

# What's your idea?

Islington Council set us the task of creating a simple, visual campaign aimed at staff. They were looking for at least 75, good quality ideas for how staff think the council could improve its services or save money. We created a range of campaign messages around the theme "Have you submitted an idea yet?" This was distributed across the council's core sites through a range of channels including pay slips, desk notices, screen savers, wall graphics and lift buttons. The campaign achieved over 150 responses.



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