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## Research the concept of mutuality and then creatively bring it to life!

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### The Challenge

Our organisation is a mutual. In its simplest form, mutuality means that the organisation exists primarily for the benefit of its customers, whilst also working in the wider interests of society. Surplus profit from the business is invested in ensuring that customers get the products that they need and want, and service that is second to none. Being owned by our customers, rather than shareholders, means that the organisation can be truly customer centric.

Alongside this, mutuals strive to give added value to their customers, demonstrated at engage Mutual by the introduction of a customer hardship fund and the sharing of benefits of sponsorship of the engage Super League. Customers also have the opportunity to vote at the annual general meeting and provide input to help shape the future direction of the organisation.

At engage Mutual, one of our key strategic aims for the overall organisation is to be a brand led business. We are committed to developing a brand which not only attracts new customers but also enables us to keep customers, and to deliver over and above their needs.

### Mutuality and the current climate

With the recent financial crisis in the UK, mutuality has become somewhat of a buzz-word. Widespread mistrust in financial services organisations has meant that customer owned businesses can highlight their mutuality as a genuine point of differentiation and the public are now much more inclined to see this as a genuine benefit.

### The Creative Challenge

The real challenge is how best to communicate mutuality to potential and existing customers. Bringing mutuality to life is essential if it's going to be the cornerstone of our brand.

We would like you to develop creative concepts that communicate mutuality in a way that is real and meaningful. How can the concept be creatively visualised in a way that is appealing and simply understood?

### Target Audience

You are free to create work that is aimed at a broad audience, or more focussed in its scope. However, your work must not be confusing or alienating to a family audience.

### Creative Requirements

How you choose to creatively demonstrate your visualisation of mutuality is entirely up to you. You may wish to produce an illustration, a film or animation, you may decide to show your thinking in the context of a piece of advertising – or any other communication for that matter.

You are free to demonstrate your thinking in any medium, or combination of media, that you wish. What's important is that mutuality is communicated in a way that is appealing, real and meaningful.

**Mandatories**

If you wish to incorporate the Engage Mutual logo and identity within the context of your work you are free to do so, but this is not compulsory. The logo, further information about our brand, and brand guidelines, are available to download in the project pack.

**Deliverables, Artwork and Additional Information**

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforawards.org>