

# ENRICHING DIGITAL EXPERIENCES

Reach. Engage. Influence.



## WE LIVE IN A DIGITAL WORLD.

It has transformed how we think, work, and communicate.

It has given us access to unparalleled information, and the power to reach global audiences in the blink of an eye.

Emerging technologies are delivering virtual reality experiences, and the ability to engage through artificial intelligence.

Digital provides a unique opportunity for organisations to engage more deeply with their stakeholders, to reach, engage and influence them.

## WE LEVERAGE THIS DIGITAL OPPORTUNITY.

We help organisations harness the power of digital to better engage with their audiences.

We achieve this through our 4Cs of creating a Coherent digital strategy, Compelling creative and Curated content that will communicate your corporate stories more effectively, and delivering this through Connected technology that empowers you to keep your content up to date.

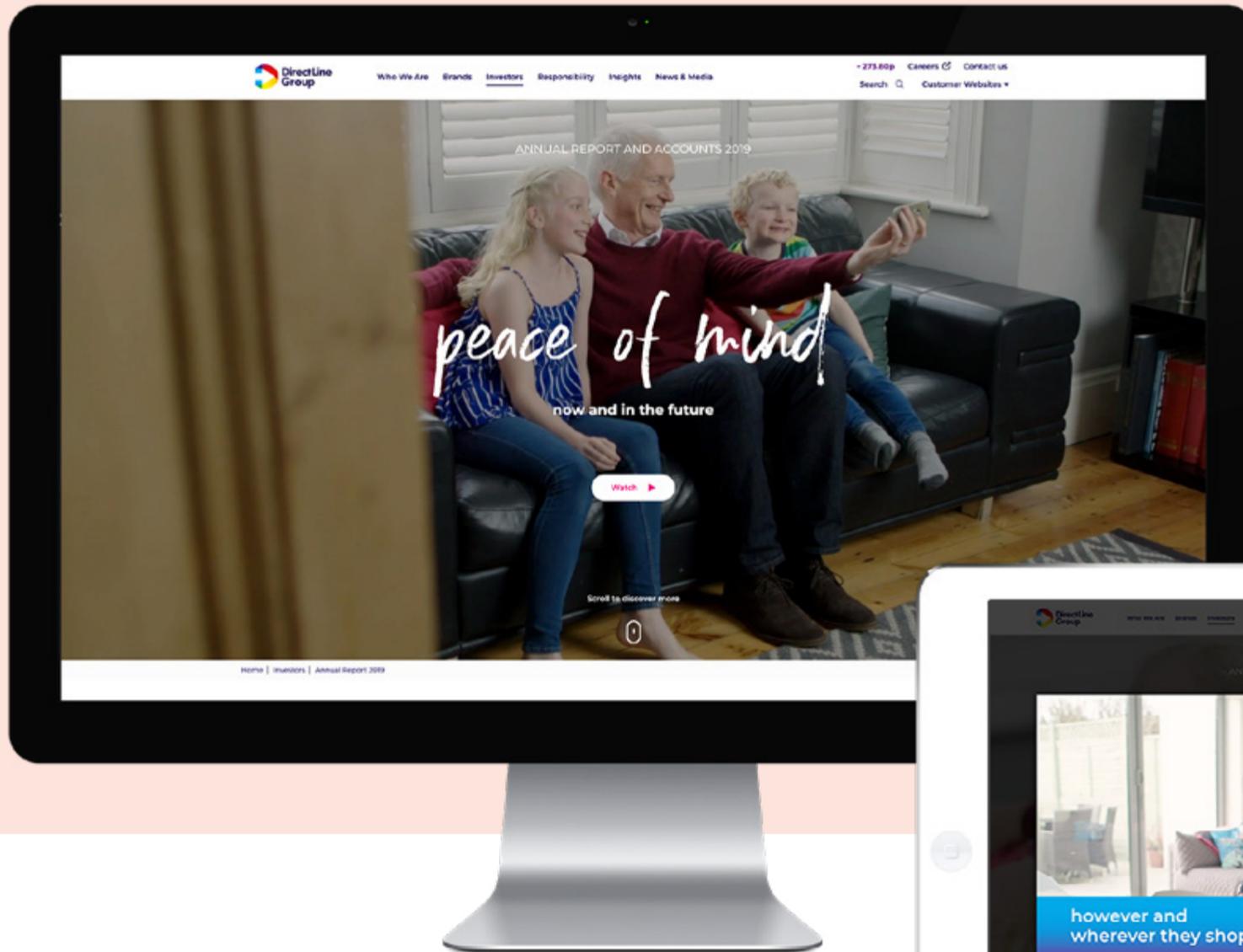
The outcome is to create businesses that are more valued by their stakeholders.

# ENRICHING CORPORATE STORIES

Your corporate website is one of the only channels you have to address each of your stakeholder groups, to articulate and communicate your corporate story consistently and coherently.

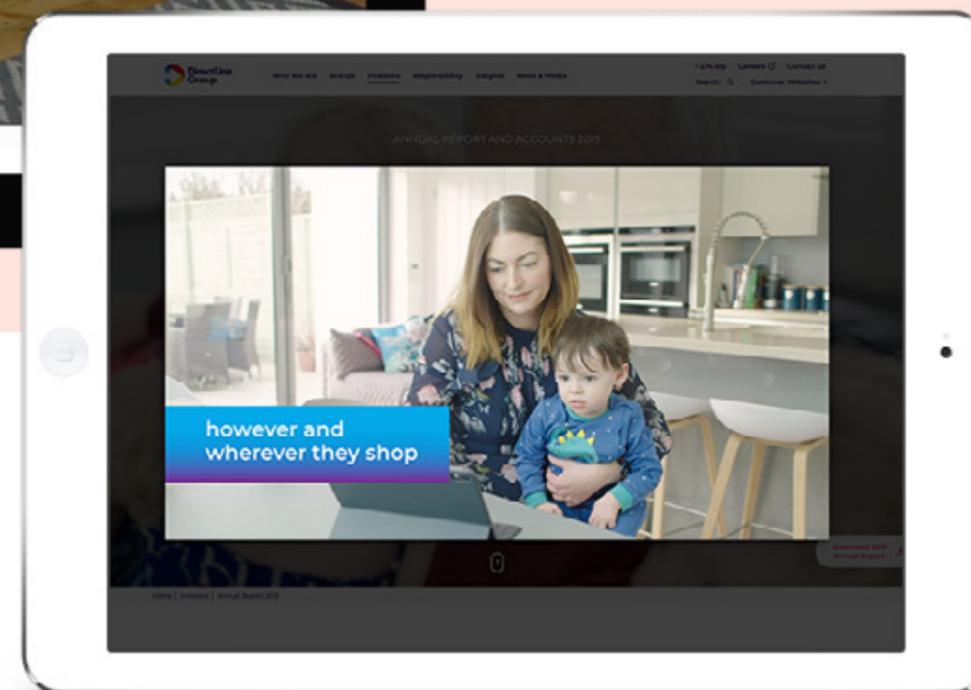
Companies are increasingly viewing their corporate website as a dynamic, definitive destination to tell this story.

Delivering relevant and timely content through a compelling creative identity and intuitive user experience is key to success.



For Direct Line Group we developed a video to communicate their new purpose. Using the people of DLG we created a film that really brought the purpose to life and delivered the messages with genuine authenticity.

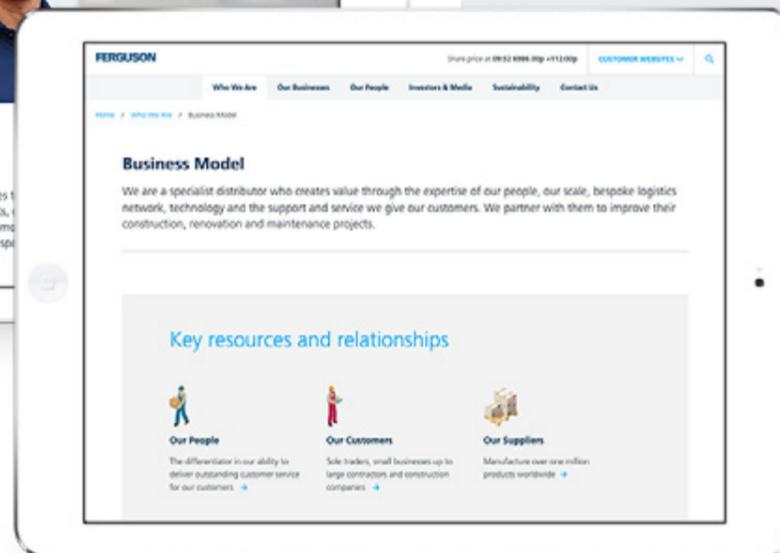
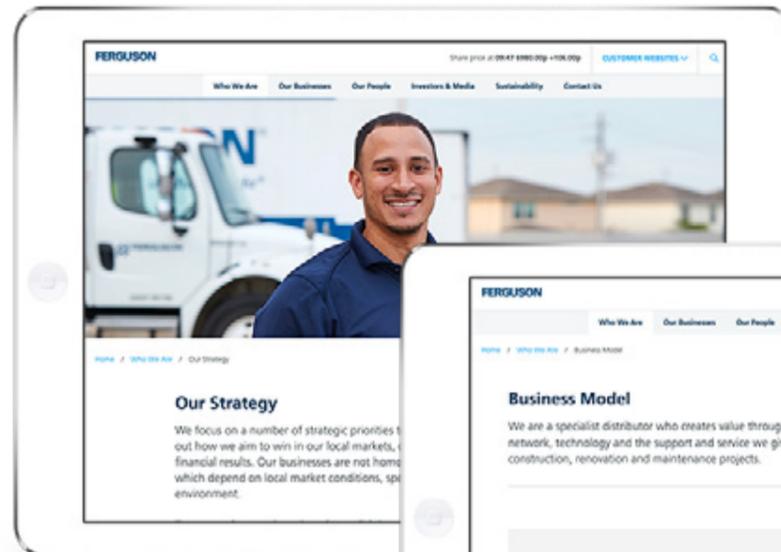
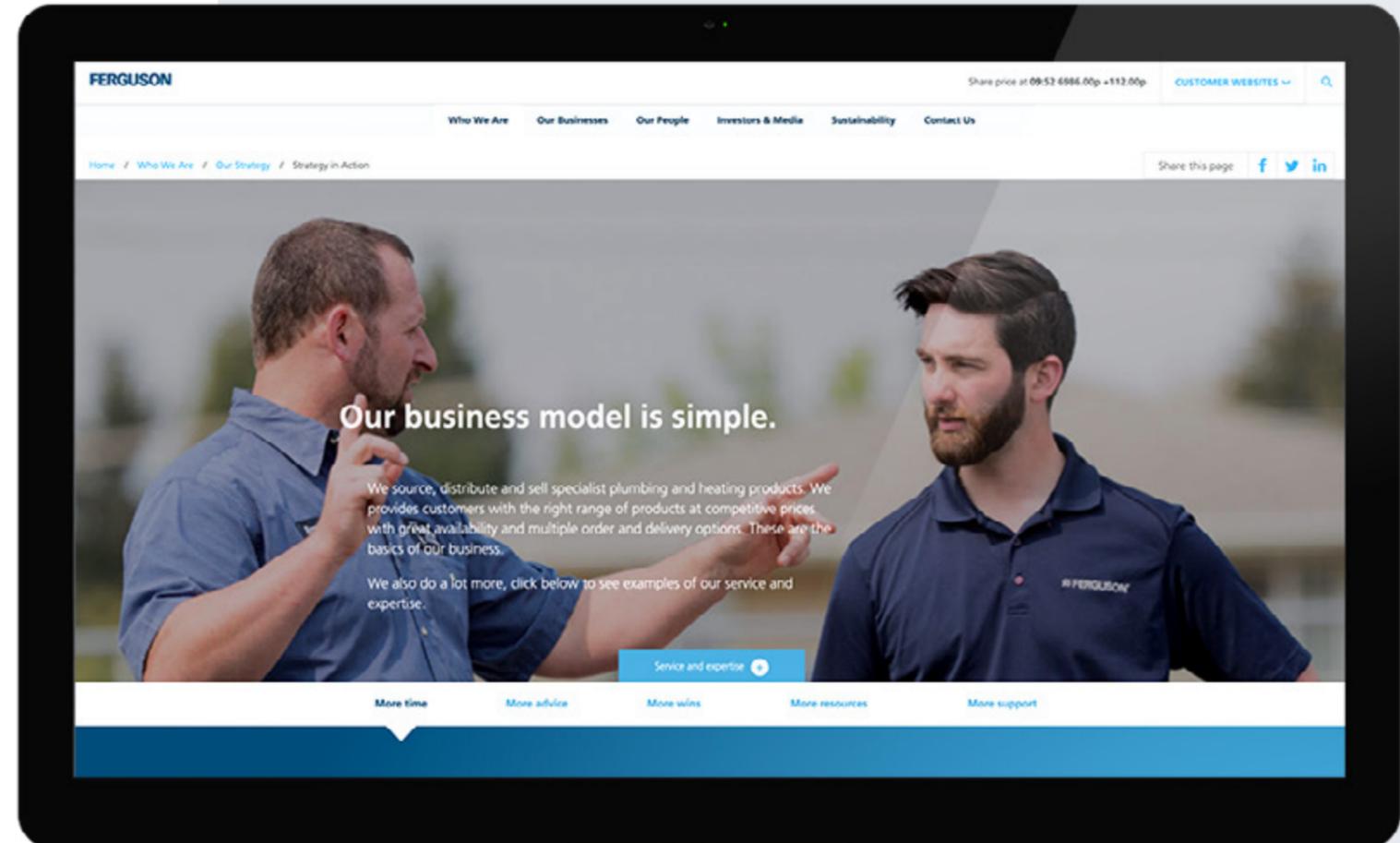
<https://www.youtube.com/watch?v=eQtjrquyGeQ>



## Communicating your strategic intent

We developed the narrative on Ferguson's strategy. As well as describing their strategy, there is a specific content area that shows the strategy in action, and we connected their strategy and business model to give a complete view of their value creation story.

<https://www.fergusonplc.com/en/who-we-are/our-strategy/strategy-in-action.html>

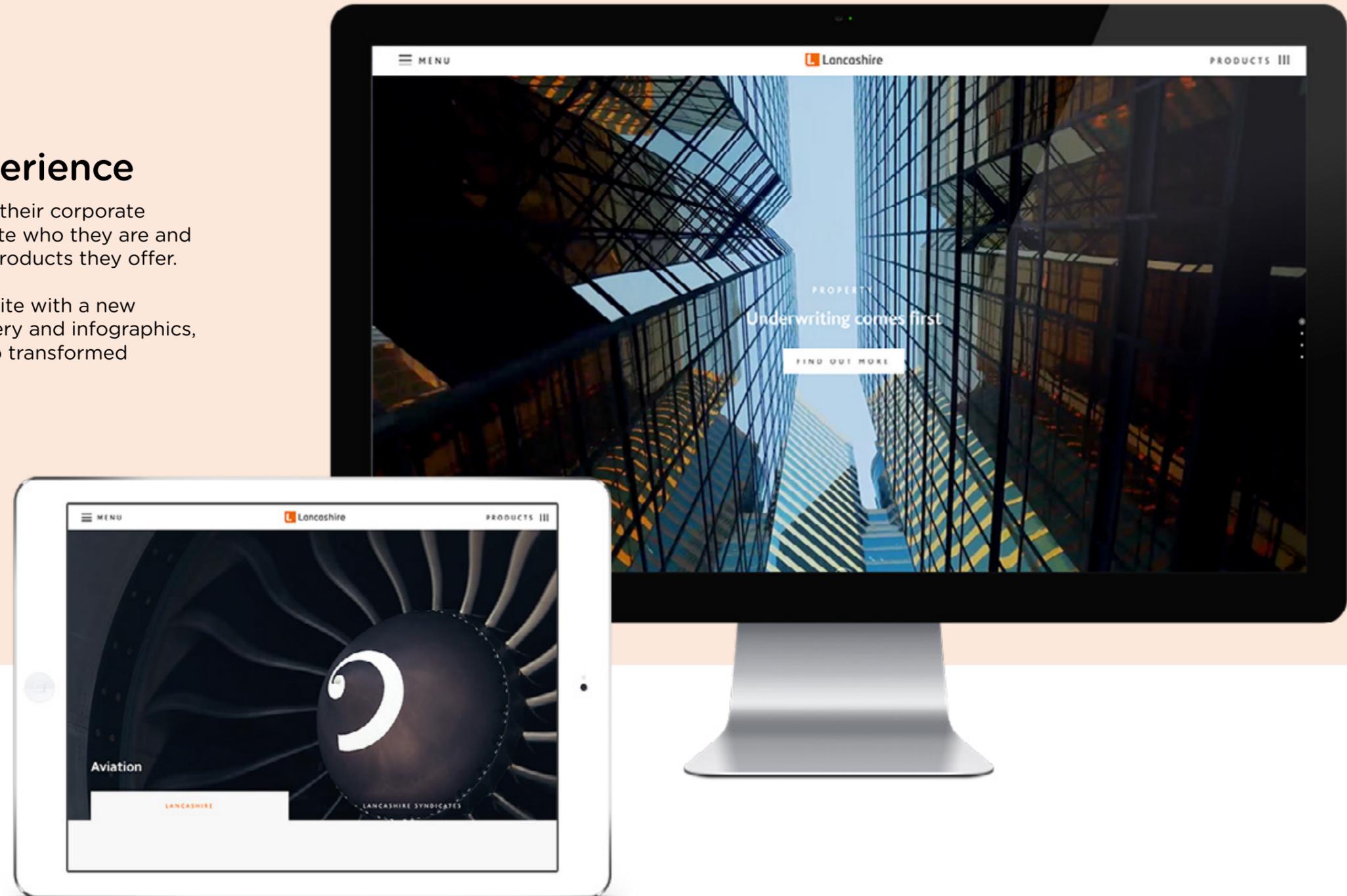


## Transforming your digital experience

Lancashire wanted to refresh their corporate website to better communicate who they are and what they do, as well as the products they offer.

An entirely restructured website with a new design, powerful use of imagery and infographics, combined with ambient video transformed the user experience

 <https://www.lancashiregroup.com/>



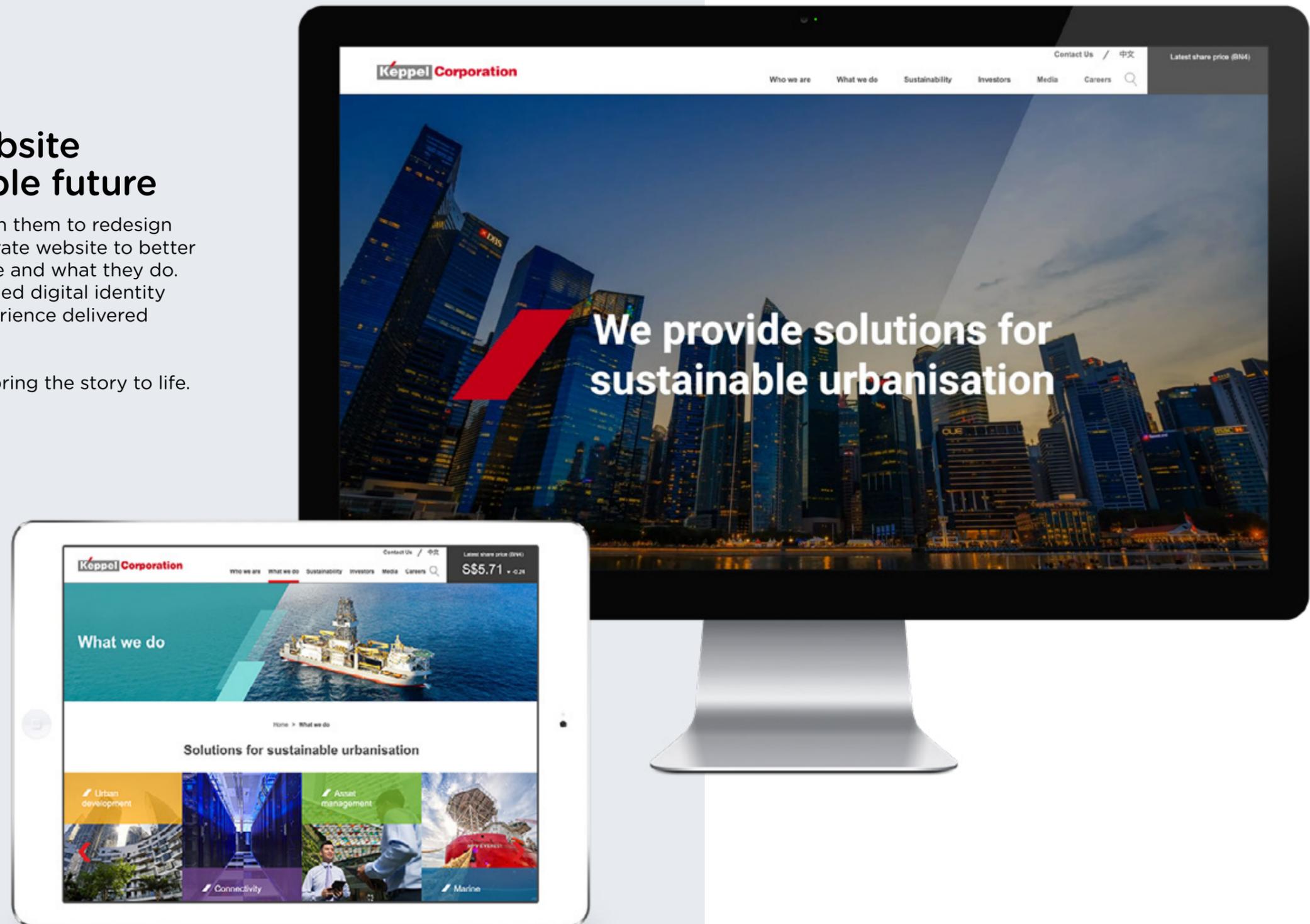


## Creating a website for a sustainable future

For Keppel we worked with them to redesign and redevelop their corporate website to better communicate who they are and what they do. They also wanted a refreshed digital identity and a more enriching experience delivered through the site.

We also created video to bring the story to life.

<https://www.kepcorp.com/en/>

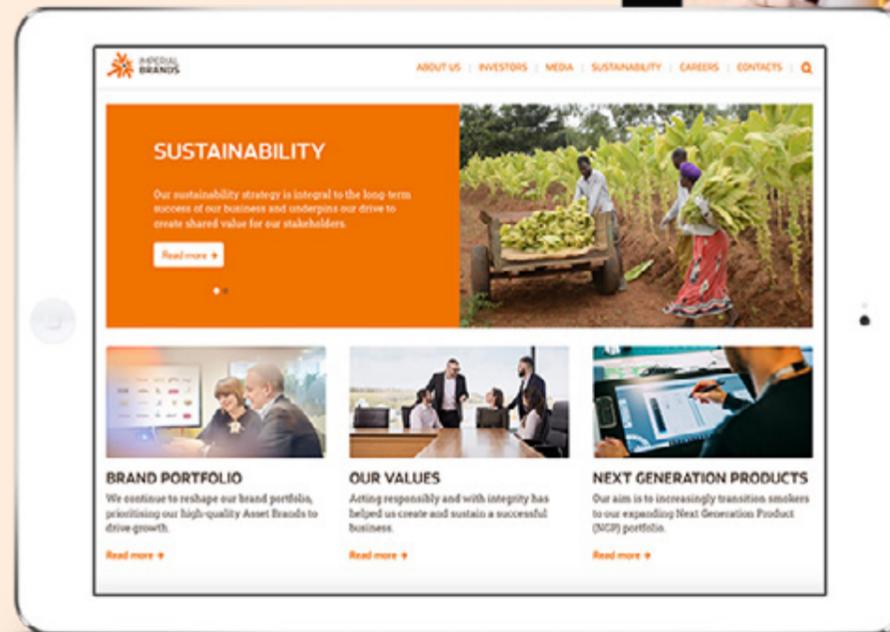




## Extending your story across the globe

We manage the corporate website for Imperial Brands, and through our world-class CMS we have now extended this to enable them to manage their chosen country sites, delivering efficiencies and access to content for all of these sites.

<https://www.imperialbrandsplc.com/index.html>

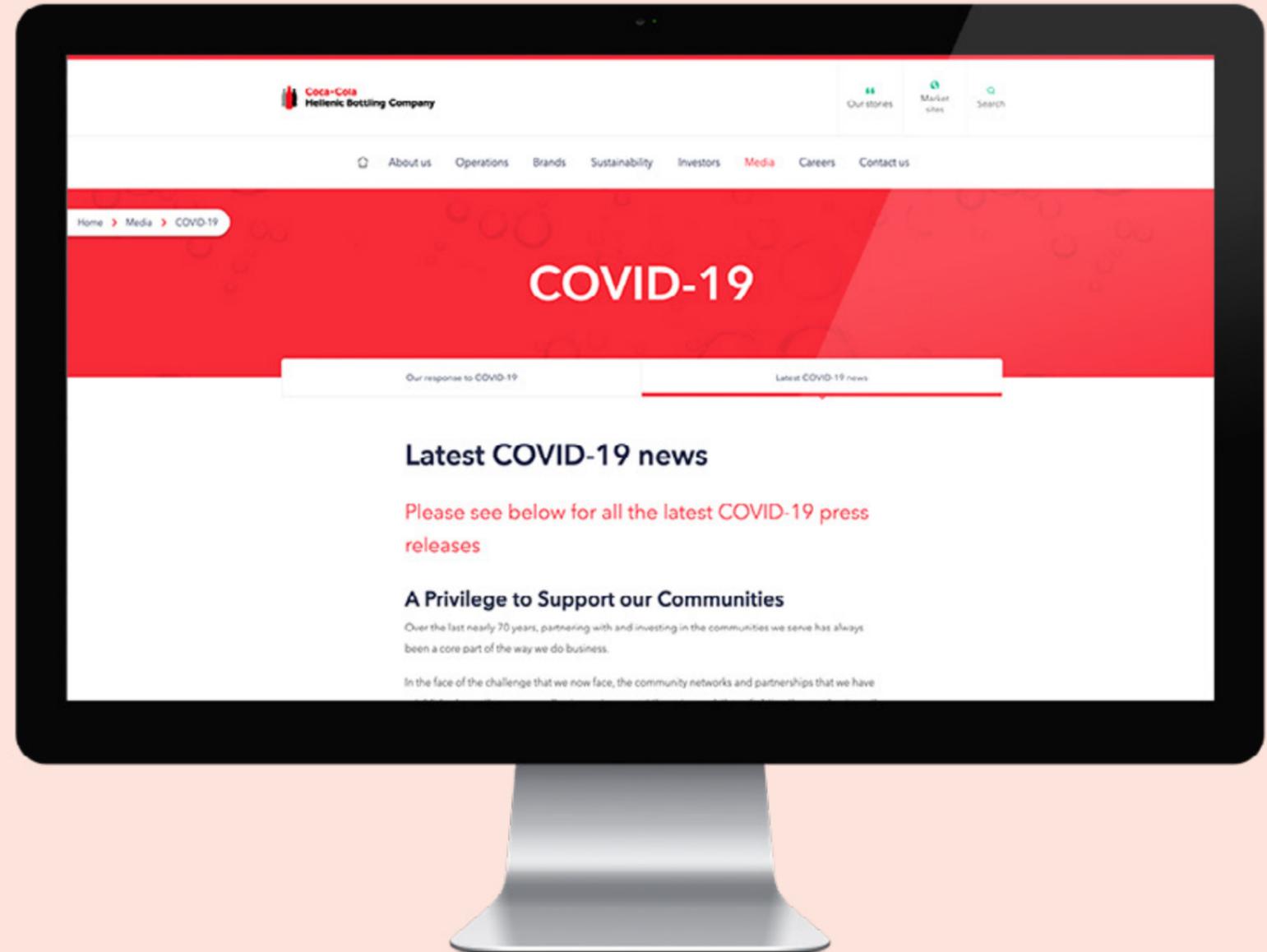


<https://www.imperialbrands.co.jp/index.html>

## Leadership in a crisis

We have helped a number of our clients use their corporate website to communicate their COVID strategy to their different stakeholder groups, and what they have contributed to make a difference to wider society.

<https://coca-colahellenic.com/en/media/covid-19/latest-covid-19-news/>



# BUILDING INVESTOR TRUST AND CONFIDENCE

**Digital gives you a unique opportunity to reach and engage both new and existing investor audiences.**

Your corporate website is one 'owned' channel through which you can clearly articulate your investor proposition, share your business strategy and communicate your performance.

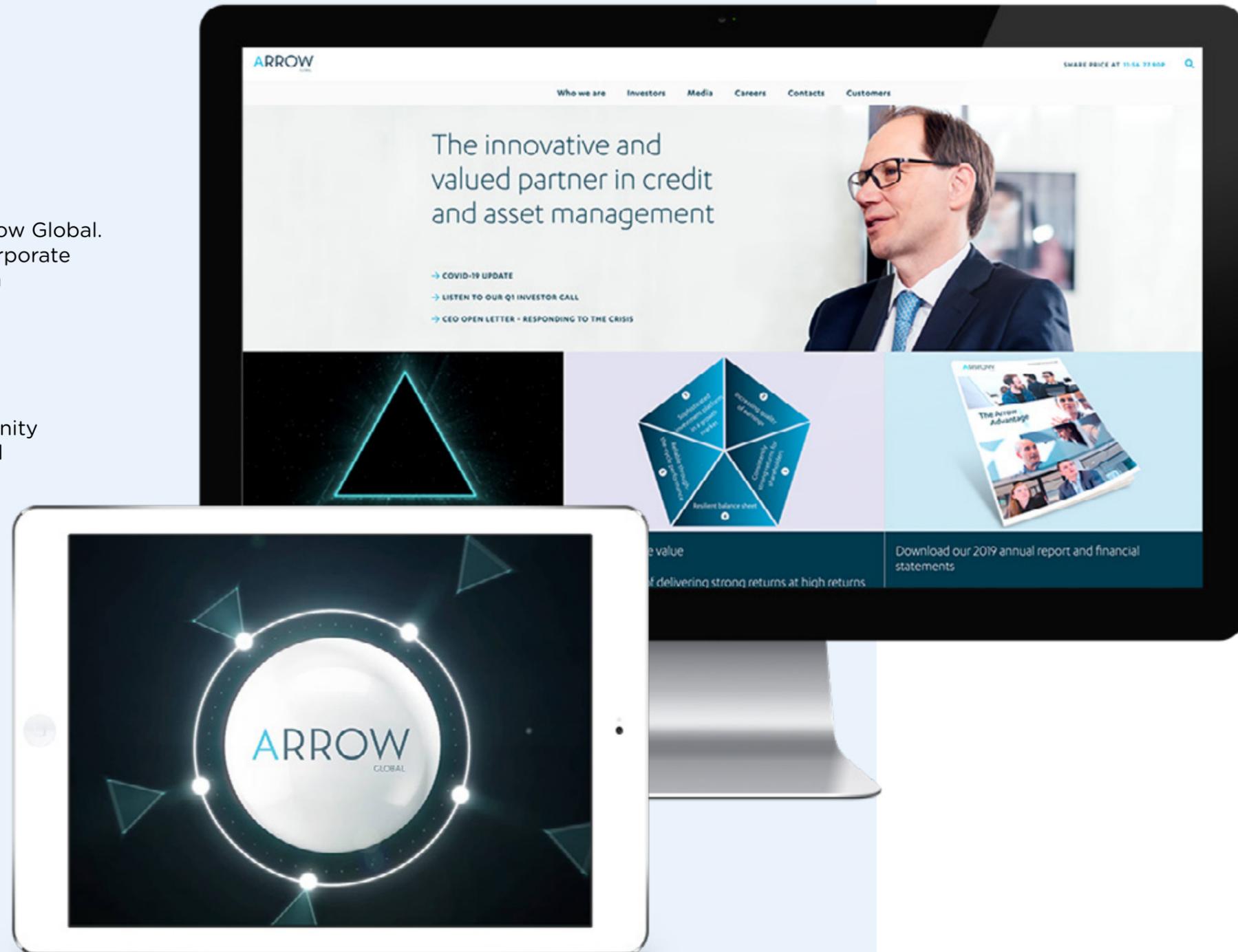
In a global market, video is often the only way many investors can hear your leadership team first hand, and social media empowers you to extend your reach and sustain engagement.

## Creating a powerful investment case

We created a new digital presence for Arrow Global. Their reimagined website delivers their corporate story more powerfully and effectively than ever before, and communicates their investment proposition.

For their Investor Day we created a video that presented their investment case, articulating the enormous market opportunity and how Arrow Global are uniquely placed to take advantage.

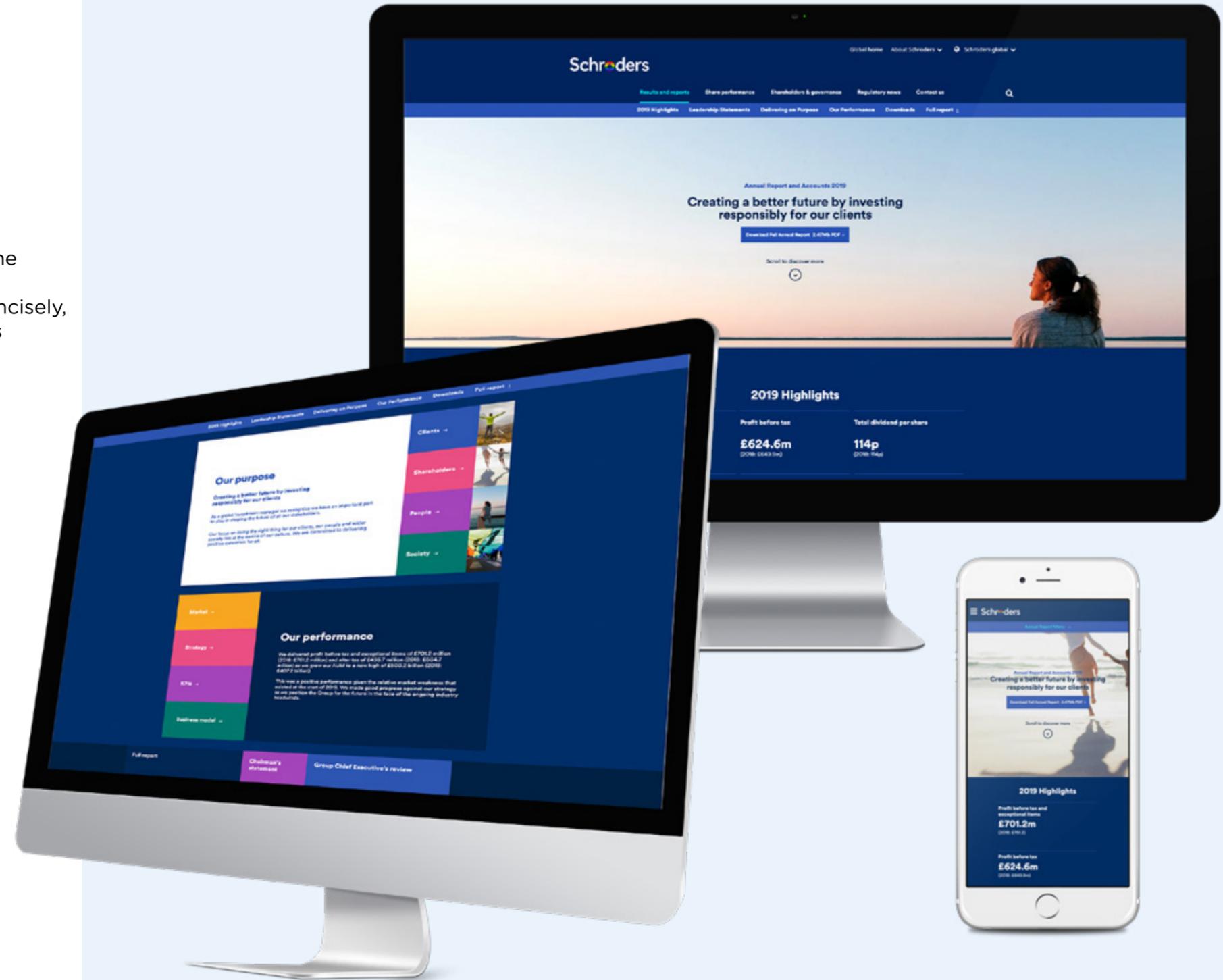
<https://www.arrowglobal.net/en/index.html>



## Creating a better reporting experience

For Schroders we created an even better online reporting experience. The core content and messages were communicated clearly and concisely, with interactive links and content that enables the more engaged users to explore further layers of content, especially around purpose and value creation story.

<https://www.schroders.com/en/investor-relations/results-and-reports/annual-report-and-accounts-2019/>



## Presenting a year in review

For Stolt-Nielsen we created a summary online report, with the focus on both communicating performance and the individual business divisions. We created a 'Year in Review' video to enable users to quickly understand the key themes and messages.

<https://ar.stolt-nielsen.com/2019/>



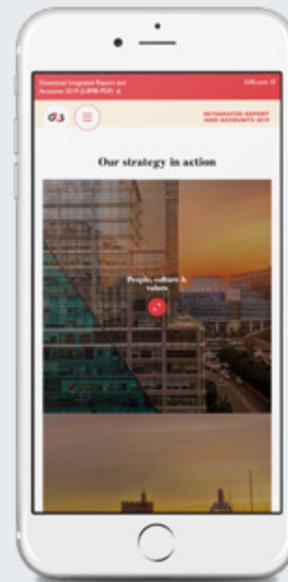
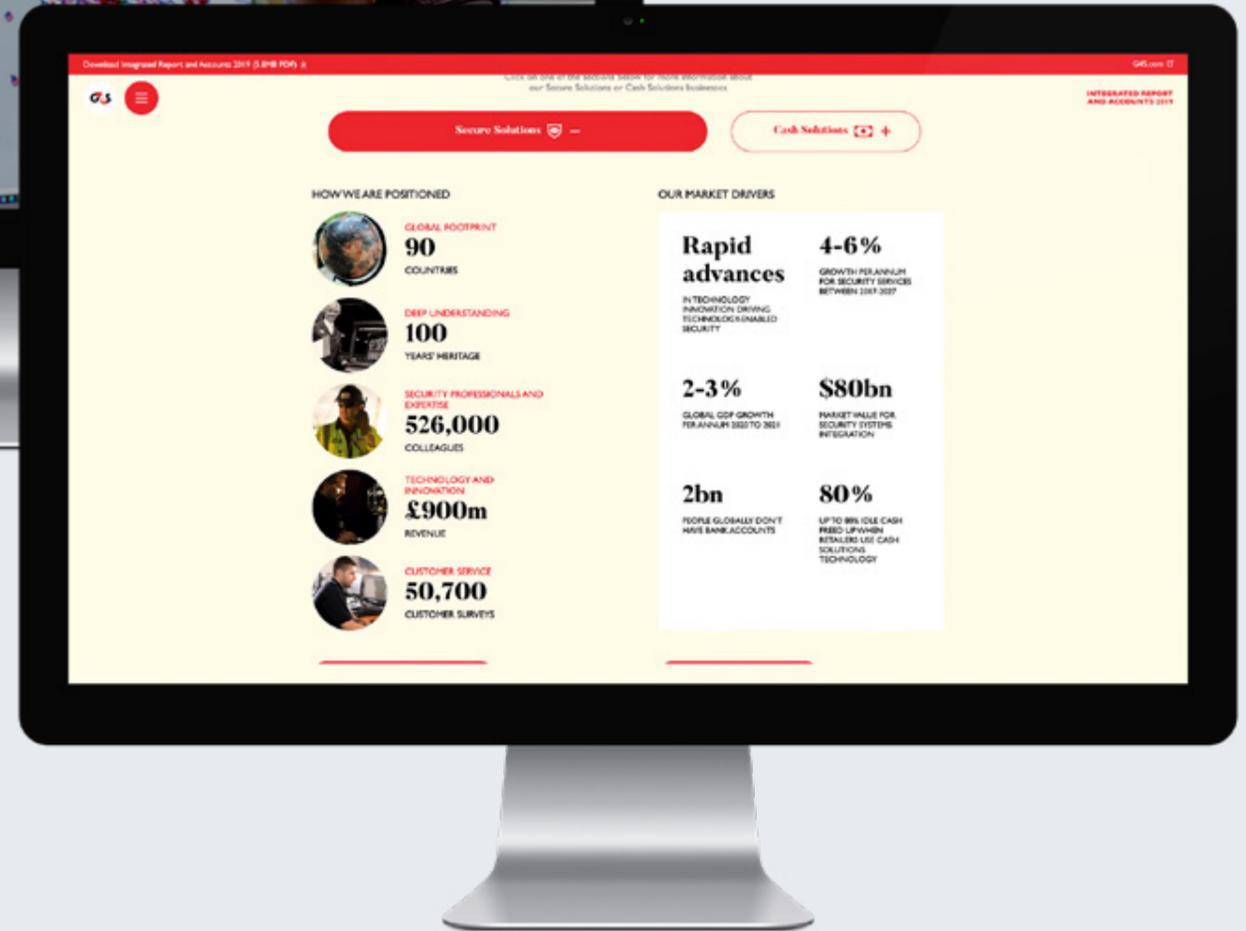
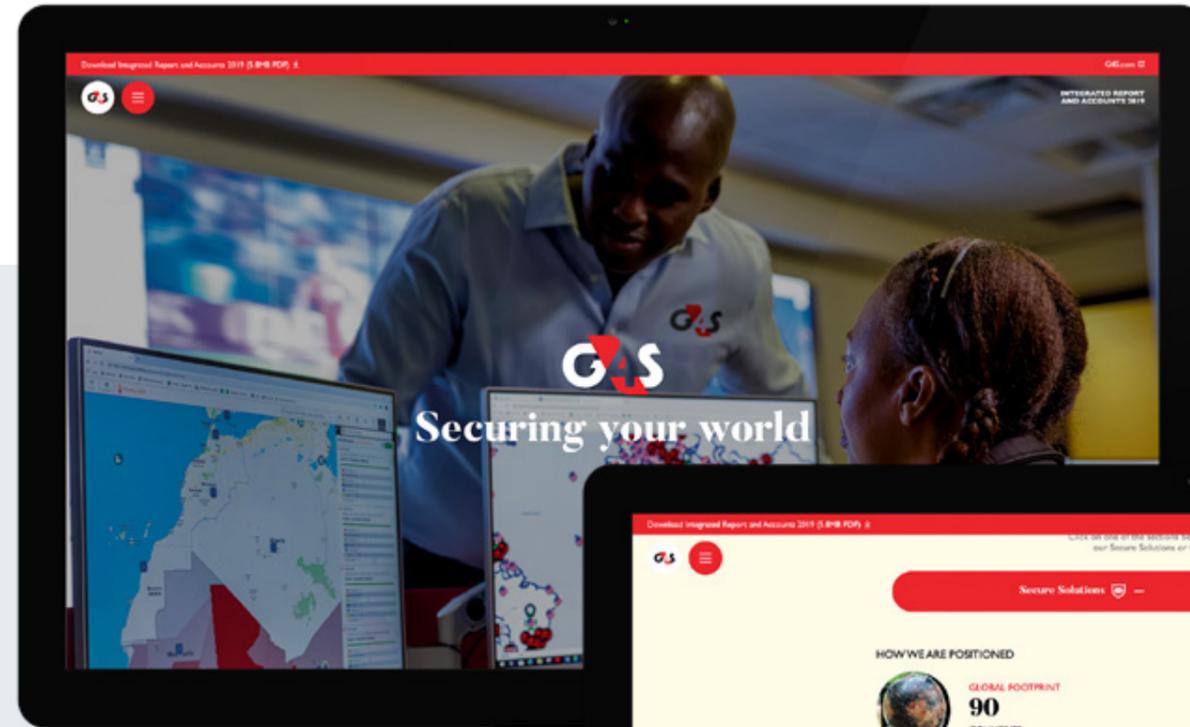


## Delivering an integrated reporting experience

We create an integrated report for G4S both in print and online. This year with so much content especially on their strategy and performance we approached the online experience by layering content. This allowed us to 'nuggetise' key information like KPIs, and to enable deeper dives into content through click and reveal techniques and animated loading.

The result is a content rich yet easily readable online report.

<https://integratedreport.g4s.com/#home>



# EVIDENCING LONG-TERM SUSTAINABLE VALUE TO SOCIETY

**There are multiple stakeholders interested in understanding the sustainability of an organisation.**

Digital provides a key way of engaging these audiences through the corporate website, email social media and film.

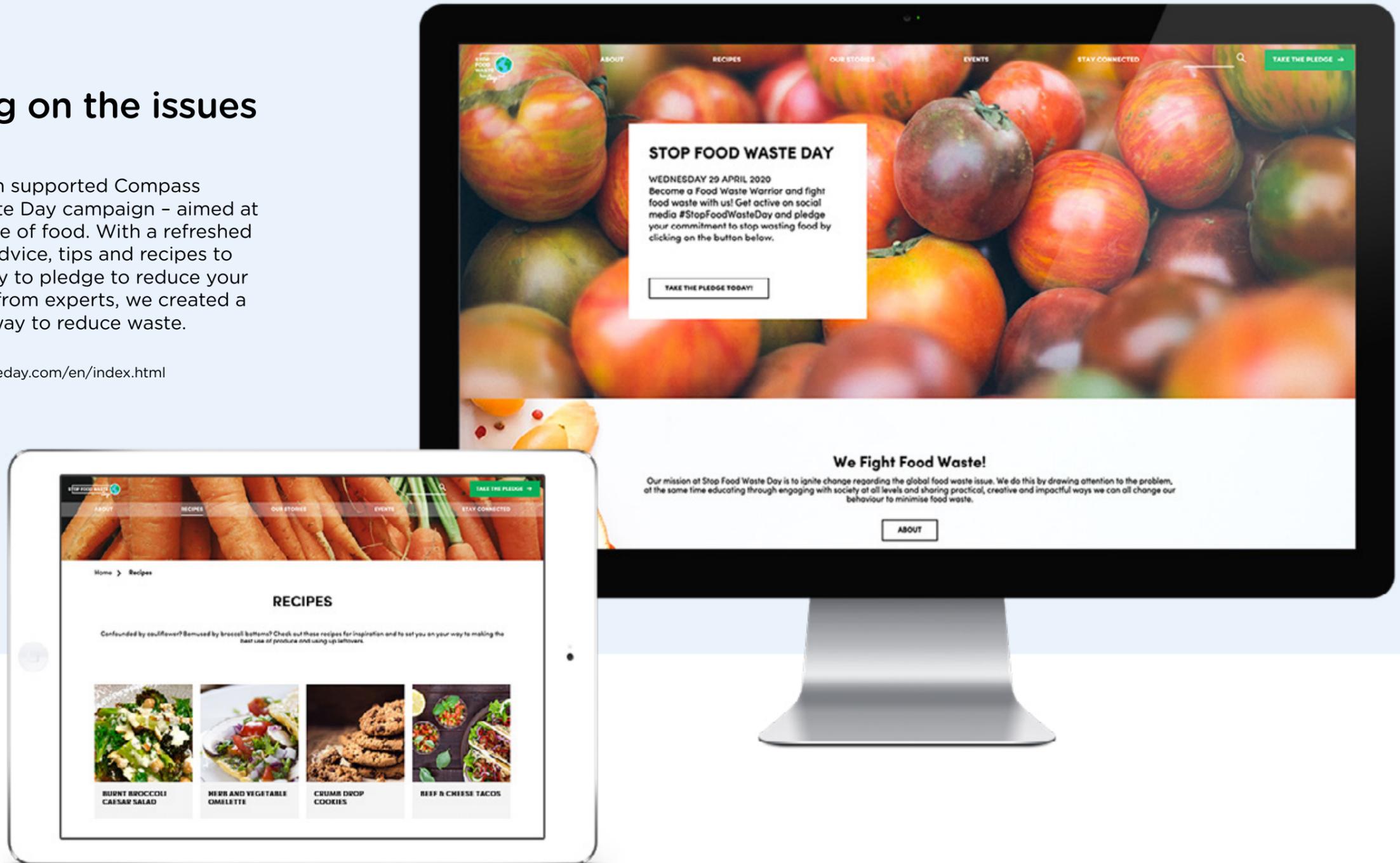
Whether it is 'evergreen' information such as leadership commitments, policies, governance frameworks and material ESG issues, or 'live' content such as news, performance, and case studies, digital is ideally suited to inform, inspire and influence your sustainability audiences.



## Campaigning on the issues that matter

This year we once again supported Compass in their Stop Food Waste Day campaign - aimed at reducing global wastage of food. With a refreshed website that contains advice, tips and recipes to reduce waste, the ability to pledge to reduce your own waste and stories from experts, we created a practical yet inspiring way to reduce waste.

<https://www.stopfoodwasteday.com/en/index.html>

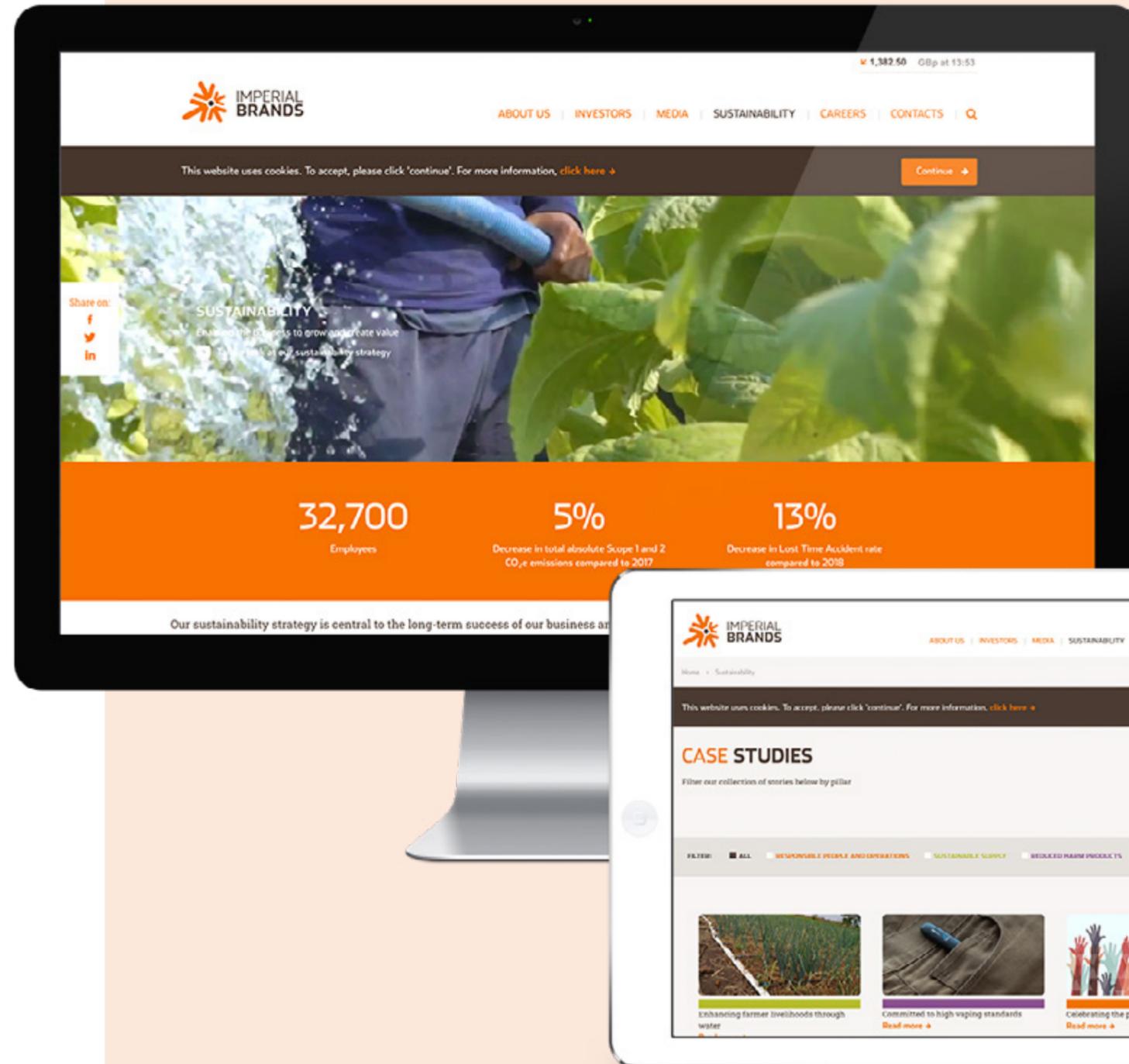




## Communicating your sustainability story

For Imperial Brands we enriched their sustainability content. With a greater use of video to bring the narrative to life, greater prominence on case studies and a deeper articulation of the overall approach to sustainability we created a more engaging communications experience.

<https://www.imperialbrandsplc.com/sustainability.html>



# CREATING AN ENRICHED CUSTOMER EXPERIENCE

**Digital is transforming and disrupting businesses to an unprecedented degree. The scale and pace of change is growing faster.**

Seizing the digital initiative and owning the digital relationships with your customers and business partners is critical – disrupt your own business before being disrupted by others.

The essence of building more profitable customer relationships hasn't changed. Digital gives you a unique opportunity to develop deeper and more personal relationships with your customers and to maximise their lifetime value.

## A unique experience to access trusted data

As the world's only independent source of maritime market information for the trading and settlement of physical and derivative contracts, Baltic Exchange wanted to transform its digital presence and how members accessed its data. We built both a public website for them and a member area rich with data, graphs, tables and documents, personalised to their level of membership.

<https://www.balticexchange.com/en/index.html>

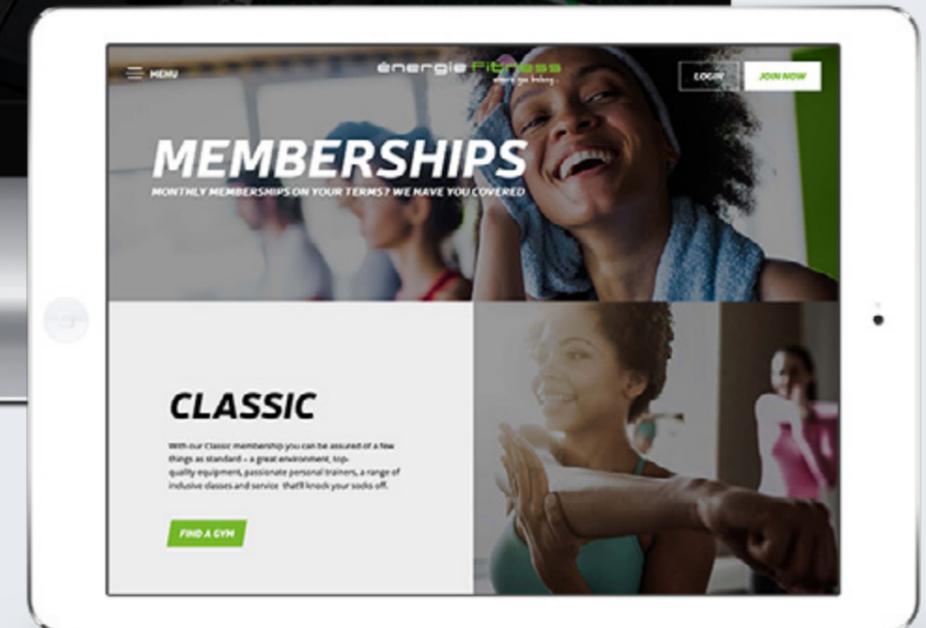
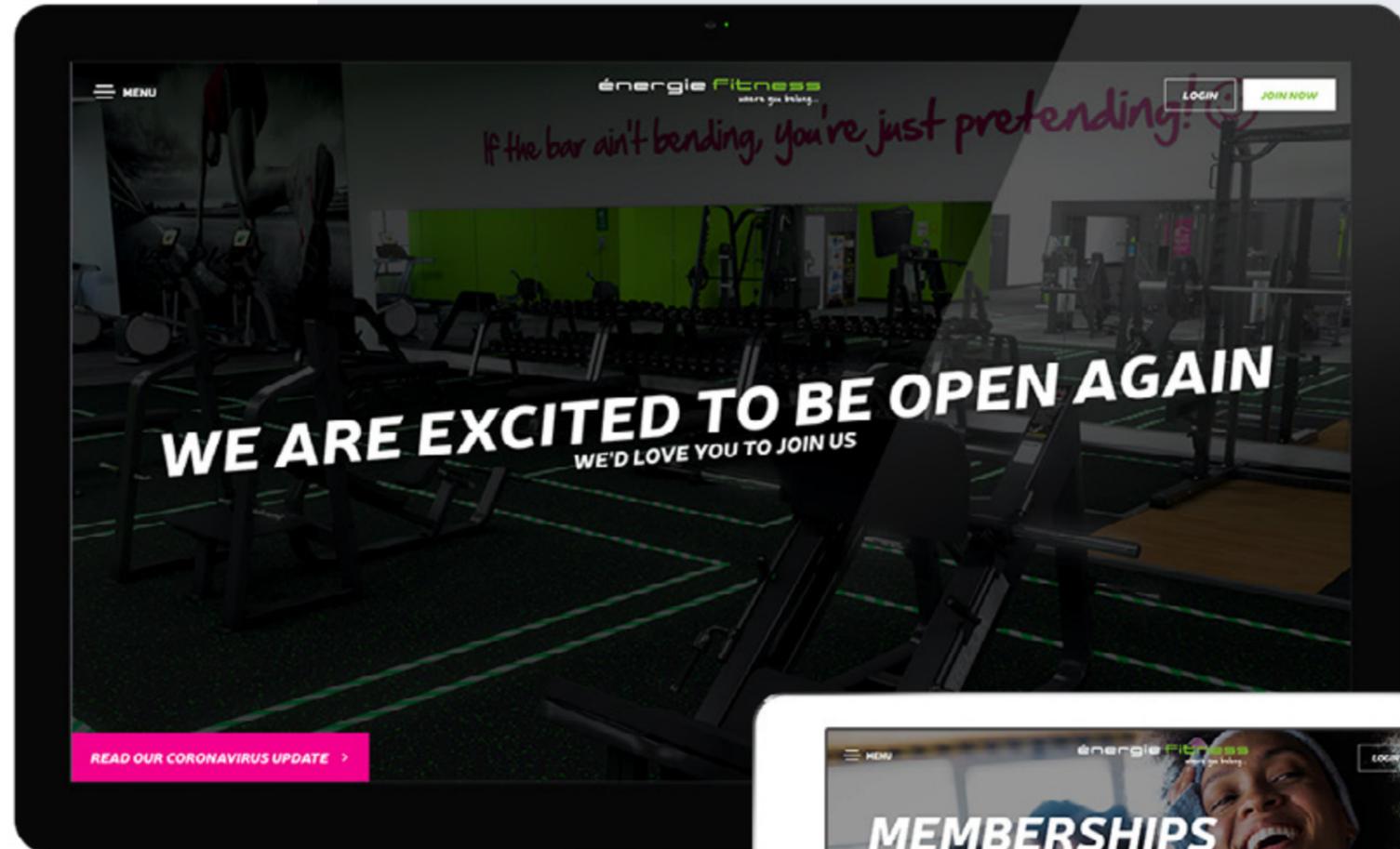




## Re-energising your digital presence

For énergie Fitness we transformed their website to attract and convert more prospective members. With a powerful new visual identity, enriched content and a new content management system the digital experience delivered to their audiences is second to none.

<https://www.energiefitness.com/>

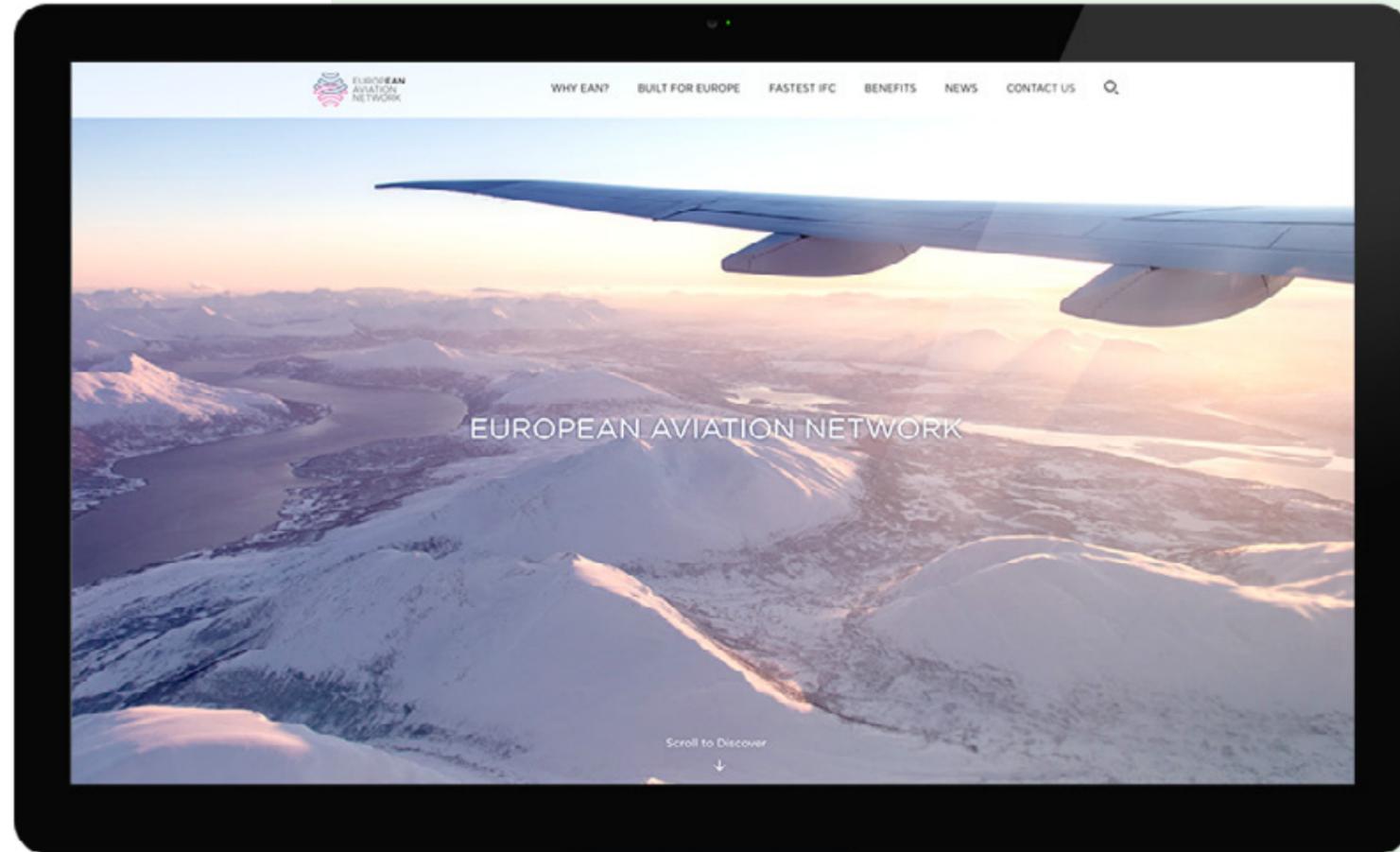




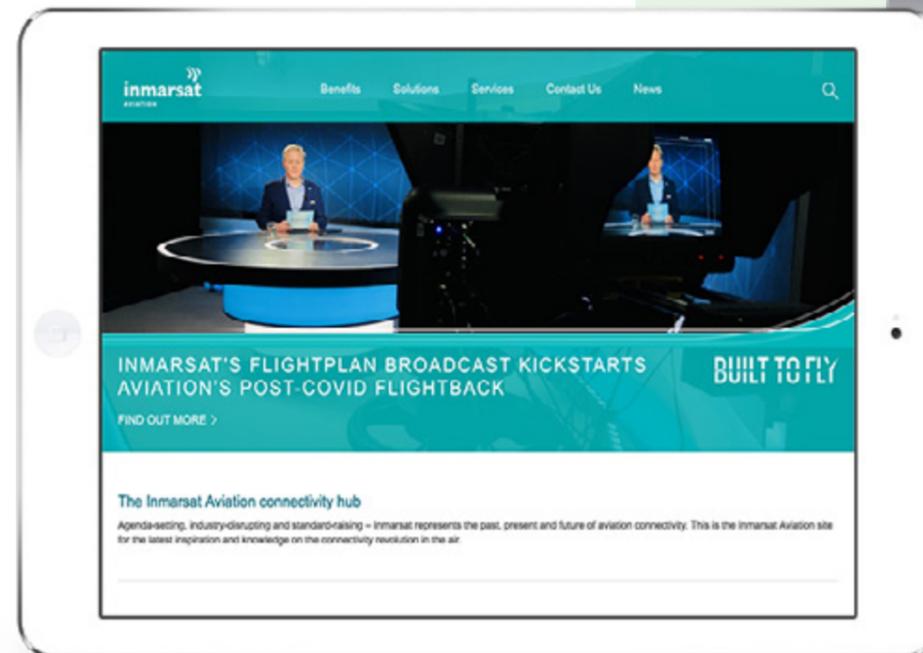
## Connecting with customers

Inmarsat Aviation is a world leader in aviation communications solutions, so delivering a high quality and effortless experience across their digital channels is key. We refreshed and evolved their website and the European Aviation Network website to reflect their brand and to enhance the overall experience.

<https://www.europeanaviationnetwork.com/en/index.html>



<https://www.inmarsataviation.com/en/index.html>

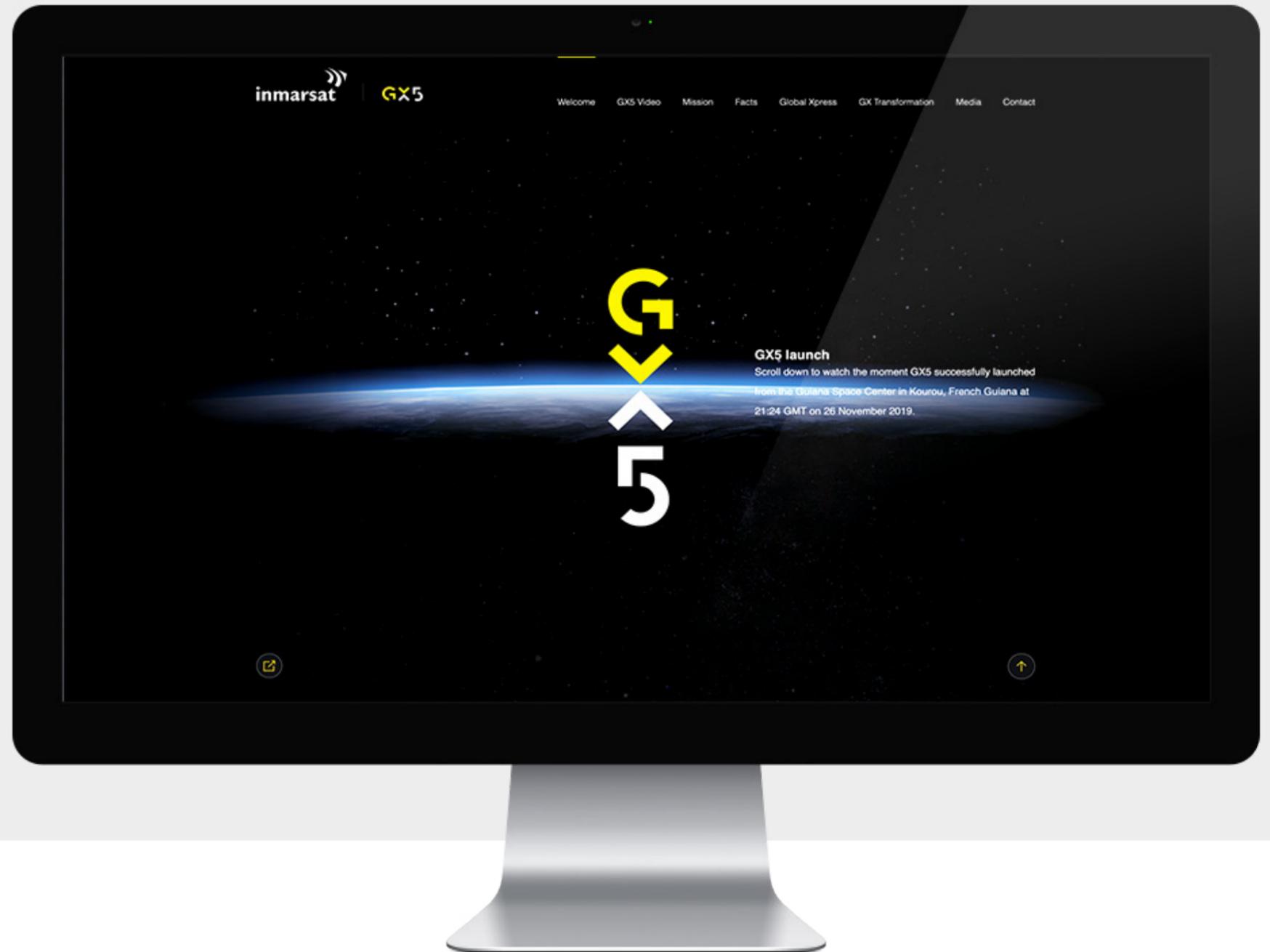




## Creating a new digital space

Inmarsat wished to create a website to communicate the launch of the GX5 satellite. With powerful visuals and video available we built a single page site that brought this story to life.

<https://www2.inmarsat.com/gx5>



# DEEPENING EMPLOYEE ENGAGEMENT & ADVOCACY

**Your employees increasingly want to be part of an organisation that is making a difference. They want to feel they are actively contributing to its social purpose.**

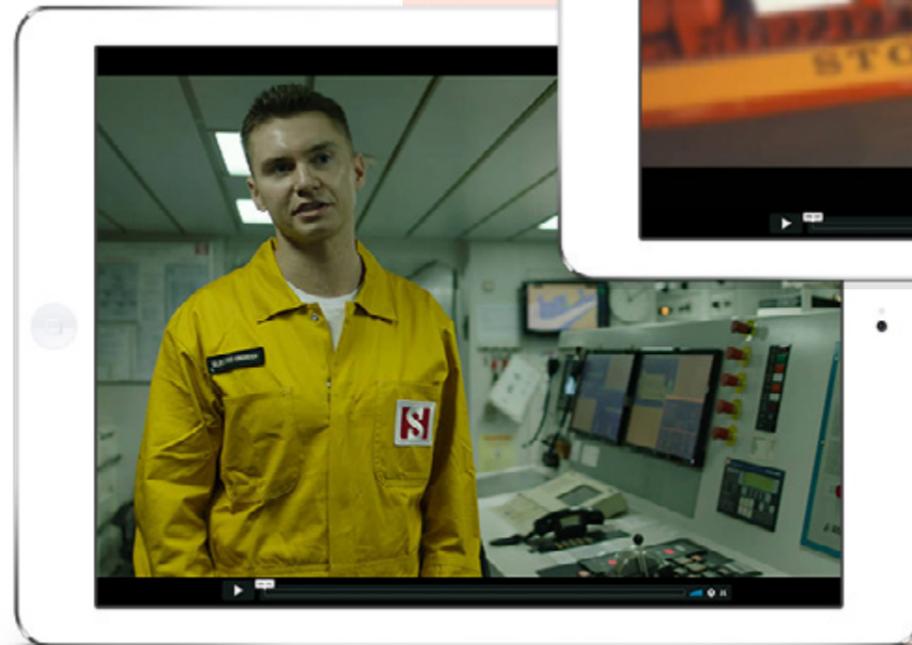
They are also increasingly mobile and more sensitive to work-life balance.

In the context of this dematerialised workforce, digital communications and technology are a critical way to ensure sustained employee engagement, and to reinforce shared beliefs and behaviours.

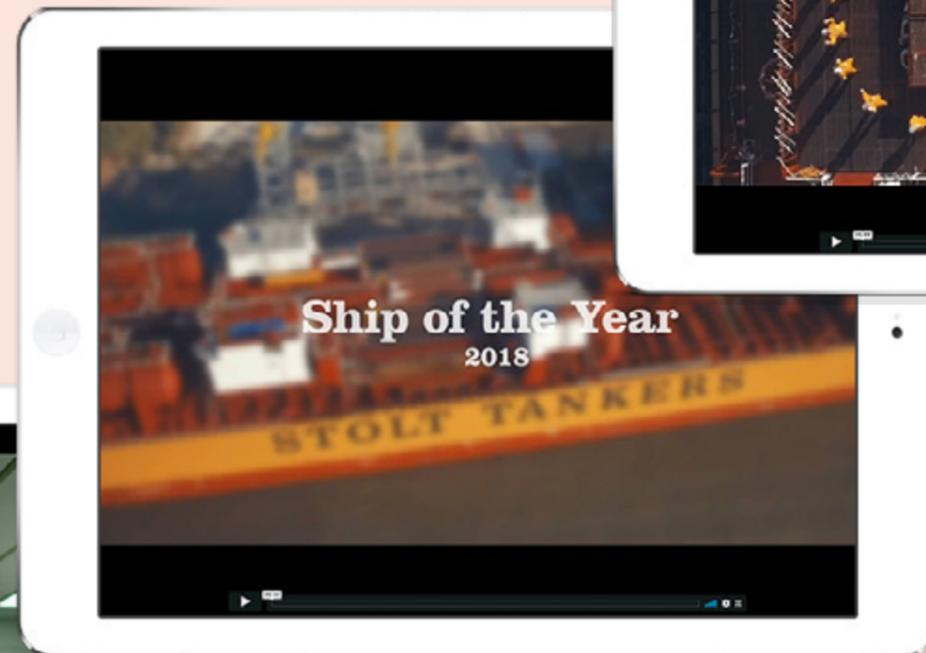
Smart deployment of digital technology is critical to engender a loyal and engaged workforce.

## Recognising your talent

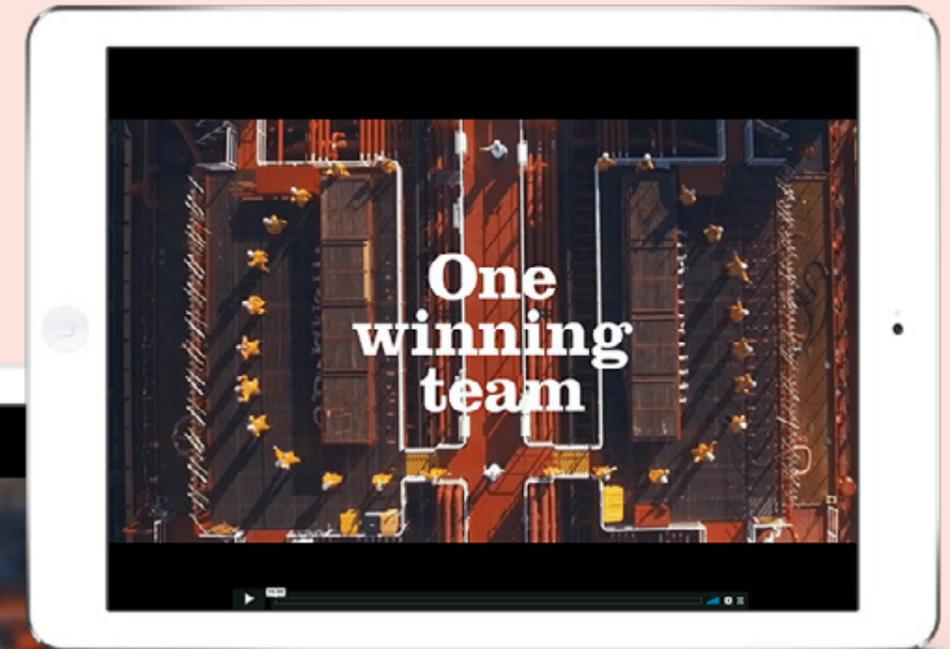
Every year for Stolt Nielsen we complete the 'Ship Of The Year' programme that recognises the very best of its people. Through the power of video bringing these stories to life we ensure their talent doesn't go unrecognised.



<https://vimeo.com/344565415/3a9ea59aca>



<https://vimeo.com/344591093/cdfab74415>



<https://vimeo.com/344545888>

## Creating something better for employees

We have enriched the careers website for Imperial Brands, with a clearer articulation of the career opportunities, bringing the people to life through people profiles and enabling prospective employees to search for and apply for jobs through the website.

<https://www.imperialbrandsplc.com/careers.html>



# ENABLED THROUGH A WORLD-CLASS COMMUNICATIONS PLATFORM

**Your communications are only as good as the technology through which you publish.**

We recognised this many years ago and have developed a purpose built corporate communications platform that empowers our clients to manage their communications seamlessly across channels.

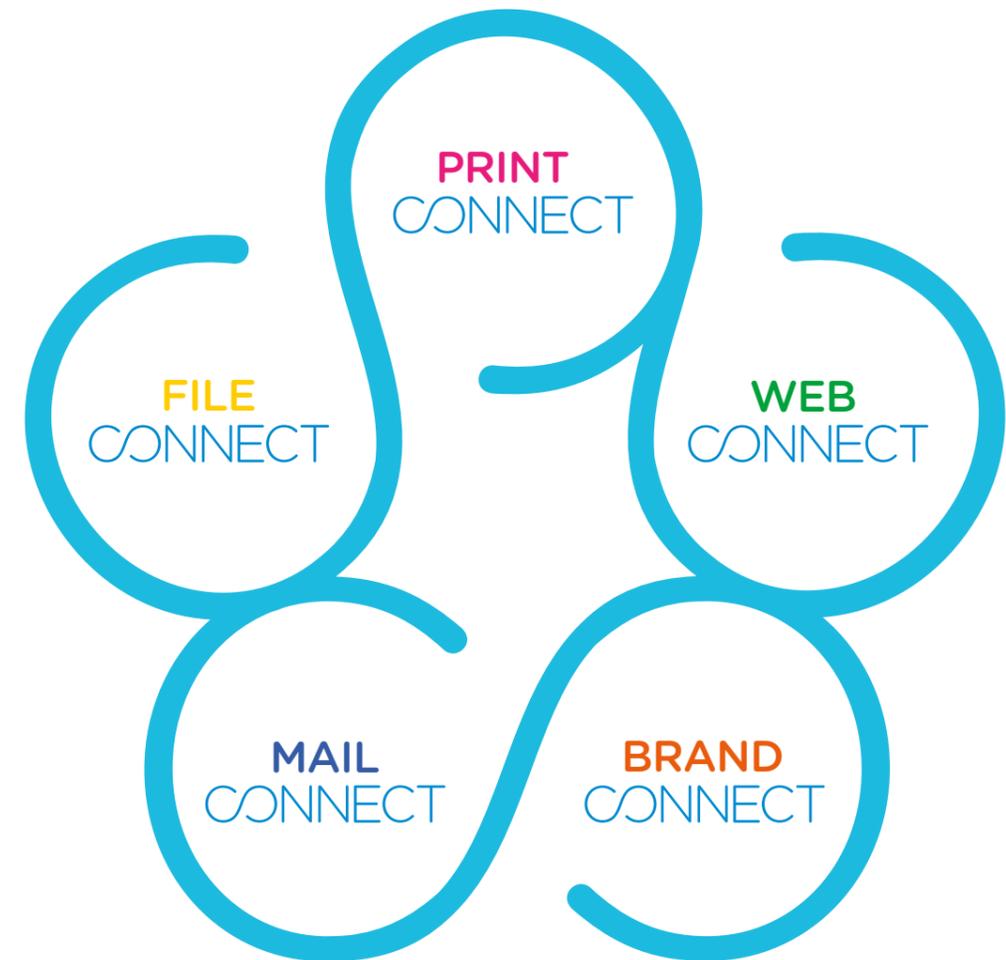
We have also selected best of breed partners to enhance our offering, with Brightcove as our chosen video distribution platform and Staffbase for our employee App platform.

The results is that our clients are more empowered than ever before to communicate their story more powerfully and more cost effectively real-time.

## BLACK SUN: CONNECT

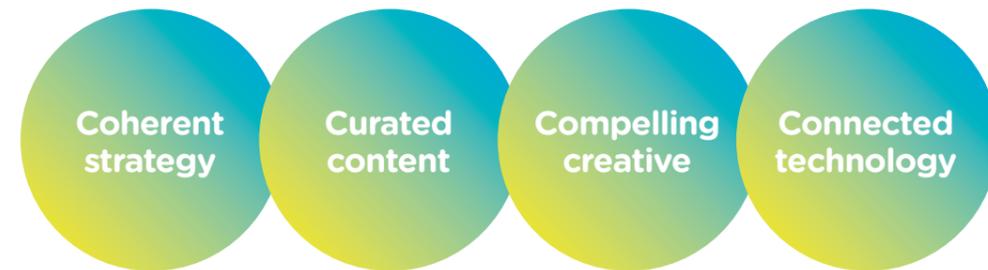
Empowering our clients to manage their communications.

- As an Adobe partner we can implement Adobe solutions and help shape their roadmap.
- Connect is an integrated communications platform.
- Powered by world-beating Adobe Experience Manager.
- Built by Black Sun, and integrated with our print, social and email technologies, enabling seamless content management across channels.
- Connect also seamlessly integrates with other Adobe technologies to deliver a complete digital experience.



At Black Sun we transform how people experience your corporate story.

We achieve this by blending 4 key ingredients:



Contact Richard Dixon to find out how we can help you communicate your corporate story more effectively.

 020 7736 0011

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 [www.blacksunplc.com](http://www.blacksunplc.com)

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Engage.  
Influence.

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