

Good. Case Study.



Project Title
Safety Matters



dba
Gold Winner
Design Effectiveness '10

Disciplines
Branding
Guidelines
Communications



Winner
Marketing Design
Awards '11



£2,559,920
Bottom line savings

60%
Reduction in Lost Time
Accidents (LTAs)

22%
Reduction in Sickness Absence

Changing Perceptions Really Matters

“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



Good. Case Study.



Project Title
Safety Matters



dba
Gold Winner
Design Effectiveness '10

Disciplines
Branding
Guidelines
Communications



Winner
Marketing Design
Awards '11



Find out how we can help your business

Helen Forbes
helen@good-creative.com
07779 222 085

London
4 Crane Mews, Gould Road
Twickenham, TW2 6RS
+44 (0)203 174 1587

Glasgow
South Block (Top Floor)
64 Osborne Street
Glasgow, G1 5QH
+44 (0)141 204 3090

www.good-creative.com

The Brief

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

The Challenge

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 wellbeing 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 Solution

To get the message home, we needed to show our target market the real impact of H&S issues on their everyday 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.

A mixture of hard hitting and tongue-in-cheek copy and visuals gave us an 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.

The 'It Matters' campaign went live in May 2009 and we continue to work with ScottishPower in the development of the brand.

it all matters

