

Smiths Group Sharesave Scheme

Share success, grow your savings

We worked with Smiths Group to relaunch their Sharesave scheme through the redesign of various comms materials. The use of Augmented Reality with Equiniti's Strata app also helped bring the scheme to life.

CHALLENGE:

Smiths Group wanted to promote their Sharesave scheme offered to around 1400 UK employees and improve uptake with key employee segments, specifically new employees and the younger population.

STRATEGIC OBJECTIVE:

As a FTSE100's Share Save Scheme, we needed to come up with an engaging but appropriate concept, making the scheme more accessible and communicative. This required a targeted approach across different communications channels and outlets.

OUR APPROACH:

The chosen concept was 'Share success, grow your savings'. A tree illustration represented a symbol of growth and vectorial silhouettes helped to navigate the content, reflecting a warmer, more human sentiment. We delivered a range of materials including web banners, an explanatory booklet, posters, a video animation plus we filmed and produced an interview with the Smiths Group CEO. In 2018 we refreshed all communication materials with the idea to update the visuals reflecting the passage of time and "growth" in the scheme.

BUSINESS RESULTS:

As a result, scheme participation has increased by almost 8% since the campaign launch in 2017.

MARKET:

UK.

SERVICES:

Copywriting & content //
Digital marketing //
Film & video //
Graphic design & illustration //

Shortlisted for
ProShare Awards 2018:
**Best communication
category**

ProShare

smiths



“The 2017 and 2018 Sharesave launches were both a huge success, and the employee engagement is clearly demonstrated by the continued increase in the number of people accepting the invitation to join the Sharesave Scheme. Feedback from across the organisation is that the design is clear, informative and engaging.”

“DMA are always extremely professional, proactive and efficient and we really enjoy working with them. We receive prompt and full responses to queries, and they set clear deadlines, expectations and timeframes at the start of each project.”

Fiona Gillespie & Laura Martin,
Senior Assistant Company Secretary &
Assistant Company Secretary, Smiths Group plc.

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