

CHALLENGE

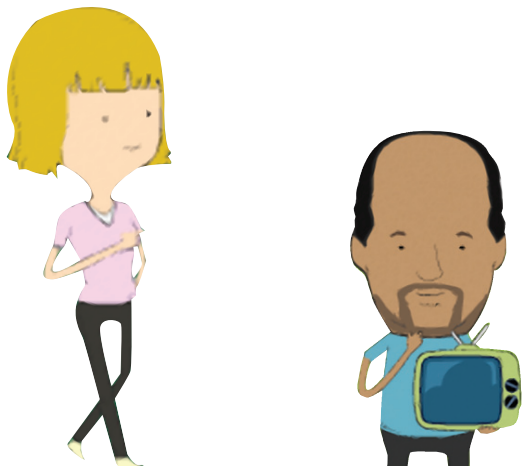
The Audit Commission wanted to be seen as modern, diverse and accessible. It wanted to engage with a wider social and ethnic pool in ways that didn't feel quite so typically 'public sector'.

SOLUTION

We built an all-singing, all-dancing website. Conceptually it's simple. Just as the Audit Commission makes sure public money's spent wisely, you get to make sure your career's spent wisely by joining.

We peppered the site with words of wisdom, wise films (one animated, one talking heads) and all the other things worth wising up about the Commission. We also created animated figures who deliver little snippets around the site - they're actually caricatures of some the people in the films. See if you can spot who's who.

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Case Study: Audit Commission