

In the kick-off meeting, we worked through the brief with key stakeholders from the Firefighters' team. This gave us the opportunity to ask questions and request additional information. It also allowed us to agree the creative brief, key messages, timelines and deliverables. Project calls were then held throughout the duration of the project as and when they were needed.

Was the project successful?

The communications were delivered within the timescale agreed, and had a positive effect on member engagement. Following publication of the illustrations, traffic to the Firefighters' Pension Schemes website increased considerably, with the benefit illustrations page being one of the top three most viewed (with 2,438 hits over a 90-day period).

Having seen the communications for England, the Firefighters' Pension Scheme Advisory Board for Wales (SABW) asked the English Firefighters' team to commission DrumRoll to produce a similar set of communications for the Welsh schemes. This also included a Welsh language version of both communications.

Find out more

You can download the full [documents](#) we produced at the Firefighters' Pension Schemes website.