

## CASE STUDY: AUSTRALIAN UNITY

### WHAT WAS THE OBJECTIVE?

Australian Unity wanted to refresh their competency framework and Learning Management System (LMS) with a collection of modern and engaging resources, including beautifully designed documents and slick animation.

### HOW DID WE DO IT?

We worked collaboratively to brand documents and format content related to their competency framework in a logical, easy to read way. We supported this with short, fresh animations that captured the human element of each of the competencies.

This process involved copy editing of scripts to ensure a logical sequencing of information and fluency in voice over delivery.

We then married the script to interesting graphics and music, aligned to Australian Unity's brand style guide.

### HOW WAS IT INTEGRATED AND WHAT WERE THE RESULTS?

New content was integrated into Australian Unity's LMS to support existing material, modernising the look and feel for greater user engagement.



