as a financial force while taking it out of Government ownership.

Northern Rock used to be referred to as 'the pride of the North East'. We were tasked with supporting the launch and delivery of a new performance review programme (Delivering Performance), which would help put the pride back in the business for the remaining 4000 employees. We would develop a range of bespoke collateral for internal communications.

Ultimately, the aim of the Delivering Performance programme was to ensure that Northern Rock continued to be driven by people who were performing at their peak. One of the main objectives we were faced with was to design an identity and tone of voice that was inextricably linked to the organisation's values.

Northern Rock

work
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The solution

The identity we created needed to raise awareness of the Delivering Performance programme and engage all Northern Rock's employees in what was described as a business-critical initiative. We began by designing an identity that went to the very heart of the Northern Rock brand, and we utilised their logo to do it. The logo became the device that would help us illustrate a particular point or message. Crucially we linked all our messages to the '4 Cs and me' (customer, colleague, company and community), which represent Northern Rock's values.

The identity and copy brought to life key points of the Delivering Performance programme, showcasing messages that oozed vibrancy and engaged the reader immediately. However, in addition to conceptualising and devising the identity, we also extended the look and feel to the Performance Management Handbook,

which was distributed to Managers throughout the company.

We launched the internal communications on posters and pull-up stands at Northern Rock's Head Office and in each of their 66 branches. This was followed up with workshops for Managers where the Performance Management Handbook was released.

The results

Our communications went live in December 2009. The immediate feedback from Northern Rock was that we had captured the essence of the programme perfectly and created an identity that was instantly recognisable. Whilst there are no tangible metrics to date, we do see our work extending across additional initiatives, which is of course a clear indication of the success and future longevity of the identity we created.

