

# transforming public services via technology



<b>Client</b>	COI & UK Cabinet Office
<b>Project</b>	Transformational Government
<b>Audience</b>	Cross-governmental departments

## Brief

To clearly and effectively explain how technology can enable the public sector to improve its services, making record keeping, communication and information sharing easier, faster and better.

## Creative Solution

The client originally wanted to create a documentary-style piece but Cheerful Scout advised on a more effective way to communicate this message with an amusing film featuring a variety of friendly and accessible characters.

Combining live action with animation, this amusing film flows through a selection of scenarios involving familiar, everyday characters demonstrating how their lives could be improved by technological advancements within the public sector. From the use of SMS for crime prevention to shared access lesson planners for teachers, the video demonstrates in a light-hearted, fun style how everyone can benefit, from pensioners to schoolgirls and police officers to health specialists.

Massively innovative, the film is radically different as a piece of government communication.

## How Effective?

Having decided to go with Cheerful Scout's creative suggestion rather than a documentary, the client was delighted that such a brave creative departure paid off and described the film as 'truly excellent.'

The film is now recognised as one of the most successful public sector communications in recent years and it has since won two Silver Awards at the New York Festivals 2007 in the Community Affairs and PR: Government & Municipal categories. Furthermore, Secretary of the Cabinet and Head of the Home Civil Service Sir Gus O'Donnell KCB was so impressed by such global recognition that he penned a personal letter of congratulations to the Cheerful Scout team.