

HBOS gets a little Xtra

RoccaCreative have been selected by Halifax Bank of Scotland (HBOS) to develop an internal Training and Development brand and marketing campaign.

The work was won through a two-way creative tender, and forms part of a larger transformation programme, due to be rolled out in early 2009.

Managing Director Marc Rocca commented, “This selection underpins our knowledge of both the finance sector and Internal Communications. HBOS’ forward thinking approach to employee engagement and people development is the perfect partner for our work.”

HBOS are also consulting RoccaCreative on a number of Internal Comms products as it continues to invest in its’ people.

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