



best practise makes perfect

Client Allen & Overy
Project Only a Matter of Time
Audience All global staff of A&O

Brief

To generate staff awareness about the importance of risk management in the light of scandals such as Enron and WorldCom.

Creative Solution

Because risk management had become an increasingly important concern to Allen & Overy and its clients, the legal firm requested a high impact communication to make sure that all of its global employees were made fully aware of the correct company procedure for the effective management of critical emails and files.

To convey the magnitude of the subject matter and to illustrate the seriousness of what can happen if risk is not managed effectively, we devised the idea for a hard-hitting DVD featuring four nail-bitingly tense case scenarios.

To ensure the highest level of quality for this film, we brought in leading UK television director Andrew Gillman to direct, and to engage the audience on both a practical and personal level, we used the drama-documentary format. Our four gripping and suspenseful dramatic scenarios illustrate the serious repercussions of bad risk management, while

informative interviews with senior figures from within Allen & Overy intercut the action. These senior management soundbites offer a practical perspective on the firm's internal virtual filing system as well as stressing the importance of the correct procedure regarding its maintenance.

In producing this DVD, we made considerable efforts to understand the client's immediate and longer-term needs, and subsequently made this film as flexible as possible. While it is highly effective in its entirety, it can also be broken down into four equally efficient individual dramas, each one with a specific relevance to a different area of the firm's business.

How Effective?

Cheerful Scout won an award for Audio-Visual Communication for 'Only a Matter of Time' at the Federation of European Business Communicators Association Grand Prix 2006 in Austria.