

Case study: My Choice

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Situation

As the world's leading creator and distributor of still imagery, footage and multi-media products, Getty Images felt their benefits scheme did not reflect their innovative culture both in terms of structure and communications.

In 2006, Getty Images evolved from being purely imagery focused into a digital media company, which resulted in the company harmonising benefits internationally starting in the UK. They were determined to stay competitive in the employment market even hoping to win a 'best place to work' award.

In particular Getty Images wanted to achieve the following objectives:

- Close the gap between the perceived and actual value of benefits;
- Make the benefit package more transparent;
- Make people feel that benefits were relevant to them personally.

Action

Thomsons Online Benefits implemented a flexible benefits package branded 'MyChoice' which was designed to reflect the fun Getty Images culture with a particular emphasis on innovative communications to raise the profile of benefits within the organisation.

To increase visibility and engagement employees were able to visit their online personalised Total Reward Statement to view their total remuneration plus select benefits such as buying and selling holiday, health screening and dental insurance.

A unique campaign was created using a variety of communications including a 'Route 65' brochure that showed a roadmap to 65 years demonstrating that a pension is a long term investment, and a magazine-style benefits brochure which was designed to grab attention even including an obituary section which detailed the benefits of Life Assurance (see below).

Result

As a result of the launch Getty Images now places great importance on benefits as a recruitment tool and even believe the rejection rate of job offers is as little as 5%. In 2008 they won "Communications Strategy of the Year for Organisations with fewer than 5000 Employees" in the Employee Benefits Awards for 'MyChoice'.

The communications campaign was a success with 88% of employees logging in during first enrolment which is remarkable considering many employees work in the field. In addition, the Route 65 brochure and direct response form achieved a 30% response rate alone.

"We're delighted Getty Images' MyChoice programme has been recognised at this year's Employee Benefits Awards. It is testament to our truly comprehensive package, devised with the expertise of Thomsons Online Benefits, which has undoubtedly provided our employees with greater confidence, flexibility and peace of mind."

Lesley Brady

Senior Director
Human Resources, Getty Images



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