

**AMAZING**

26 times we loved working with RB

A brand is a complex thing. It needs to be single-minded. Future-proof. Game-changing. Just when you think you've nailed it, something new comes and knocks you off your perch. Quick! The rules have changed. You need to adapt. So you turn to us. Good move. We've been working with RB for 15 years. We excel at giving your brand buzz.



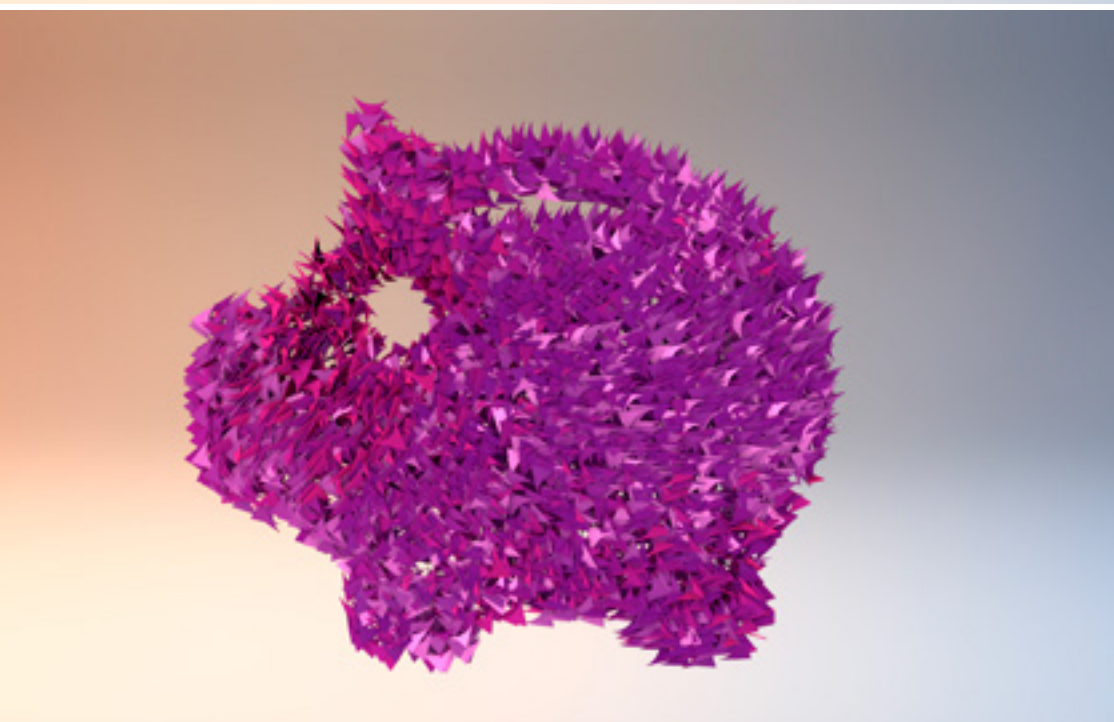


# Animation

*(cue booming voice over)*

From animated logos to full Disneyesque extravaganzas,  
making things move beautifully on screen can move  
people and – in the best RB fashion – get them moving.

The End.





# Branding

In 2009 we rebranded RB. We defined the corporate brand as *The Power behind the Powerbrands* and introduced the promise *unleashing performance*. This positioning inspired our striking visual metaphor for RB's identity – a high performance sports kite (The Fury) – symbolising RB brands and the unique attributes of power, speed and agility. We built the strategically important shorthand – RB – into the kitemark, in preparation for a future name change. Lift off!







“Our new identity is the outward manifestation of the proposition we offer our employees, investors and customers. It’s another step forward on RB’s amazing journey”

Bart Becht  
Former CEO, RB









1998 .....  
Original logo



2009 .....  
New logo



2013 .....  
Strategy change



2014 .....  
Name change

1. Our brand	2. Contents	3. RB logos	4. Typefaces	5. Colour palette	6. RB kites	7. RB language
8. Imagery	9. RB values	10. Print applications	11. Environment	12. Online/digital	13. Consistency checklist	14. Contact

### 3.1 RB logo (kite mark)

The RB logo is derived from the high performance sport kite. The visual representation of our brand and its integrity must be maintained at all times. The elements are locked together in a fixed relationship that should not be changed in any way.

The RB logo is copyright protected – the descriptor 'Health Hygiene Home' must never be translated.

#### Minimum size

The RB logo must remain legible for print and onscreen usage and should never be used smaller than 26mm wide – any exceptions to this must be approved by Corporate Communication and Affairs.

See page XX for exceptional small use logo.

<b>RB Pink</b> PMS 239C	<b>RB Grey</b> PMS 7545C
C: M32 Y0 K0	C56 M30 Y17 K52
R234 G53 B146	R65 G90 B108
#ea3592	#415a6c



Minimum size



Don't



Don't use the kite without the descriptor



Don't reconfigure or translate the descriptor



Don't use old versions of the logo

RB image library [click here](#)

4

Print | Esc <|>

1. Our brand	2. Contents	3. RB logos	4. Typefaces	5. Colour palette	6. RB kites	7. RB language
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### 5.3 Colour blend examples



RB.com



Vision poster



Values poster



Infographic 2013



PowerPoint



Annual report



RB image library [click here](#)

19

Print | Esc <|>

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### 6.1 Why kites – a reminder



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At RB it's not what we do as a business that makes us different, it's how we do it. We are a source of intense energy, a business driven by performance. We harness this energy to drive our success.

A high-performance sport kite has strikingly similar characteristics. It harnesses the wind's energy to provide its drive and agility. Sharp and angular, it is competitive, spirited, full of vivacity, energetic, colourful and dynamic – all attributes of our business.

Our identity uses the metaphor of the sport kite and an exciting visual language helps us present a consistent tone and style with our communications to help reinforce our corporate brand image.

Print | Esc <|>

1. Our brand	2. Contents	3. RB logos	4. Typefaces	5. Colour palette	6. RB kites	7. RB language
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### 10.2 PowerPoint

PowerPoint is an important and highly visible communications tool. Easy-to-use, informative templates are on your PC. Information and imagery should be clearly laid out to grab attention. Do not over-complicate layouts.

#### Useful hints to remember

- Always use the approved templates and colour palette
- Do not introduce new colours
- Make sure the logo is clearly visible on the title page
- Create pace by using the divider page templates between sections

#### PowerPoint template



#### Widescreen PowerPoint template



#### PowerPoint colour palette

For PowerPoint ONLY RB Grey has been darkened to ensure legibility when projected

White	PPT Dark Grey	RB Pink	Kite Purple	Kite Cyan	Kite Blue	Kite Lime	Kite Green	Kite Yellow	Kite Orange	RB Red	RB Aqua
R 255	R 37	R 234	R 90	R 37	R 51	R 150	R 0	R 215	R 255	R 198	R 0
G 255	G 55	G 53	G 24	G 127	G 51	G 210	G 183	G 204	G 100	G 12	G 154
B 255	B 66	B 146	B 107	B 230	B 145	B 45	B 51	B 0	B 40	B 48	B 166

RB image library [click here](#)

33

Print | Esc <|>



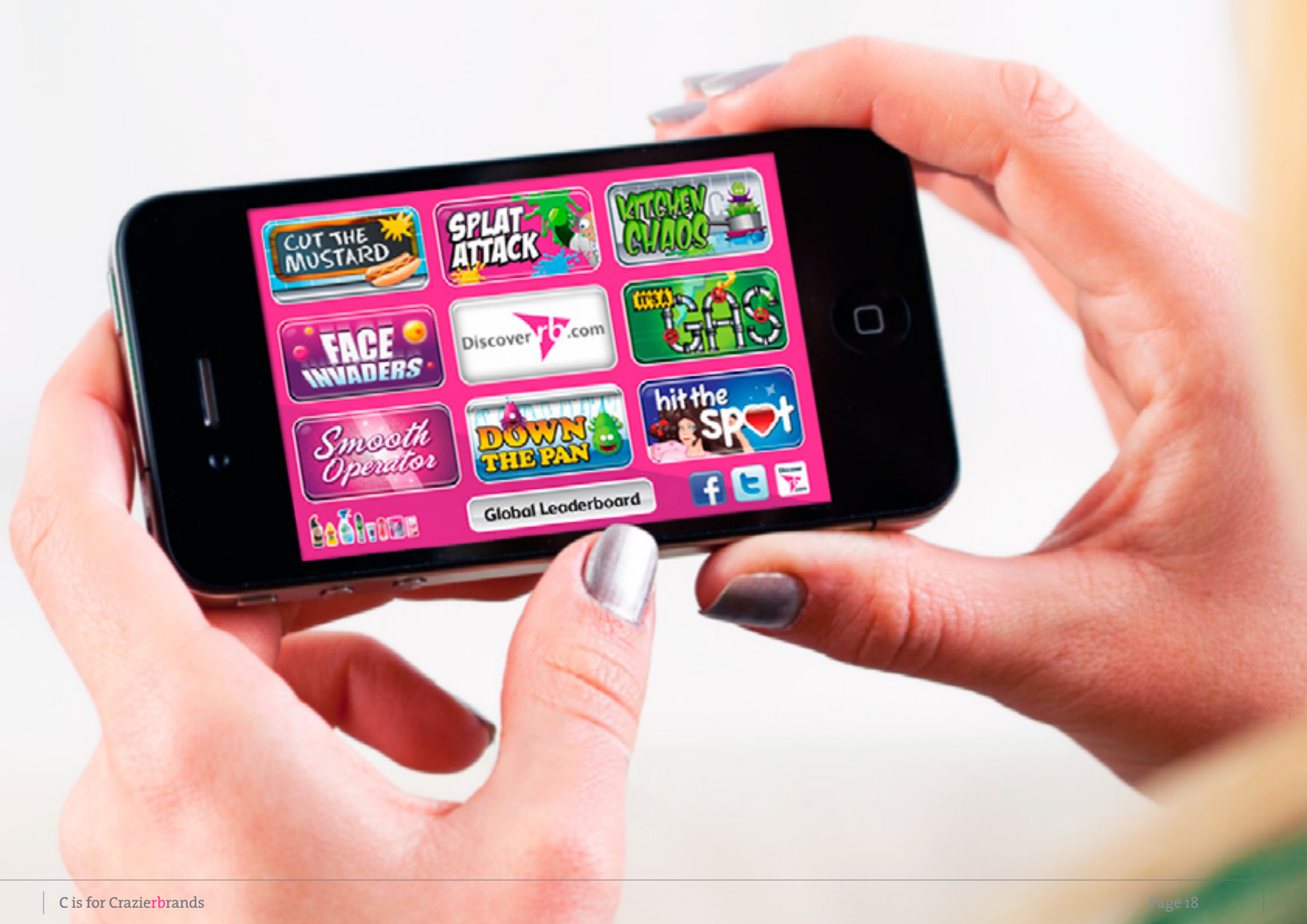
# Crazier**b**brands

Splat Attack! The games App we created gives visibility and recognition to the RB corporate brand by linking with some famous brands you might recognise.

With nearly 300,000 plays after only a few months the App put RB on top of the leaderboard for graduates.

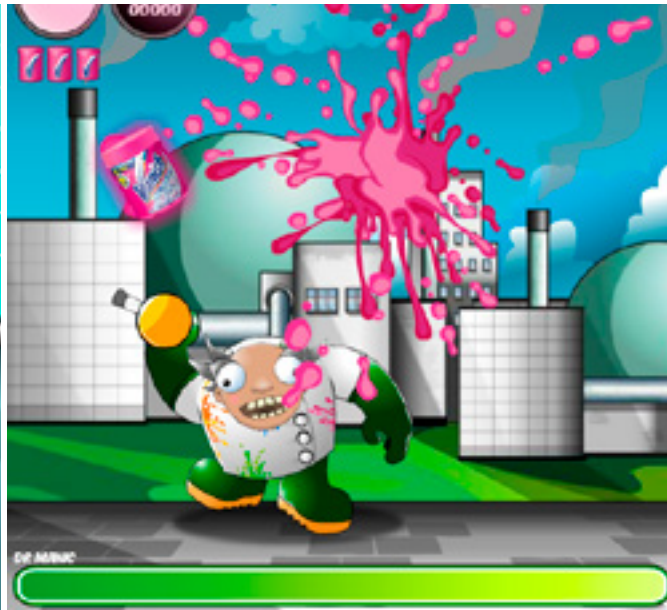
# crazier**rb**brands







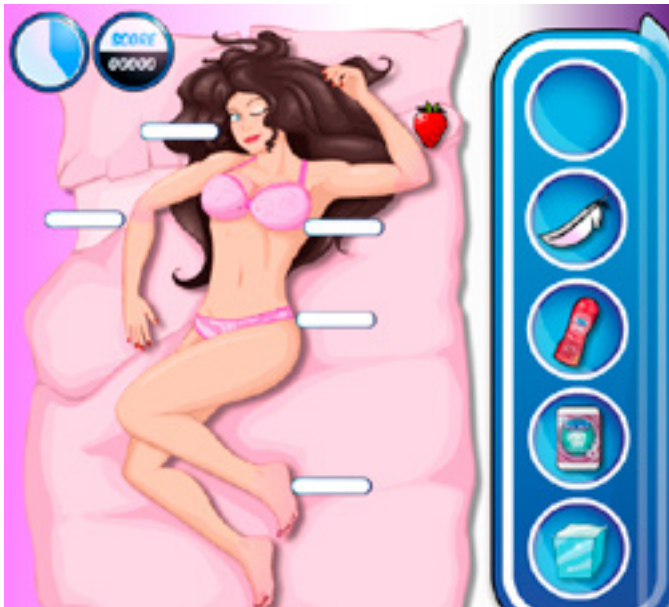
Cut the Mustard – **French's Mustard**



Splat Attack – **Vanish**



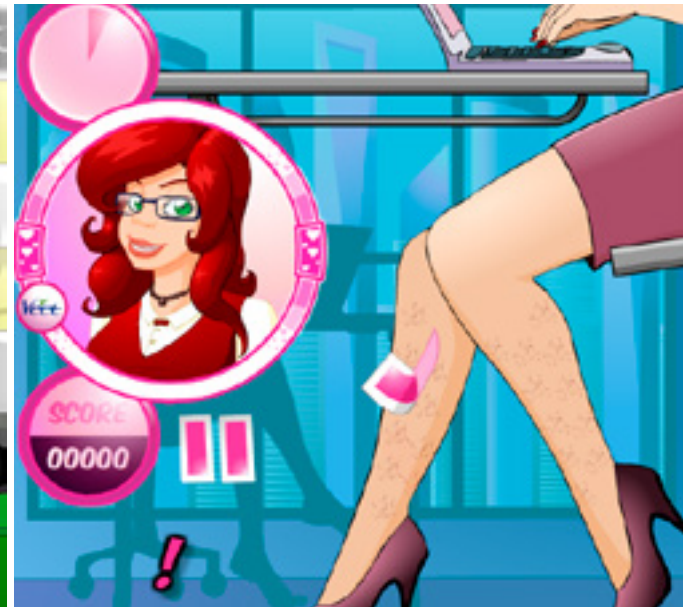
Face Invaders – **Clearasil**



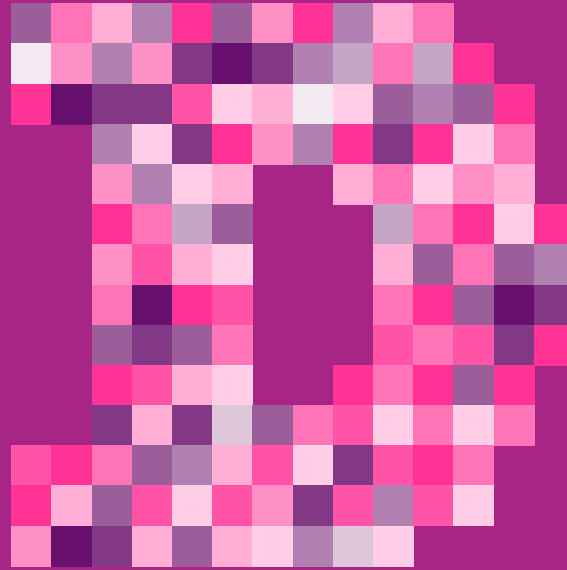
Hit the Spot – **Durex**



Kitchen Chaos – **Dettol**



Smooth Operator – **Veet**



# Digital

Digital is at the heart of practically everything we do of course.

But some projects are more pixelated than others. In 2009 we designed and built [rb.com](http://rb.com) and last year quickly rustled up [rb.com](http://rb.com) mobile site in 6 weeks! (see page 52).

We also designed the first brand site on the Buzz – for Vanish...

# 150%

uplift in visits  
to RB.com

# 269%

increase in page  
views per month

# 17.5min

average dwell time

Facebook



Blog



Careers



Business knowledge extranet



RB intranet (SharePoint)

# 48%

rise in average pages per visit

# 33%

bounce rate dropped to 33%  
(50% is normally considered good)

Source: GA 2010





# E

## Experiential

Stimulate your career! Powerbrands with which students have most affinity were used to attract them to heart-thumping career opportunities at RB. The year-long awareness campaign in 9 global territories from Australia to Brazil kicked off with an immersive campus experience at a top UK University featuring Nurofen, Clearasil and Veet.

And of course, if the chemistry proved particularly strong, the Durex was boxed and ready for action.

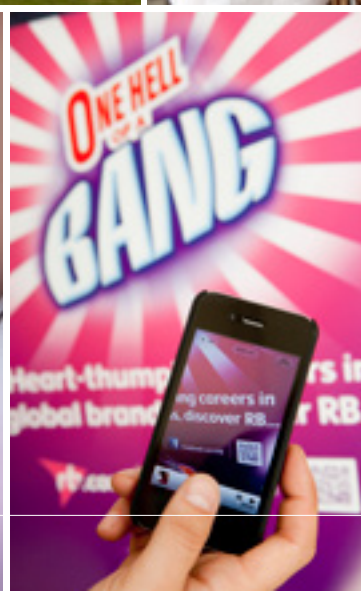
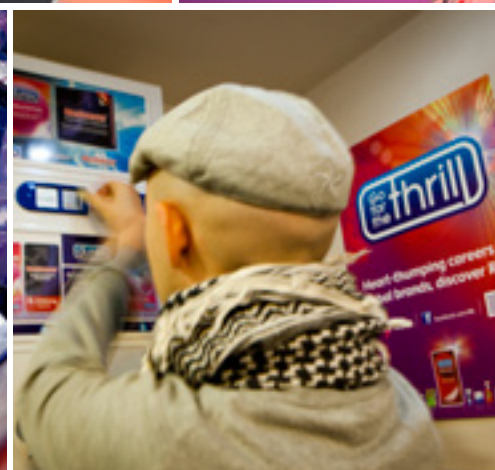
A man in a white t-shirt and a woman with bright red hair in a denim jacket are looking at a tablet together. The man is pointing at the screen. In the background, a sign with the word 'gorgeous!' is partially visible.

Campus event  
rolled out across  
**9 territories**

**98% upsurge**  
in visits to RB's  
online jobs board page

Facebook 'likes'  
**up 410%**

UrbAN THRILL plays reach  
**1,635,807**



ONE HELL  
OF A  
**BANG**

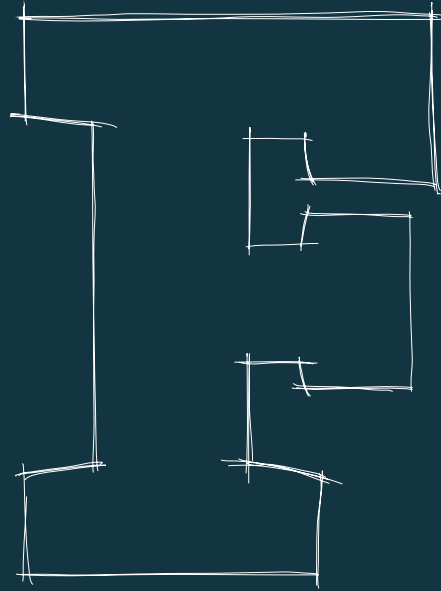
**Kills 99.9%**  
of dull jobs

Go  
for  
the **thrill**

HEY  
**Gorgeous!**

**Vanish**  
Boring Jobs

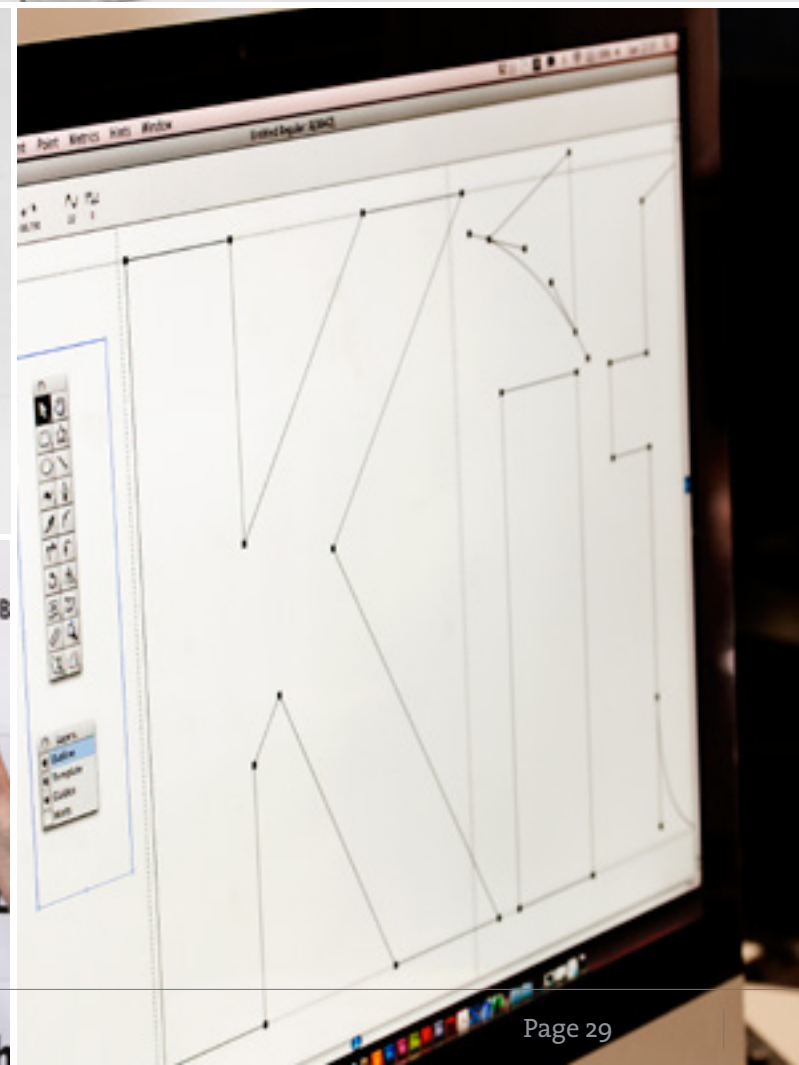
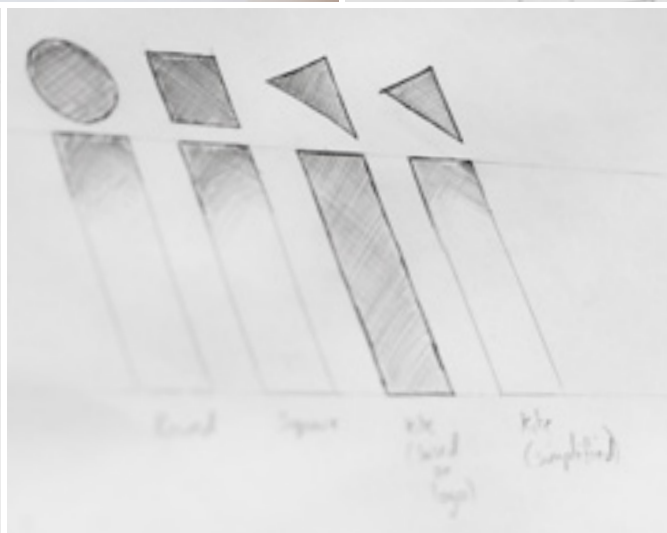
HEAD  
**BANGING?**



# Font

For us, a distinctive and ownable brand is one that bothers to cross the t's and dot the i's. Drawing inspiration from the RB kitemark, we designed, crafted and then digitised RB's unique *Kite Display* fonts.

It's the kind of attention to detail you should expect from us – and a global brand.



# Kite

## Kite Display Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789(!@£\$%&\*---.,:;“”‘/\\?<)

## Kite Display Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789(!@£\$%&\*---.,:;“”‘/\\?<)



## Game Changer

The Game Changer employer brand platform was the ideal opportunity to create a stand out recruitment campaign which genuinely reflects the spirit and energy of the business. RB people are the heroes (*obviously!*) as their stories are used to inspire others.

Smart move, Silvie.



# We asked Victoria to sell more Vanish in India. She started a food fight. **Good job, Victoria!**

Victoria brought her chemistry lab to India's streets, invited people to throw curry and tea at a huge white sheet, then blasted the stains off in 60 seconds with Vanish. Sales leapt 250,000 in 3 weeks.

Join RB – outshine from day one.

**Game Changers only. Let's talk.**  
**[RB.com/careers](http://RB.com/careers)**





HEALTH · HYGIENE · HOME

We asked Silvie to manage Scholl in Germany. She put her feet up. Smart move, Silvie!

Silvie disrupted Scholl's existing range to kick off a brand new electronic pedicure product. There was no demand so she had to convince everyone. She got Scholl Pedi to market in 3 months – sales grew 33%.

Join RB – fly higher from day one.


Game Changers only. Let's talk. [RB.com/careers](http://RB.com/careers)













HEALTH · HYGIENE · HOME

Are you a Game Changer?

Careers at RB









HEALTH · HYGIENE · HOME

We asked Victoria to sell more Vanish in India. She started a food fight. Good job, Victoria!

Victoria proactively convinced her local market leaders to try Vanish and Vanish is now a top seller in India. She started a food fight. Vanish sales grew 20,000 in 3 months. That's RB – success from day one.

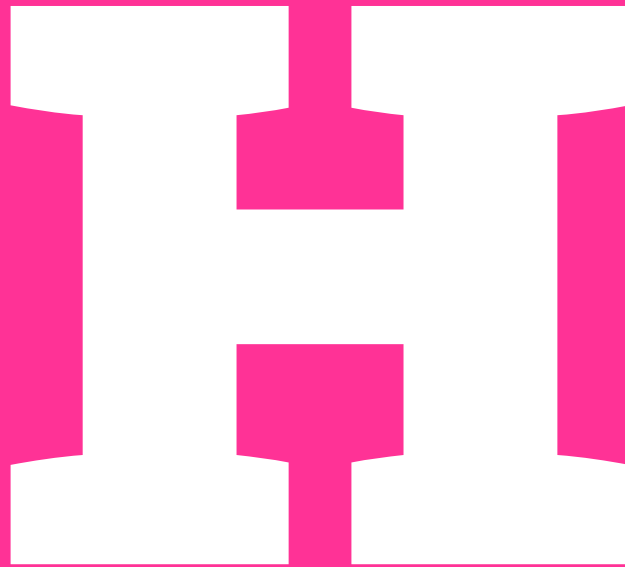
Game Changers only. Let's talk. [RB.com/careers](http://RB.com/careers)





RB is the global leader in consumer products, hygiene and home.





# Health Hygiene Home

When RB's strategic purpose was defined as Healthier Lives & Happier Homes, we were on hand to help craft appropriate symbols, design the deskdrop that revealed the positioning and new geographies, and create the marcomms to launch it internally. And we made sure the outside world understood the shift by building the new descriptor into RB's logo too...

Business Unit  
Audience for  
After Homecare

Hygiene and home

## MARKETS

Markets prioritised on  
potential and where we  
have capabilities to win

## ORGANISATION

Informed by consumer insights,  
LAPAC, RUMA and IMA.

## MARGINS

Drive margins to fund investment and  
profit growth, and convert to cash.



## HEALTH



## HYGIENE



## HOME

RB Annual Report




# Internal Comms

How we communicate to our people is a constant challenge for a dynamic, growing business such as RB, with 38,000 employees in 60 countries.

Being a busy (R)bee you need comms that help rather than hinder your daily routine. We've helped RB create internal communications that inform, influence, and inspire.






**Less travel time. More you time.**

If you don't need to travel abroad, we won't make you. There's more to life than airport queues.

Use our new **travel and expenses policy** to work smarter. Visit the Buzz to see how.

rb  
HEALTH HYGIENE HOME

pact




**Don't feed the bins.**

We can save a monster amount of paper by only printing when we really have to.

Use our new **facilities policy** to work smarter. Visit the Buzz to see how.

rb  
HEALTH HYGIENE HOME

pact




**Log on. Meet anywhere.**

Keep meetings simple. Keep them on-site. Bring the world to you with our virtual conferencing.

Use our new **events and sponsorship policy** to work smarter. Visit the Buzz to see how.

rb  
HEALTH HYGIENE HOME

pact



**Multi-device mayhem?**

You can now choose to link your own device to the network. So you can be more efficient with less.

Use our new **technology policy** to work smarter. Visit the Buzz to see how.

rb  
HEALTH HYGIENE HOME

pact

## RB: How we communicate

A guide to our 3 main global communication channels



**YAMMER**  
The collaboration place

The platform to connect and collaborate with colleagues from the business



**THE BUZZ**  
The information place

The official global source of information for RB, the BUZZ joins the business together in a structured way

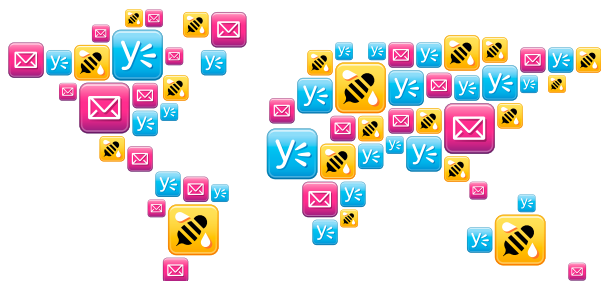


**EMAIL**  
The messaging place

Our main way of sending messages, both internally and externally



See the more detailed PDF version to learn more – go to Yammer or the BUZZ and search 'channel'



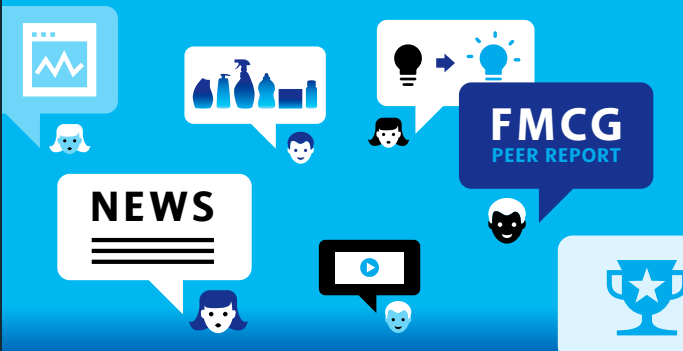
## RB: How we communicate

A guide to our 3 main global communication channels



### Share something

- Your success or learnings so that others might benefit
- Share a relevant news article on what competitors are doing



page 7



Our main, formal communications tool at RB for internal or external exchanges of information



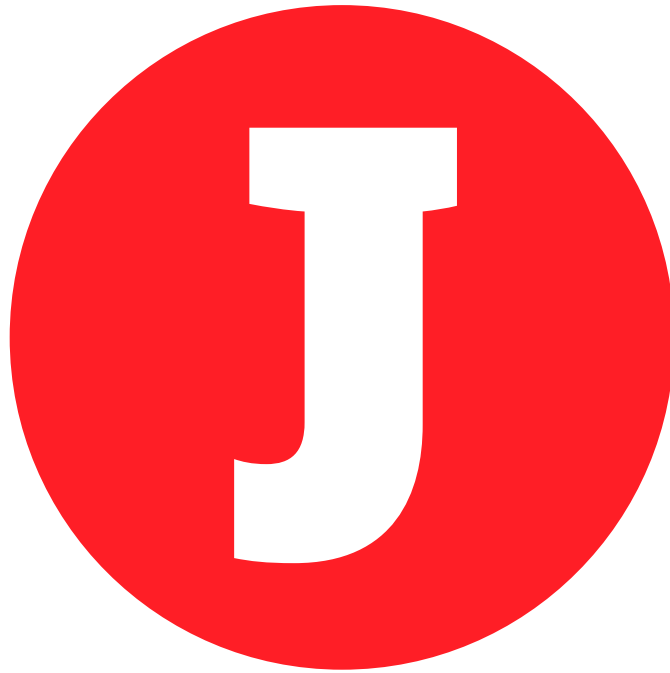
page 17



Find information about our locations, maps, contact details, meet the team, information on other functions, etc



page 13



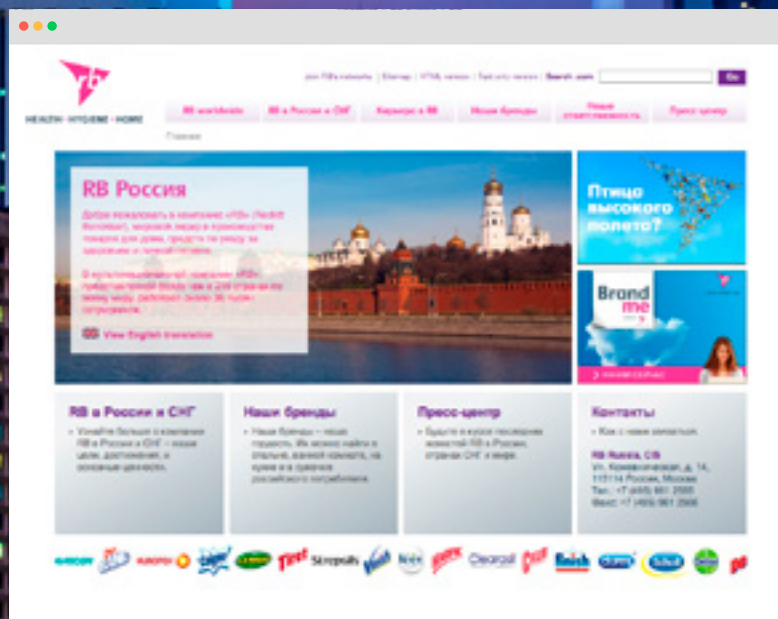
# Japan

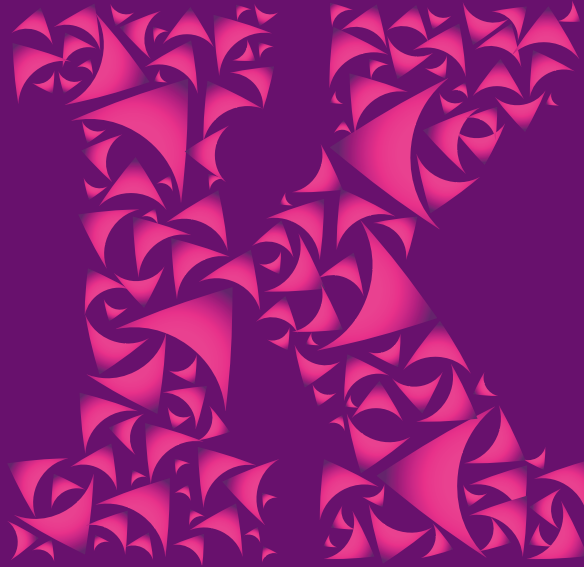
こんにちは (Konnichiwa)

RB's global language is English but doing business and attracting the right people often means using the local language. We created simple templates so country websites can be built quickly. Japan, China, Germany, Italy, Brazil, Poland, and India are just some that now have their own sites.

Ciao!







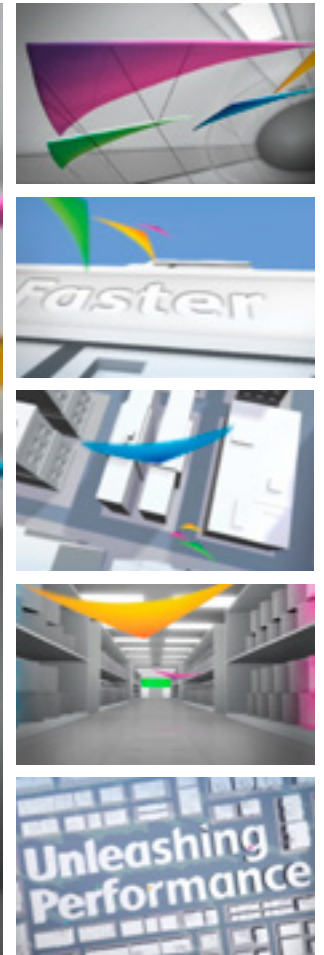
## Kites

Further, faster, higher! A high performance sports kite called ‘The Fury’ is the symbol for the spirit of the business. Just like RB – and its people – the kite is agile and fast. We’ve been playing with kites for many years and are still finding new and amazing things to do with them.

Hold on tight!








Watch the 2 minute video [here](#)





# Conquer the Yorkshire Three Peaks

Rise to the challenge

It's our first RB UK  
And you're in



# Logo

The clever one, the fun one, the sporty one, the dynamic one.

Whether it's for a conference, programme, or charity event, RB logos need to have their own personality, but must be part of the wider RB brand family. All equal, but different.

If you need an identity, and you need it sharpish, call the Workroom logoline.

## Corporate brand



## Corporate strategy icons



## Corporate and operational branding

**betterbusiness**  
Healthier lives. Happier homes.



**brandhub**



**the buzz**



## Sustainability programme branding



Help stop deaths  
from diarrhoea  
in partnership with  
**Save the Children**



## Conference branding

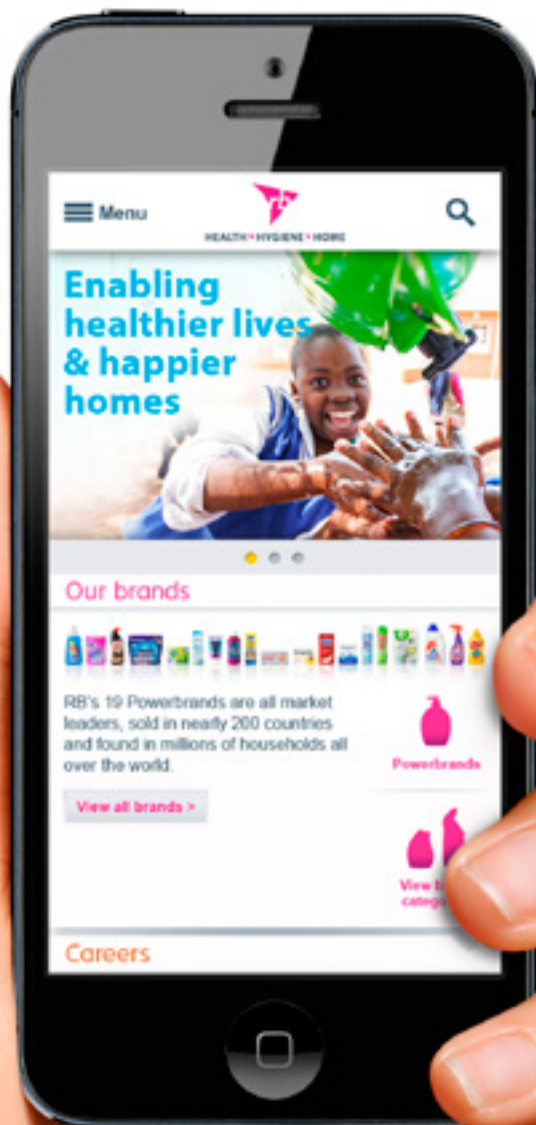




## Mobile

Corp Comms set us the challenge to design and build the rb.com mobile site in six weeks. We audited all rb.com content, rewrote copy, and designed a site with bespoke content that puts the power of RB in your hand, quickly.

Finished by the deadline, time to go Home.



# N

## Numbers

It certainly is a numbers game, isn't it? And infographics are perfect to breathe life into dry subjects. They're gorgeous. And as every area of RB is so productive, goal-oriented, and dedicated to delivering stonking results, what could be better than using this technique to capture the scale, diversity, and sheer volume of what you achieve?

# SURFING ON A BIG SCALE



## 12.83TB

Data transferred per month

GRC

EMAIL

Per day we send  
**354,347** internal emails  
and receive **294,445**



Per month we send  
**4,598,505** internal emails  
and receive **1,661,832**

▼ No. of Mailboxes

**26,166**



▼ No. of Mailboxes

**75,45**

# BusinessServices

Business Services is the function responsible for standardising, consolidating and centralising processes that are not core to the RB value proposition. To date we have focussed on Finance and Master Data. Our objective is to unlock efficiencies to allow the business to focus resources on delivering value.

For more information visit <http://buzz/sites/bsg/Pages/home.aspx>



Over **6,000** employee  
claims managed in 2013

**20,000**  
expected by year end 2014

**170,000** invoices  
processed & paid in 2013

**430,000**

invoices to be added  
this year from USA, Canada, India,  
Bangladesh & Sri Lanka

Supported ENA AHQ go-live

**500,000**  
inter-company transactions per year

PTP to  
**QUADRUPLE**  
in 2014

**£1.07**  
bn

Over  
**30**

management  
entities reported  
upon

Over  
**4,500**  
journals  
processed

**Our offices service:** CHQ, ENA AHQ, UK, USA, Canada, Brazil, Mexico, India, Nordics, Switzerland, Austria, Ireland, Italy, Belgium, France, Greece, RBP, RB Brands



HEALTH • HYGIENE • HOME



New vendors  
created to double  
from 2,300 to  
**4,600**

**Centrally manage  
SKU master data**

21,000 SKUs, 15 countries,  
14 factories, ENA AHQ

**14,000**  
3rd party vendors managed

Over  
**20,000**  
unused  
SKUs made  
obsolete

**Over 150,000**  
✓ data ✓ errors ✓ corrected

**72**  
days

**60**  
different  
payment  
terms

Average supplier payment  
terms has realised **£15m benefit**  
to Net Working Capital

**ENHANCED  
MANAGEMENT  
INFORMATION**

**Purchase  
to Pay**

**Master Data  
Management**

**Travel &  
Expenses**

**Finance  
Master Data**

**Inter-company  
Processing**

**Record  
to Report**



## LEADING GLOBAL BRANDS IN HEALTH, HYGIENE & HOME

RB is the game changing Powerhouse behind our 19 iconic Powerbrands – all famous household names



### RB BUSINESS

FTSE TOP 201

Health & hygiene Powerbrands  
Durex, Mucidin, Strepsils, Dettol, Lysol, Wipac & Finish lead our growth

19 POWER BRANDS

MAINLY NO. 1  
Find us in nearly 200 countries

71% net revenue

& No. 2  
GLOBAL POWER BRANDS in their categories

£10bn NET REVENUE IN 2013

20m products sold daily

RB has more than

TRIPLED net revenue in 14 years

ONE OF THE HIGHEST RATES OF BRAND EQUITY INVESTMENT IN INDUSTRY:  
>13% NET REVENUE IN 2013

### GAME CHANGING, INTERNATIONAL CAREERS

20 years at RB – Gaurav

MULTI ROLES YEARS COUNTRIES

2013 Senior Vice President ANZ (Australia & New Zealand)  
General Manager Korea  
Global Category Director  
Marketing Director, Korea  
2003 Marketing Director, Indonesia  
Marketing Manager, Fabric Care  
Global Category Manager, Antiseptics  
Product Manager  
Regional Sales Manager  
Management Trainee

Fast-track to FMCG leadership...if you're a real GAME CHANGER!  
GRADUATE PROGRAMMES IN 33 COUNTRIES  
RB people are at the heart of our success  
RB's secret formula for success is built on 4 core values: ACHIEVEMENT, ENTREPRENEURSHIP, PARTNERSHIP, OWNERSHIP

44 nationalities in our Top400

90% of whom live away from their home countries

37,000 EMPLOYEES

### SUSTAINABLE

Global partnership since 2003

HEALTH · HYGIENE · HOME



1.5 MILLION+ CHILDREN REACHED SO FAR

5.8m trees planted in Canada since 2006...

£15m RAISED TO DATE  
E10M TARGET BY 2015

WE REDUCED OUR CARBON FOOTPRINT 25% in the past 5 years (per dose of product)

This will offset 1.85m tonnes of CO<sub>2</sub> emissions from RB manufacturing since 2006

### Our goals for 2020

1/3 net revenue from sustainable products  
1/3 less carbon impact  
1/3 further reduction in our carbon footprint

Help stop deaths from diarrhoea

Partner with Save the Children to deliver a vision of stopping diarrhoea from being the world's second biggest killer of children under 5 by 2020

betterbusiness Healthier lives. Happier homes.

### FUTURE FOCUSED

EMERGING MARKETS WILL SOON BE

50% OF NET REVENUE

By 2016, we aim for health & hygiene categories to represent

75% of core company net revenue

### INNOVATION DRIVES OUR SUCCESS

30% of net revenue comes from products...

...launched in the last 3 years

At RB we change a formula about every 8 hours

Our 2020 sustainability strategy focuses on:

Health & hygiene behaviour + Water + Innovation

Most Powerbrands are in 50 of nearly 200 available markets

...a huge potential for growth



# RB's R&D World

Facts and figures Q2 2013



HEALTH • HYGIENE • HOME

## PEOPLE

R&D has **1,189 employees** around the world, of which 165 are **international\***

**30%** of our T400 & middle managers are international

\* non-natives

**97**  
promotions  
in 2013

## SUSTAINABILITY



HEALTH • HYGIENE • HOME



Save the Children

**HOPE:** a new chapter in our partnership with Save the Children to help

**STOP**  
CHILDREN DYING

from diarrhoea through innovation solutions



**1/3**

OF INNOVATIONS ARE MORE SUSTAINABLE VS THE PREVIOUS PRODUCT

## LOCATION



R&D HAS  
**28 LABS**  
AROUND THE WORLD  
(IN 23 COUNTRIES)

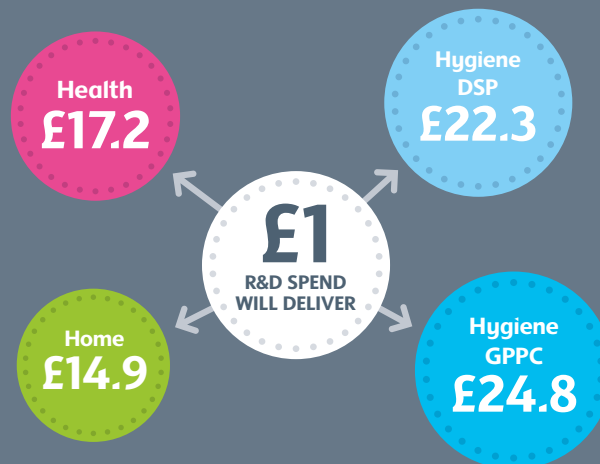
## QUALITY

We solved

**36**  
QUALITY  
ISSUES

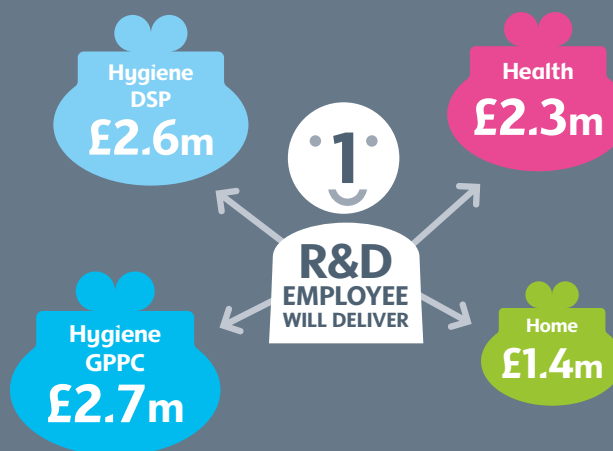
in 2013

## NET REVENUE PER £1 SPEND



of incremental net revenue in the three year plan (2014-2016)

## NET REVENUE PER EMPLOYEE



of incremental net revenue in the three year plan (2014-2016)

## INNOVATION

In 2012



of net revenue came from innovation



## VISION 2020

R&D IS ENABLING



## SQUEEZE

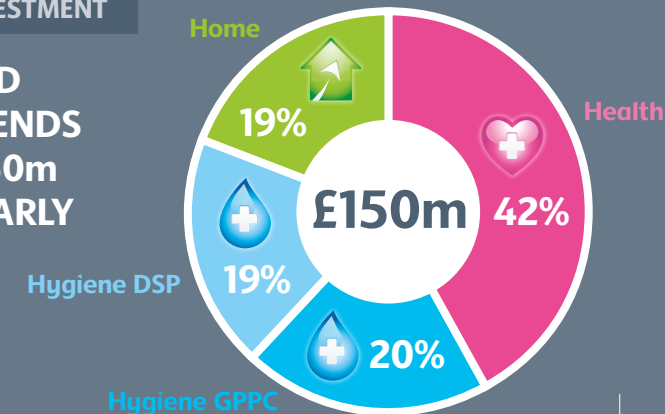
IN 2013 WE'VE SAVED

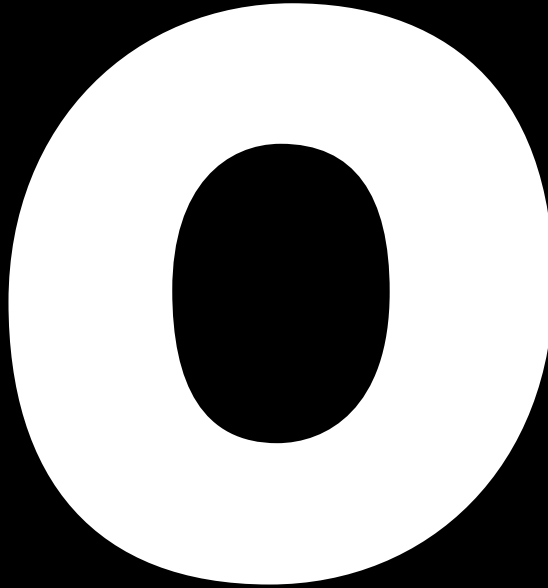


THROUGH FUEL PROJECTS

## INVESTMENT

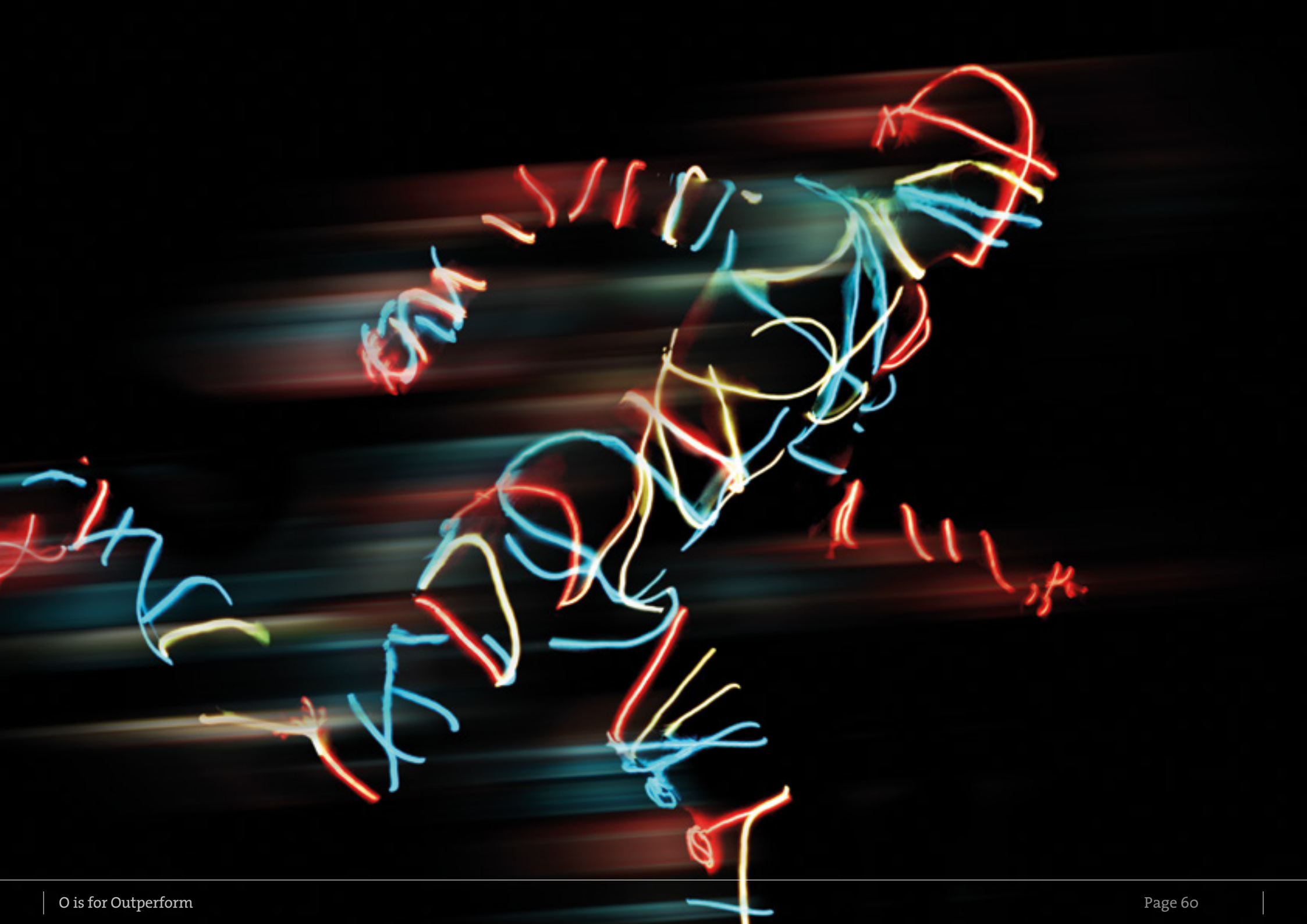
R&D SPENDS  
£150m  
YEARLY





# Outperform

It's amazing how many different creative ways we've found to represent various aspects of the intangible 'outperform' word. Almost every year since 2007 we've helped to theme and brand key global conferences (Top40, Top400, IS, HR, Category, R&D & UK Business).



out **LEAD** to  
out **PERFORM**

out **LEAD**

We move fast – when people see their leaders outfront, they feel excited and inspired to deliver great outperformance



out **LEAD** to  
out **PERFORM**

out **SELL**

To outsell we must understand exactly how our customers shop and be at the end of all paths they might take



out **LEAD** to  
out **PERFORM**

out **INSPIRE**

Our people are game changers. We need to inspire their passion to achieve far beyond the expected



out **LEAD** to  
out **PERFORM**

out **INNOVATE**

We're smart thinkers, we lead by example and we inspire our teams to discover unexpected new solutions





# Presentation

Death by PowerPoint? It doesn't have to be. There are simple ways of creating stand out and we've worked hard to master them for students and investors alike. Telling a good story, adding a dash of visual personality and animation will keep people in the room.

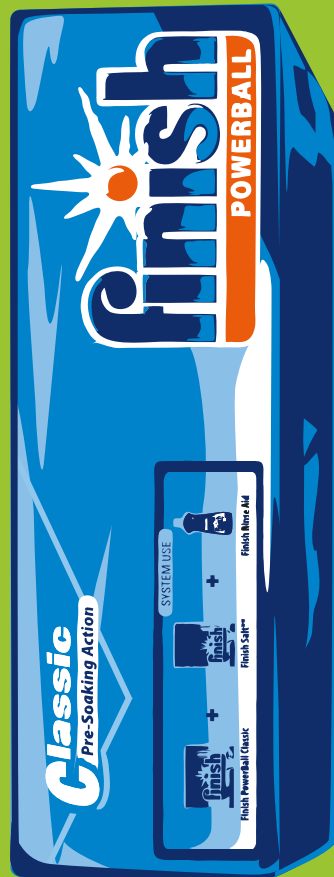


\*\* RECKITT BENCKISER \*\*

15  
MILLION  
PRODUCTS  
SOLD DAILY  
... IN NEARLY  
200  
COUNTRIES



# We've been RB for



# high performance years



**We invest more in marketing  
and media than our peers...**

**12.4%**  
**of net revenue is reinvested  
to drive our brands' success**

JCDecaux



## Quirky

Creative agencies are always keen to do quirky, fun, and cheeky things. As well as designing 'rubbish' awards (page 101), kite silk and neoprene laptop bags, and singing cards, we've also been known to create naughty-but-nice branded cupcakes for parties! (Our 10th anniversary working with RB).





Mortein  
(Fly on otherwise lovely cake)



Vanish  
(Jammy splat + hint of fabric texture below)



Clearasil  
(zit cake)



Crilic Bang

← Penny Bang shape



or



indent of a swatter too!



French's

- king hot dog!
- cake cut in half like bun.
- icing mustard on hot dog



Veet

- Icing hairs!! + one clean (waxed) strip



Strepisils

- Buzzsaw from ad



Finish

- Diamond cake



NUROFEN

- Target



Nuralex

- king tissue on cake!!



School

- Footprint indented into sandy coloured icing



Purex

- feet at one end ie icing is like a big dove!



Airwick

- flowers = fragrance puff



Woolite

- Ball of wool



## Reports

We've told the RB strategy story in a fresh way for the past 14 years (it may even be a world record). From photography of in-store Vanish demos in Turkey to a Bang! comic book style, we've designed and produced the annual and sustainability reports in every imaginable way, in print and online, from 2000 to 2014.

# World Champions

Our Powerbrands are mainly No.1 or No.2 worldwide.








HEALTH • HYGIENE • HOME

# Enabling healthier lives

The global leader in consumer health and hygiene



Reckitt Benckiser Group plc ('RB')  
Annual Report and Financial Statements 2013







## Sustainability

RB's sustainability strategy has been growing in strength, depth, and reputation every year. From creating RB's Million Brighter Futures identity and website to Save a Child Every Minute campaign on-pack, we've brought creativity, impact, and longevity to the message.



# 100% Fresh Air

**Air Wick launched a ground-breaking air freshener product, replacing traditional propellant gases with compressed air.**

The 100% natural propellant delivers a cleaner fragrance experience in a safer way than butane or nitrogen. It is non-flammable and non-hazardous.

To fill the cans we had to develop special air compressors and overcome other technical difficulties. It was a challenge to make sure the air remains '100% natural' – a claim that is checked every 12 weeks by an independent lab.

Using compressed air means we avoid using around 5,000 tonnes of butane per year, which is equivalent to 20,000 tonnes of CO<sub>2</sub> emissions.

Adding to the environmental benefit, the can is 100% recyclable tin-plate and 25% of the tin is recycled material. These changes reduce the climate change impacts by 40% compared to regular aerosols.

**"This challenging project shows how entrepreneurial and innovative we can be"**  
Ian Corkhill Manager of Engineering, North America

**"Our consumer tests have clearly shown that users are highly attracted by a cleaner fragrance experience, using a spray powered by fresh air. So the environmental benefit is coupled to a real consumer benefit."**

Anne Engerant Global Category Director, Air Care

40%

less climate change impact than regular aerosols

100%

recyclable product package

25%

tin is recycled



Click for more information

## Flip & Fresh

Air Wick Flip & Fresh saves more than 10,000 tonnes of carbon, compared to traditional packaging. The product contains only fragrance oil and provides many Doses per consumer unit with no propellant, heavy gadgets or batteries, minimising the carbon footprint per Dose.



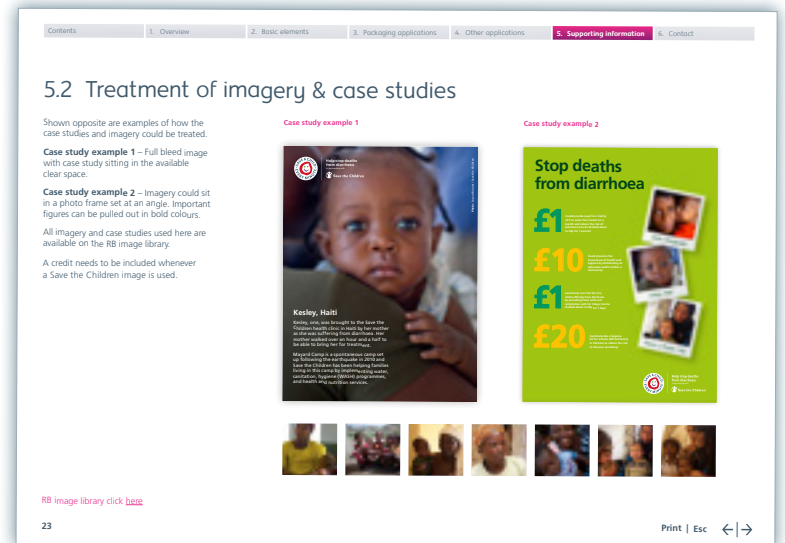
## Concentrating on sustainability

One way to reduce the carbon footprint per Dose is to concentrate the products. In 2011 we launched Murden in the EU in a double concentration. The same pack size holds twice as many Doses, halving the carbon impact of the pack.

Gaviscon Advance also doubled the concentration. Once again, the Dose size is cut in half, providing more Doses for the same carbon emissions from the packaging.







SAVE A CHILD. EVERY MINUTE.

Help stop deaths from diarrhoea

In partnership with Save the Children

1 PURCHASE = 50p DONATION

SAVE A CHILD. EVERY MINUTE.

Help stop deaths from diarrhoea

In partnership with Save the Children

1 PURCHASE = 50p DONATION



SAVE A CHILD. EVERY MINUTE.

Help stop deaths from diarrhoea

In partnership with Save the Children

50p donation on each purchase

SAVE A CHILD. EVERY MINUTE.

Help stop deaths from diarrhoea

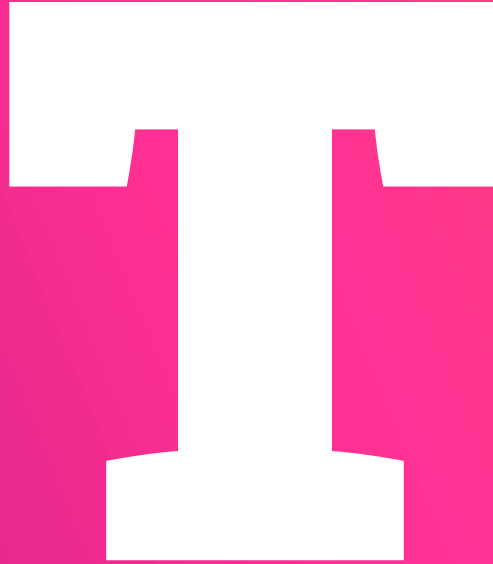
In partnership with Save the Children

50p donation on each purchase









## T40 / T400

Topical. Tenacious. Tightly-managed.

In fact, every sort of RB conference we've branded (Top40, Top400, IS, HR, Category, R&D, UK Business, etc) has needed a stand out identity and brand design that brings alive the theme and inspires those attending. All helping to put RB on Top.





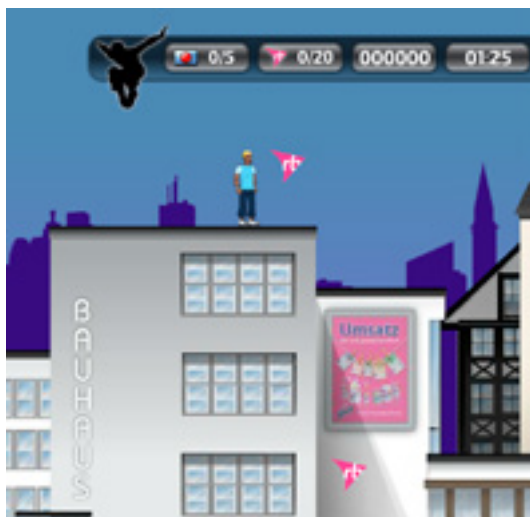
# Urban Thrill

Go for the thrill! To engage talented graduates and early careerists, we created a fast 'n furious online free-running game.

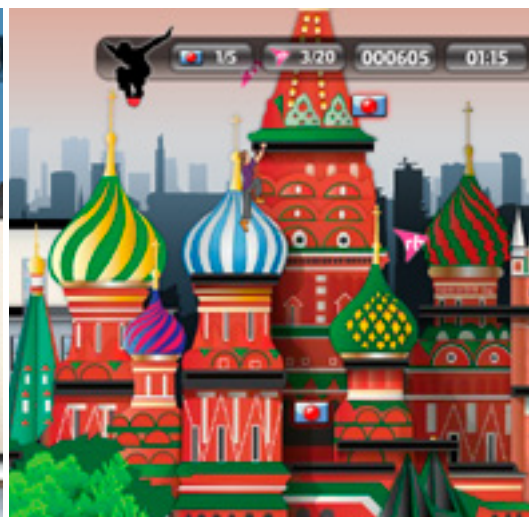
Urban Thrill takes you from downtown New York to the domed Taj Mahal of India and beyond, perfectly capturing the excitement of a career with RB. The number of plays leapt to 1.6 million in the first year.



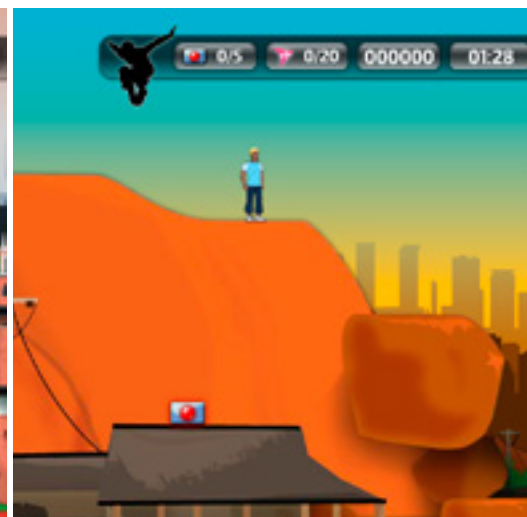




Germany



Russia



Australia



USA



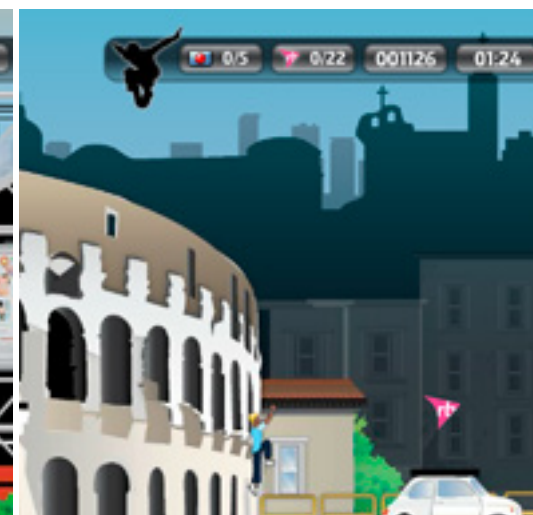
UK



Brazil



France



Italy



## Vision & Values

Where would a business be without its vision for the future and its values to guide its growth? We helped articulate the values and developed a poster campaign using high performance sports imagery to represent the true RB spirit!



# W

## Water

How do you squeeze water out of the business to reduce global water impact by a third by 2020?

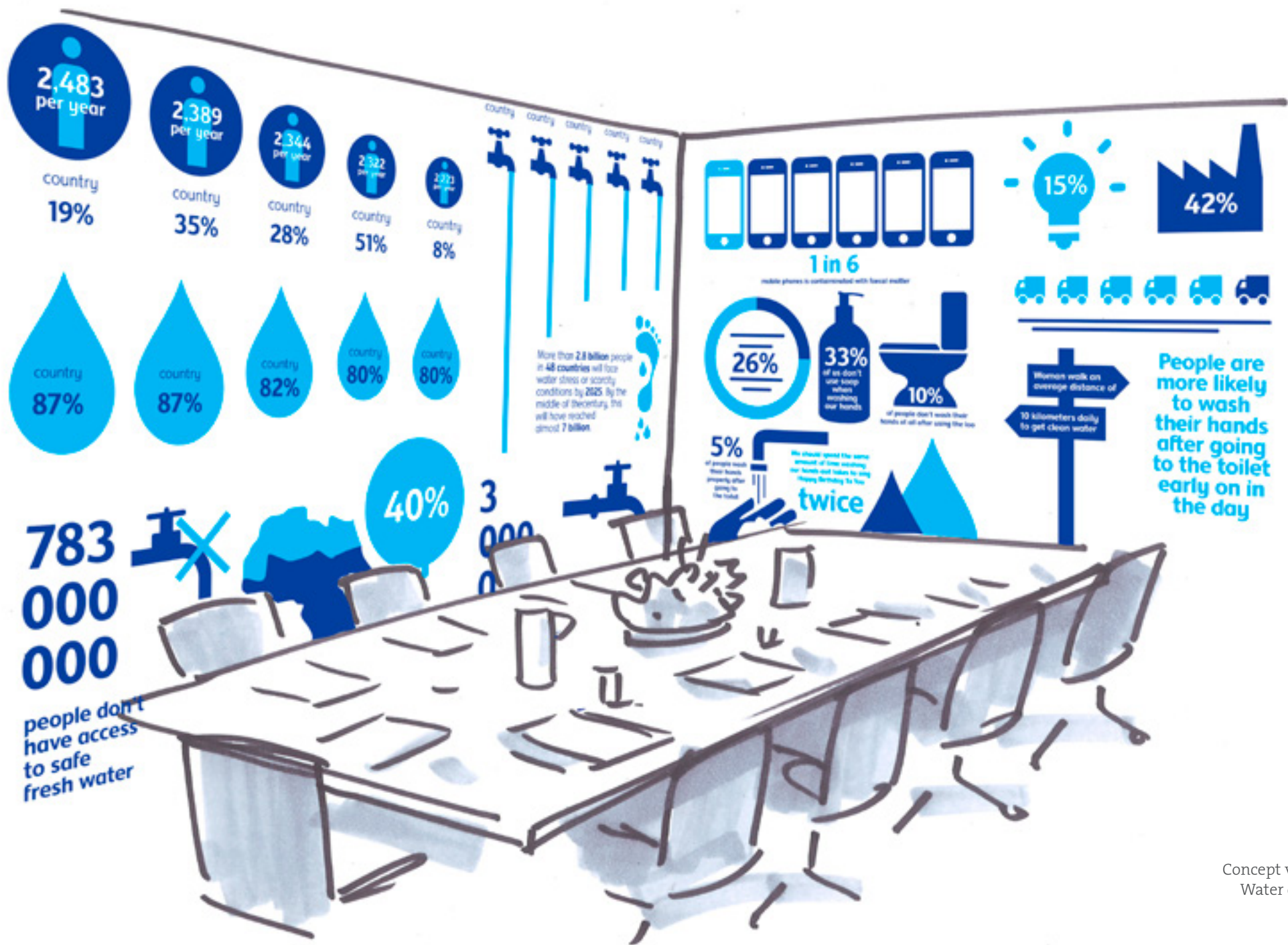
We started by creating a big splash with a lift takeover, grabbing attention for a water-reducing idea competition. The elevator pitch really paid off. Great ideas poured in.



MAKE A...

DROPS  
SPLASH





Concept visuals for Water campaign

## Campaign logo



**betterbusiness**  
Healthier lives. Happier homes.



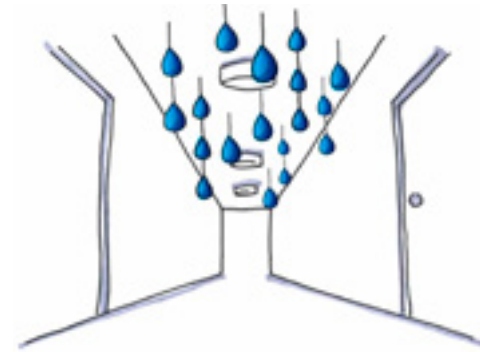
**rb**  
HEALTH · HYGIENE · HOME



20 | Reducing water impact at RB | 05.07.13 THE WORKROOM ©

## Installation

A shower of ideas:  
Hints and tips on being WaterSmart



Water bottle chandeliers

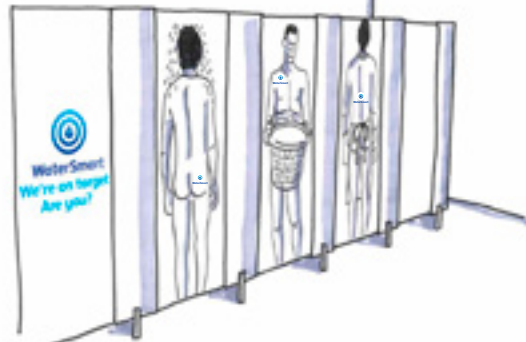


21 | Reducing water impact at RB | 05.07.13 THE WORKROOM ©

## Toilet take over



Attention grabbing vinyls on cubical doors!



30 | Reducing water impact at RB | 05.07.13 THE WORKROOM ©

## The watering hole



### Water on the brain

Grey matter literally shrinks without hydration.

**So drink up!**  
We need your smart thinking to help us reduce our water impact.



2.3 liters

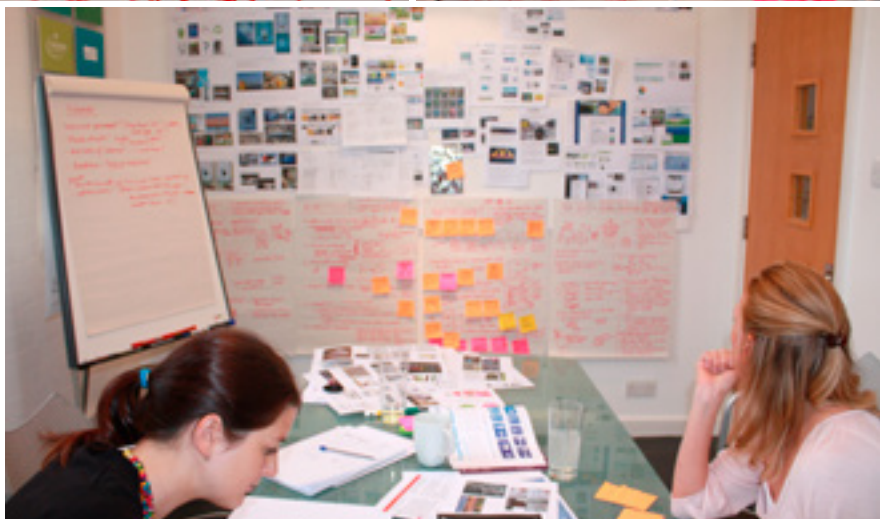
Drink between 2-3 liters (about 9-13 cups) of total beverages a day

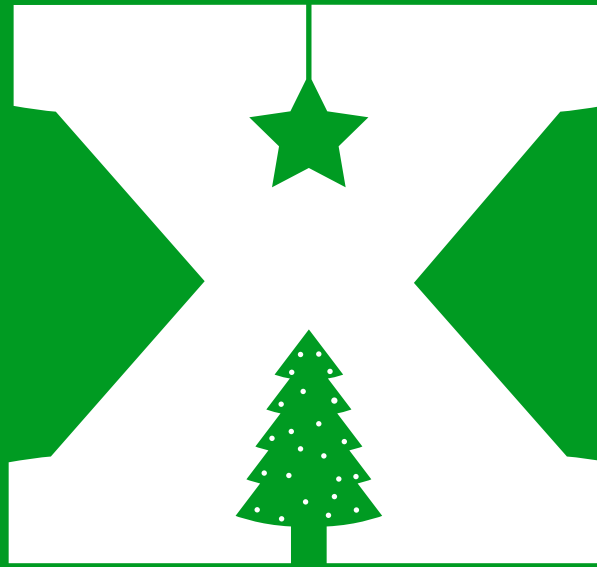
Did you know that your brain is comprised of 90% water



25 | Reducing water impact at RB | 05.07.13 THE WORKROOM ©

Concept visuals for Water campaign

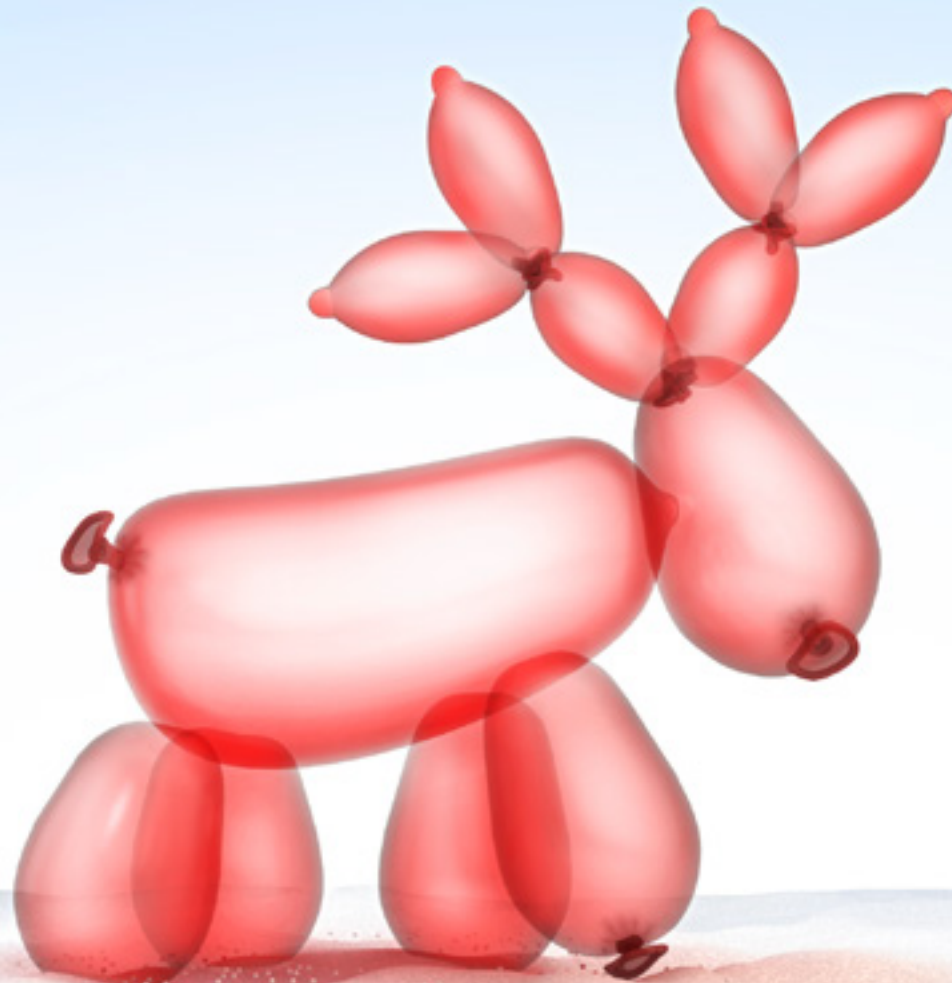




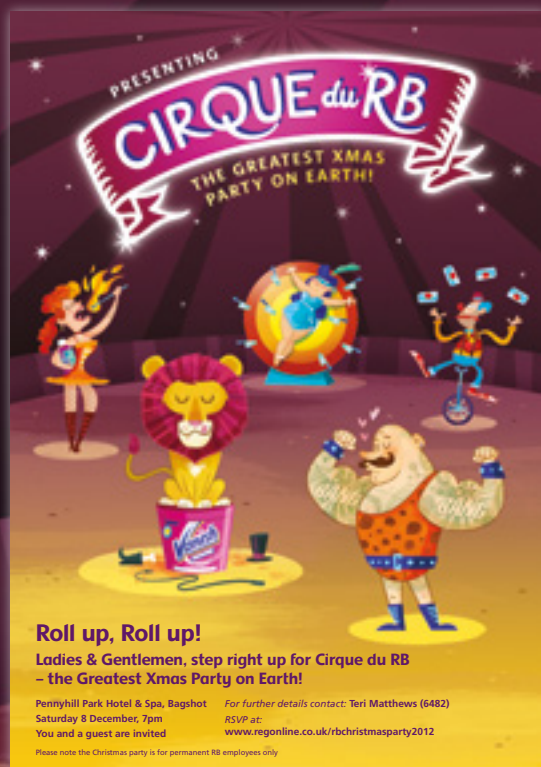
## Xmas

A lion tamer that *Vanished*, the Great Gats'RB, and even a Durex reindeer have all featured in RB's celebrations of the festive season. As Christmas has been around for 2000 years (give or take), the challenge to do something different every year simply pushes the Workroom team to be even more creative.

As for the 'Cirque du RB' party, featuring the lion – it was a roaring success.



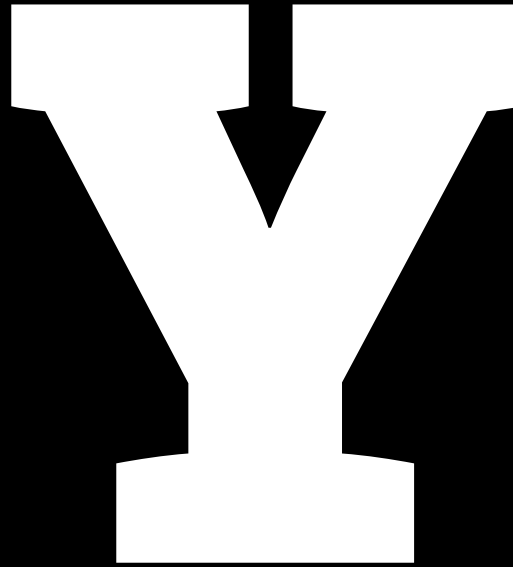
**“Tingle bells, tingle bells, tingle all the play!”**





# THE GREAT GATS' RIB





# Yipeee!

We love winning awards (especially when we win with RB).

Not all ideas can be winners, though. To stir up some competition between RB's creative agencies, we reinvented the wooden spoon and designed an award for the most rubbish ad of the year. The first person to get his hands on the trophy was our model maker who hand-crushed the aluminium sheeting by using chain mail gloves.





Early concepts for Rubbish Award



**ZZZAP!**

Are you a Hero or a Villain?

To compel people to reduce the environmental impact they make at work with waste, we didn't get all preachy. We put some character into it and transformed the project into a fun quiz that brought out that RB competitive edge in everyone.



Are you a...  
**HERO** or  
**VILLAIN?**



## Results and clients

Upping the uptake, revitalising revenues, concluding conversions,  
or energising engagement.

We love the impact our work makes as much as we love making it.  
And our strategic creativity gains commercial results for a host of other  
clients, as well as for RB. After all, variety is the spice of life.



**RB.com**

**300%**

increase in page views  
(2 years post launch)

Google Analytics YoY



**Synergy Health**

**696%**

Share price growth  
(from £1.77 in 2002  
to £15.80 in 2015)

FTSE INVESTOR PAGES



**TalkTalk**

**31%**

website conversion

GA – Online Revenues YoY

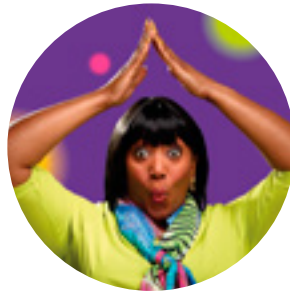


**Jamie Oliver**

**39%**

increase in recipe visits

Google Analytics YoY



**National Bingo Game Association**

**25%**

increase in sales of  
NBG across UK clubs

NBGA sales figures 2014



**Bathstore**

**47%**

online revenues up

Google Analytics YoY



**The Whitehall & Industry Group**

**22%**

increase in  
membership

WIG supplied figures



**Balfour Beatty WorkPlace**

**41%**

increase in revenue  
in first year post launch

Balfour Beatty WorkPlace supplied figures



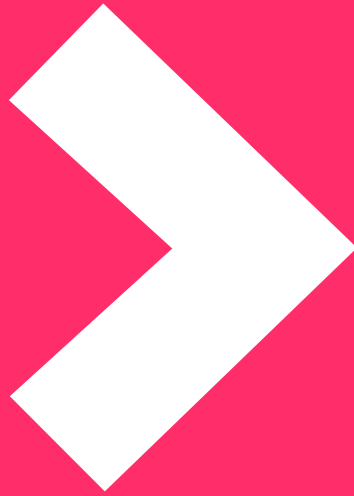
**Ministry of Justice**

**60%**

increase in intranet  
uptake

Intranet analytics





# Workroom

We build brands and experiences.

We're a team of brand strategists, designers, UX consultants, copywriters, film-makers, project managers and planners. We also have a network of partners – all industry leading figures built up over 20+ years in the business – who do everything from audience insight and data analysis, to media buying and digital product development.

All this, with the extra advantage of having insight and understanding of RB's business and brand.

Call the RB

# AZTEAM



**Brigid McMullen**  
Creative Strategy Director & Founder

b.mcmullen@workroom.co.uk



**Ciara Magee**  
Project Manager

c.magee@workroom.co.uk



**Martyn Routledge**  
Creative Director

m.routledge@workroom.co.uk



**Zoe Hopper**  
Account & Digital Director

z.hopper@workroom.co.uk

So far, so

**AMAZING**

We've done some great work together.  
But we're just getting started.