



[www.fink.co.uk](http://www.fink.co.uk)

[www.youtube.com/lloyds](http://www.youtube.com/lloyds)

[www.vimeo.com/99045308](http://www.vimeo.com/99045308)

**Client: Lloyds/Rufus Leonard**

**Project: Internal Training Mortgage Campaign**

When Lloyds Bank decided to sell mortgages to their customers, the bank wanted to make all their staff aware of the policies.

The Fink Agency was approached by the public relations agency Rufus Leonard on behalf of their client Lloyds Bank to help the bank publicise their decision to begin selling mortgages. The Bank recognised that their initial challenge was to inform and educate their own staff on this new financial direction and ensure that staff had been adequately educated to enable them to become advocates and effective promoters of the new mortgages to new and existing customers.



The internal communications challenge was further intensified due to the fact that the bank needed to find an effective solution within a three week period, as their mortgage products were due to be launched in a month.

With over 3,000 branches nationwide and only three weeks to find a solution, we decided to develop an internal training DVD that could be distributed to all branches nationwide.

We shot the internal video across locations in London, casting members from Lloyds own staff to star in the video. We also produced the scripts, ensuring specific terminology and policy statements were included and also provided the production crew. The project was delivered on time and to budget.



Both Lloyds Bank and Rufus Leonard were very pleased with the internal training DVD we developed and they showed a real appreciation for the calibre of work delivered on such a tight deadline.



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