

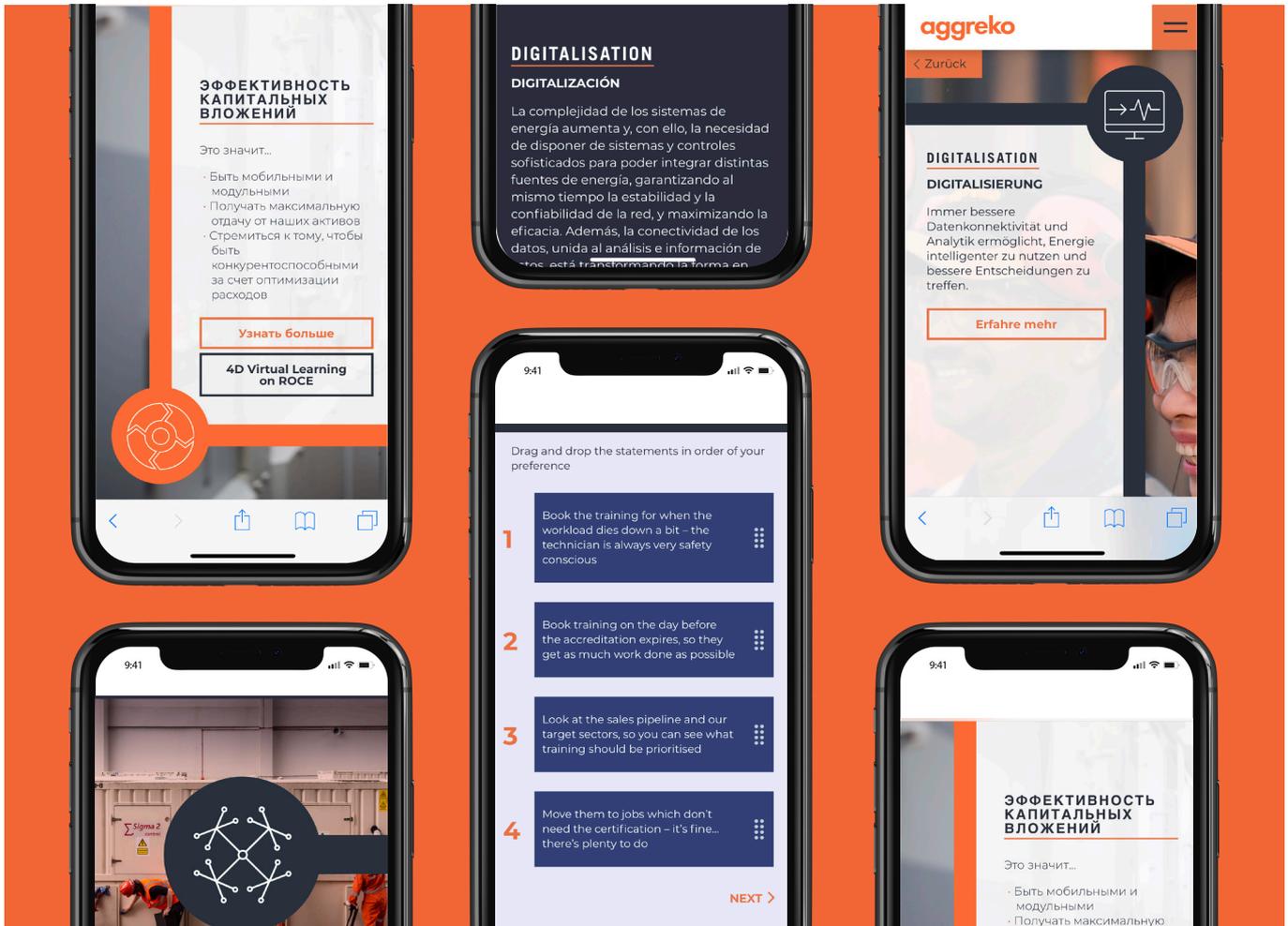
## aggreko

### Creating a new dimension for Aggreko

#### Everyday heroes

With employees in around 200 locations, Aggreko is the global leader in power and temperature control rental. They work around the clock to bring power, heating and cooling to communities that need it. Whether it's powering up a music festival in the middle of a field or bringing emergency power to a devastated region after a natural disaster, they work everywhere from the world's busiest cities to the most remote locations on earth.

We've partnered with Aggreko for a while now, helping to embed their #AlwaysOrange approach into every aspect of their employee experience to help their big boxes make a massive difference. They didn't have to ask twice when they wanted help to communicate their evolved strategy.



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#### Think global, act Aggreko

Aggreko's strategy focuses on four main global trends: decarbonisation, decentralisation, digitisation and demographic change – which they'd named the 4Ds. Their aim was to pull everything together to create a blueprint for action. It was a complex and detailed story. Our role was to help distill their thinking into something simple, clear and inspiring. We wanted to empower their employees by making links between the strategy, immediate priorities and their everyday actions, so that they understand how the choices they make contribute to Aggreko's success.

We know Aggreko's culture inside out. We focused the launch on their brilliant leadership group, which is about 60 people key to unlocking energy, enthusiasm and potential. They're also able to make that all-important link to each person's daily work. But we also knew that they're a busy group of people, with many competing priorities. We had to cut through this and we had to be slick. Game on!

**aggreko**

4D

USING OUR BIG BOXES TO MAKE A MASSIVE DIFFERENCE

THE CHOICES WE MAKE TO WIN

TRENDS

Decentralisation Digitalisation  
 Decarbonisation Demographic change

4D

PRIORITIES

Customer focus Technology investment  
 Capital efficiency Expert people

MAKING WINNING ACTIONABLE

PLAN ON A PAGE

aggreko

Be the difference  
 Be Aggreko  
 Be #ALWAYSORANGE

**aggreko**

4D

НАШИ БОЛЬШИЕ КОНТЕЙНЕРЫ МЕНЯЮТ МИР К ЛУЧШЕМУ

КАКОЙ ВЫБОР МЫ ДЕЛАЕМ, ЧТОБЫ ПОБЕДИТЬ

ТРЕНДЫ

Децентрализация Дигитализация  
 Декарбонизация Демографические изменения

4D

ПРИОРИТЕТЫ

Фокус на клиента Инвестиции в технологии  
 Эффективность капитала Экспертные кадры

КАК МЫ СТРЕМИМСЯ К ПОБЕДАМ

ПЛАН НА СТРАНИЦЕ

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Be the difference  
 Be Aggreko  
 Be #ALWAYSORANGE

# aggreko

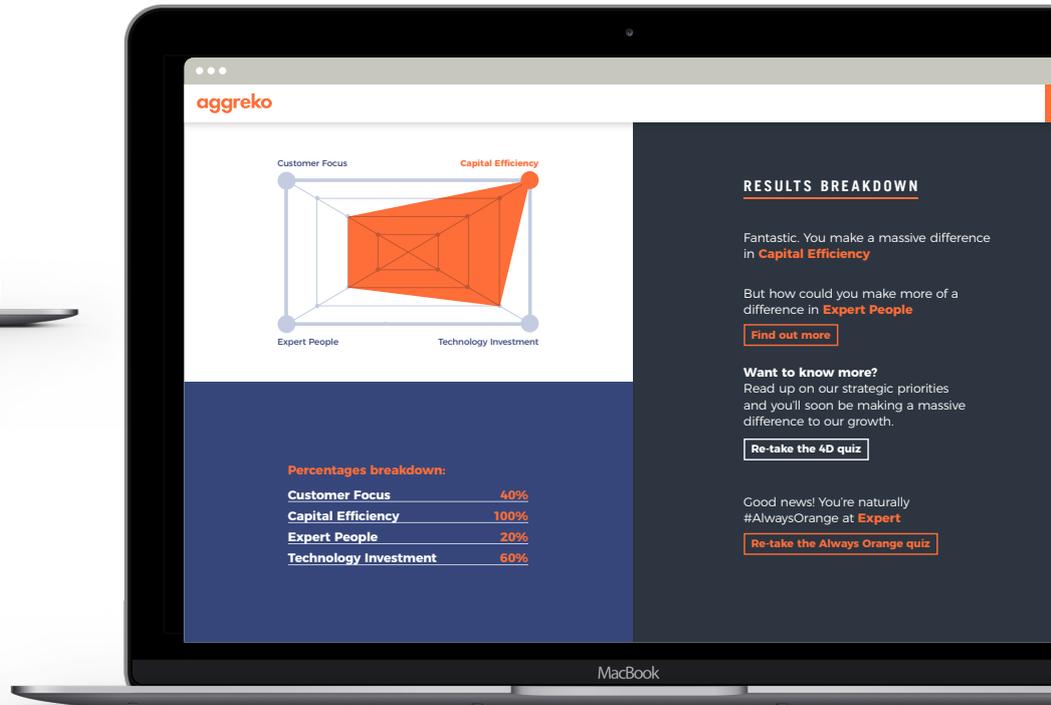
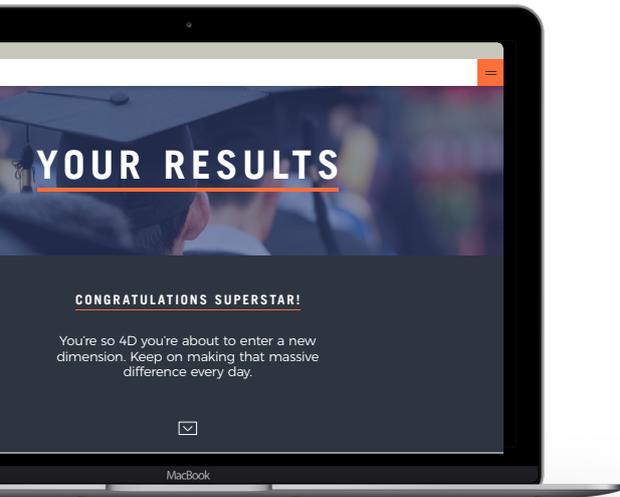
## Creating a new dimension for Aggreko

### Clarity and engagement

We worked with our clients to produce a clear narrative and set of key messages – one story, which would feed through the launch and into all ongoing communications. We then developed a simple visual model showing the trends and priorities in a logical, compelling way and brought it all to life through a responsive website. The leaders were all coached before the launch, they were able to put themselves in their people’s shoes and ask the questions they expected to receive.

On the website, employees could interact with the visual model to pull out information and videos to bring the story to life, with lots of real-life examples to help them break the big ideas into meaningful actions. Finally, a quiz cemented choices and learning, and depending on results, the person was told in a light-hearted way if they were 1D, 2D, 3D or had achieved the ultimate 4D!

Aggreko’s people are rarely to be found behind a desk, so everything was optimised for mobile. A single sign-on functionality kept things secure as well as creating a smooth, positive user experience. The site has been translated into six languages and since it launched in April we’ve already added new ‘deep-dive’ areas where employees can really explore the nitty-gritty.



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### Creating a new dimension for Aggreko

“I love working with Home, they really get us and understand the journey we are on in Aggreko and what will work for us, but they also push us to think differently, which I like. Their creative is always well thought through and high quality. I see our relationship as a real partnership and I feel they are invested in our success and want our employees to feel as engaged and informed and motivated, as much as I do.”

**Emma Flack**  
Director of Communications

Images  
- 4D personalised quiz results

### We've seen some great results

**58** countries around the world took part

**91%** of employees scored top marks in aligning their choices to the 4D strategy

**18k** views generated on the site so far

This shows the evolved strategy is clearly building on Aggreko's strong, existing culture. Employees have found the site easy to use as well as informative. They appreciate being able to explore the 4D themes in their own time, developing their knowledge of the strategy as they go.