



www.fink.co.uk
www.youtube.com/Barclaycard Horizons
www.vimeo.com/99045308

Client: Gingerbread – Horizons Training Programme.

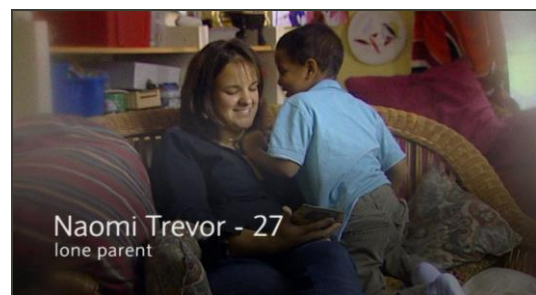
Project: Promotional Video.

We were approached by Barclaycard and the charitable organisation Gingerbread, who together have collaborated to develop the Horizons training programme aimed at helping single parents of all ages to return back to employment.

The programme is specifically aimed at providing candidates with the necessary skills to be able to return to the work place and was run by Barclays through a series of training days, work placements, mentoring and support sessions.



Barclaycard and Gingerbread tasked us to promote the programme and emphasise the life changing results achieved but had a number of reservations about the programme being seen as little more than just another corporate seminar or training scheme.



After extensively researching the programme and interviewing candidates and members of both the Barclaycard and Gingerbread teams involved, we devised the concept of “Telling the Horizon Story” through a series of three short films that documented the lives of three parents who had participated in the programme.



The three films were designed to be timeless and informative and to also work across other channels such as Social Media, (YouTube, Twitter and other social media sites), Advertising, PR and printed literature as part of a larger campaign. The films also successfully promoted the many positives of the programme and captured the authentic sense of inspiration, support and positive life change that the programme brought to the lives of the three candidates. In giving the candidates the opportunity to tell their own stories in their own words, the films went a long way in demystifying many of the concerns and fears held by new candidates who were still undecided about the programme.

The films have made a real contribution towards increasing the number of candidates coming forward to participate in the programme and has also helped the programme gain greater awareness.



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