

Tell us in 10



creative
sparks



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Capita Employee Benefits

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creative
sparks

Igniting energy in
employee communications



We connect with the personal

We make the complex easy

We ignite with creative energy



creative
sparks



1

Who we are

We are Creative Sparks – Capita Employee Benefits' communications experts.

We help employers get the engagement they want from their people and we enable employees to make the most of their benefits at work.

Great communication takes a passion for putting people first, an energy to create and the integrity to get things right.

And that's what we bring!



2

Connecting with our clients

Our understanding of our clients allows us to create successful communications.

We get to know each other.
We build relationships.

It's only by working together that we can develop solutions that are relevant for their people and their business.





3

Looking beyond the obvious

We don't just take the obvious option and leap straight to a solution.

We challenge convention and create communication strategies that are bold and have impact.



Building breakthrough employee brands

We get under the skin of our clients' external brands to develop employee brands that help them hire the best talent and shape the employee experience.

We define their vision and bring it to life.

We want every employee to be a brand ambassador.



5

Creating stand-out content

Our copywriters take time over their words, creating engaging copy that is technically sound without being detailed (or boring).

We are dotters of Is and crossers of Ts.

Our copy is to the point, always relevant and technically sound yet clear and simple for the reader.

... on the other side ...
... the water ...
... against ...
... they follow ...
... be ...
... motion ...
... over ...
... they follow ...
... be ...
... the ...
... a ...
... motion ...
... on the other ...
... the water ...
... against ...
... they follow ...
... be ...



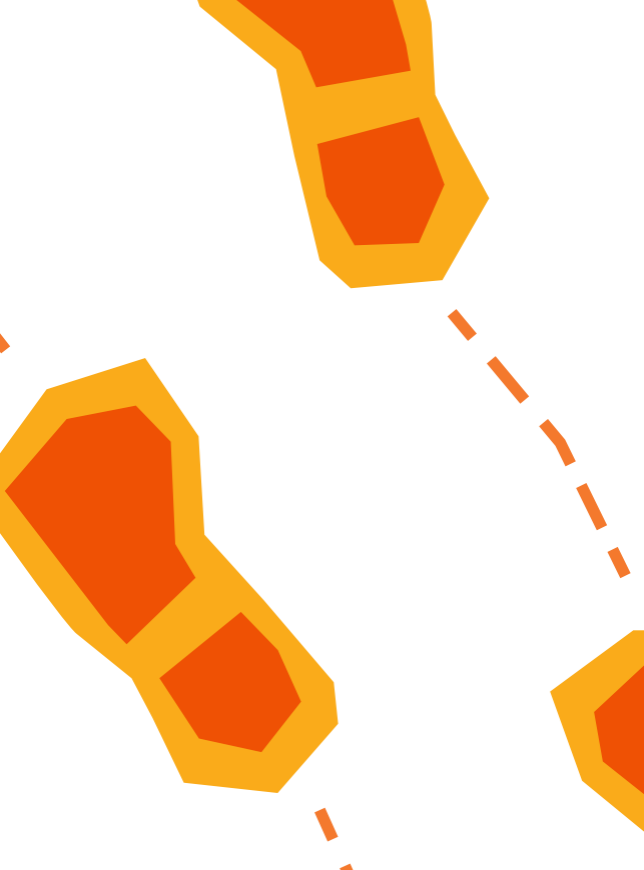
Walking in their shoes

Our data scientists tell us what motivates people and how best to engage them.

That's the power of 'big data'.

We dig deeper and get to know our clients' employees, as groups and individuals. We design bespoke insight workshops and test communications. We consider the emotional impact as well as the practical.

We create personas that mean communications hit the spot.





7

Bringing it all together

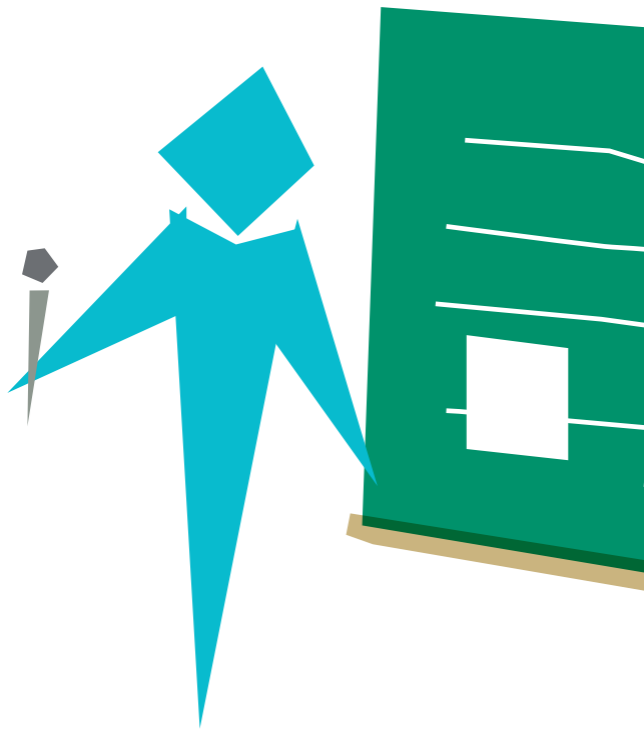
From perfectly printed communications to integrated digital campaigns, on and offline pension and total reward statements to animated films and augmented reality apps that grab attention – we bring it all together.

We create single, seamless employee journeys.



Educating and motivating

Our UK-wide Engagement Team supports people, face-to-face, through complex benefit changes, helps them make the most of their benefits and gets them ready for retirement.

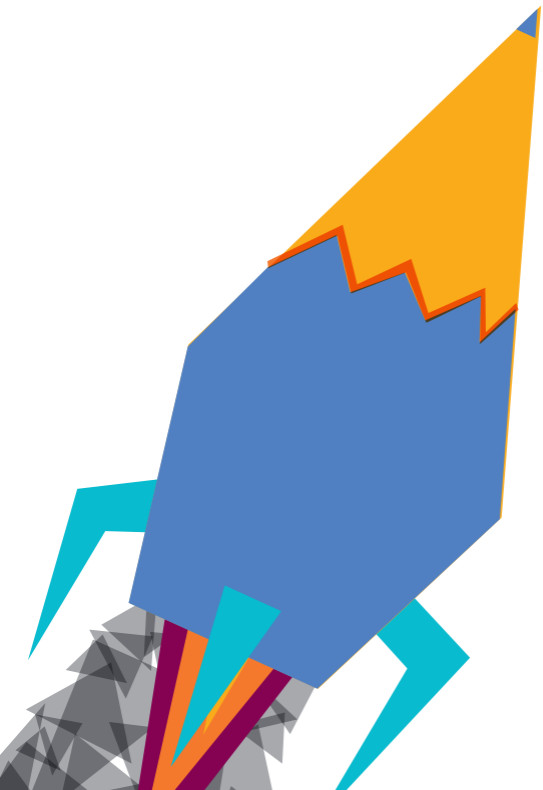


Taking you into outer Orbit

We build communications around our ground-breaking Orbit engagement portal. Orbit leads the way with innovation and technology.

But people have to want to go online.

Our outer Orbit communications help clients maximise their investment in Orbit by promoting the benefits and driving people online.



Measurement matters

We measure the success of every campaign. It's the results we get that make us happy. By analysing behaviour on and offline, and seeking the views of the audience, we learn what works and what doesn't.

Engagement is not something you can achieve with a single campaign. Genuine engagement takes time and effort to sustain.

It's worth it!

