



Impact Report

2023-24

RWE Offshore
Employee Value Proposition films

Omni
productions

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Welcome

Omni Productions is **22 years old this year** and has been producing meaningful, high-quality **online video content** and **TV ad campaigns** that engage audiences and help clients have a positive impact.

We believe that the most impact we can have is by caring about who we work with, the work we produce, how we produce it, and the impacts we can have on people and the planet.

“ To care to drive positive change.

In 2018 the company became a certified **B Corp** and joined a community of like-minded businesses and people, who share a vision of **using business as a force for good**.



Wiltshire Farm Foods

Behind the scenes at the *Bringing sunshine to your door* TV commercial

2023-24 *Overview*



Underfall Yard Trust *fire recovery fundraising film*

In May 2023, a devastating fire struck Underfall Yard, a historic site in Bristol. Recognising the importance of preserving this landmark for the community, Omni Productions offered our services pro bono to create a film that would support the Yard's recovery efforts. The film tells a story of resilience and community spirit, calling for urgent donations to restore this cherished space.

By contributing our expertise, we've given them a powerful resource to help support their fundraising efforts to ensure Underfall Yard can continue to thrive as a hub of history, craftsmanship, and innovation for future generations.

This reflects our commitment to making a positive impact through meaningful projects.

“Omni supported Underfall Yard Trust with the creation of an information/campaign video about the recovery of the yard following last year's devastating fire. The team have been amazing – handling the subject matter sensitively and creating an impactful piece of media. I can absolutely recommend working with Omni.

Sarah Murray, Director **Underfall Yard Trust**

Charitable giving

Donations to charities selected by our team!

In 2023-24 we made donations to:

Red Cross

Macmillan

Teckels Animal Sanctuary

Ecologi

Sue Ryder

Care package for a client
with a child in hospital

Brighton & Hove Albion F.C.
signed shirt donated to the
local children's hospital



Code Red for Nature
An event film supporting Earth Day



Message from our MD

The past year, 2023-24, has been one of the most challenging in our 22-year history. The world continues to recover from the effects of the COVID-19 pandemic, leading to major shifts in work practices, economic instability, and global uncertainty. High interest rates and geopolitical tensions have disrupted investments, while wars abroad have driven up food and oil prices, exacerbating the ongoing cost of living crisis. The rise of AI, especially in the creative industries, has reshaped production approaches, posing both opportunities and challenges. The recent writers' strikes have caused delays and disruptions in the production industry, highlighting its interconnectedness and vulnerability in times of turmoil.

Despite these challenges, I'm proud of how we've navigated through them. We've remained committed to delivering value-driven work and holding firm to our principles, even in tough times. Our values have guided us, helping us maintain integrity and focus as we evolve.

“ We’ve come through stronger, more adaptable, and more determined than ever to continue creating meaningful impact in everything we do.

Sam Hearn Managing Director

Who we work with

Supplier relationships

We continually review our supplier database to ensure we are working with cast and crew local to where the shoot is taking place to help reduce our carbon footprint. It is important to us that our suppliers share our values. As a result, we introduced a supplier transparency questionnaire to our production workflows to help us better understand who we are working with and allow us to monitor and improve our environmental impact.

Our clients

As a production company that works with clients across multiple sectors, the main way we can measure our impact is through who we work with and the positive messages we help them communicate. Below is a selection of our clients we worked with throughout 2023-24 who share our values and positive impact goals.



FixMyCar

Behind the scenes during
The Riddler TV commercial



Our carbon neutral journey

Our core focus this past year remains on **Climate Action UN Sustainable Development Goal number 13**, with a specific emphasis on **Scope 3**, i.e. business travel for our staff, cast and crew members that we utilise on our video productions. Mileage and types of travel are assessed at the start and end of any project and calculated into Co2e which is then offset via our relationships with either Ecologi or 9Trees.

9Trees are a Community Interest Company (CIC) busy planting native trees in the UK. Their mission is to restore new woodland habitats, promote biodiversity, create jobs within the countryside sector and connect more people to nature.

“ It is wonderful to have Omni Productions on board.
We love working with companies taking steps
towards becoming carbon neutral.

Michael Cunningham **9Trees**



A balanced work-life approach

At Omni Productions, supporting our team's well-being while maintaining productivity is a core value. In 2023, following a successful trial, we implemented a 4.5-day work week, allowing our staff to take Friday afternoons off while remaining 'on call' if necessary. This shift has had a profound impact, enabling our team to enjoy a more extended weekend without reducing productivity.

Why a 4.5-Day Week?

After noticing the need for balance in a post-pandemic world, we gave our team more control over their time, which reduced burnout and maintained high work standards. We've now made this change permanent to prioritise our employees' mental and physical health.

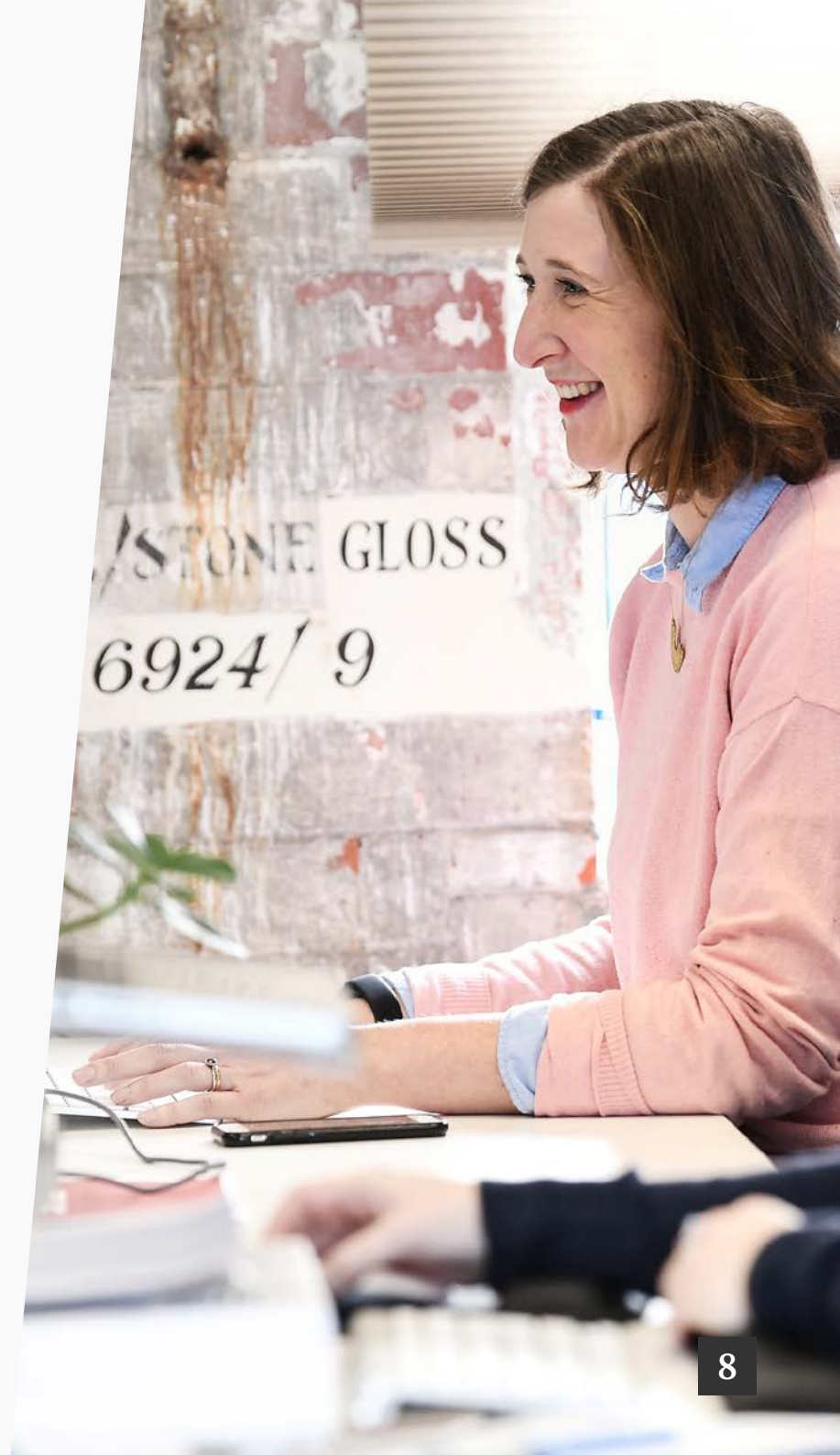
Broader Industry Insights

Our experience mirrors the results of more extensive UK-wide trials of reduced working hours. Over 60 companies across diverse sectors participated in a pilot programme testing a four-day week. The results were overwhelmingly positive. A four-day work week resulted in 71% of employees reporting lower burnout, a 57% drop in staff turnover, and stable or improved productivity and revenue.

The trial also showed that shorter working hours can help with talent retention and attract new employees, making this shift an effective business strategy beyond improving staff well-being.

Sources:

Autonomy Work
4 Day Week Global



BOSCH *smart farming technology brand film*

BOSCH's agency, **Factor 3** reached out to us, following our collaboration with them for **BOSCH**'s 125 year anniversary film, and together we conceived the story and captured the impressive technology and team of great minds behind the innovation, interviewing key experts from **BOSCH** and **Chafer Machinery**.

“ **Our only wish is that we knew them sooner!**
An absolute pleasure to work with and an impeccably talented team. From a true understanding of the brief to brilliantly smooth production and excellent delivery.

Lora Dewe, Senior Account Manager **BOSCH**



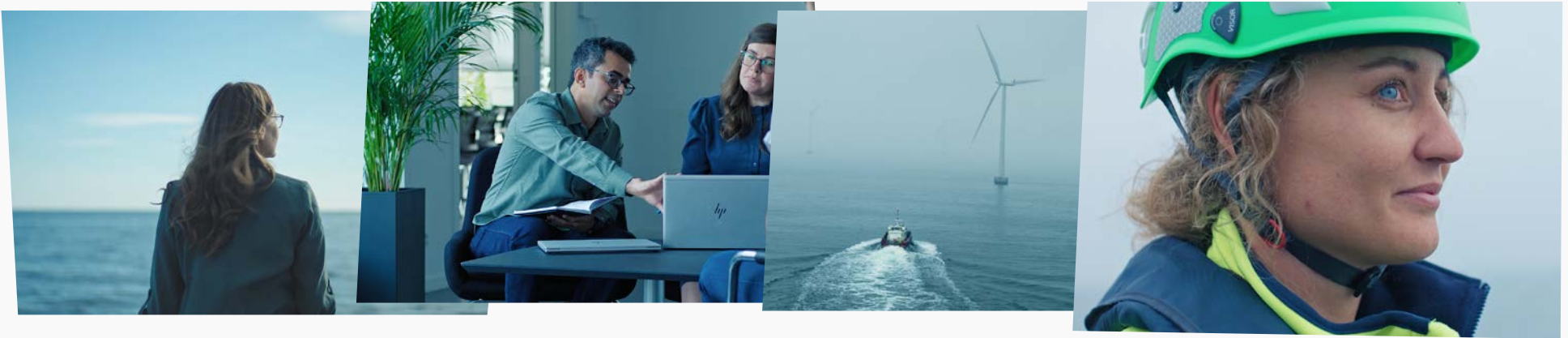
Clinical Partners *divergent voices films*

For four consecutive years, we have helped produce this series of roundtable discussions and advice films for **Clinical Partners**. These films serve as a valuable resource for those looking to deepen their understanding of neurodiversity.

“ **They utilised their vast experience, combined with gentle humility and the ability to listen, interpret, and evolve, ultimately allowing us to produce outstanding results we are all extremely proud of.**

Rae Britton, Strategic Partnerships Manager **Clinical Partners**





RWE employee value proposition films

In collaboration with the creative minds at **Havas People**, we crafted a compelling Employee Value Proposition (EVP) video campaign for **RWE Offshore**, a titan in the wind energy sector.

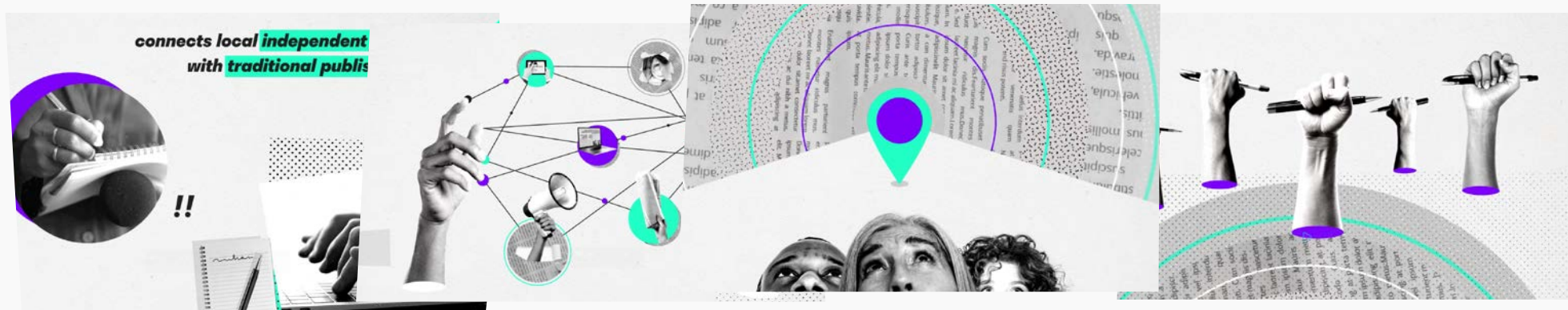
The campaign was designed to articulate the unique value RWE offers to its employees, positioning it as an ideal workplace for those passionate about making a tangible impact in the clean energy realm.

The production team was made up of a mix of UK and Danish crew and we successfully delivered over 40 unique edits in various formats and languages. This meticulous approach ensured that our content reached the suitable candidates on the most effective platforms.

The films have since been shortlisted for **Best Video** and **Best Employer Brand Film** at the **Recruitment Marketing Awards**.

“ **It’s all so emotive and compelling without feeling forced in the slightest. You’ve completely nailed what we wanted from the start. Thanks for smashing it!** ”

Brand Manager **Havas People**



Ping! News *web app launch motion graphic animation*

Ping! unlocks new revenue for independent news publishers. By leveraging advertising, syndications, big tech partnerships, and grant funding, they enable news organisations to thrive while maintaining their independence.

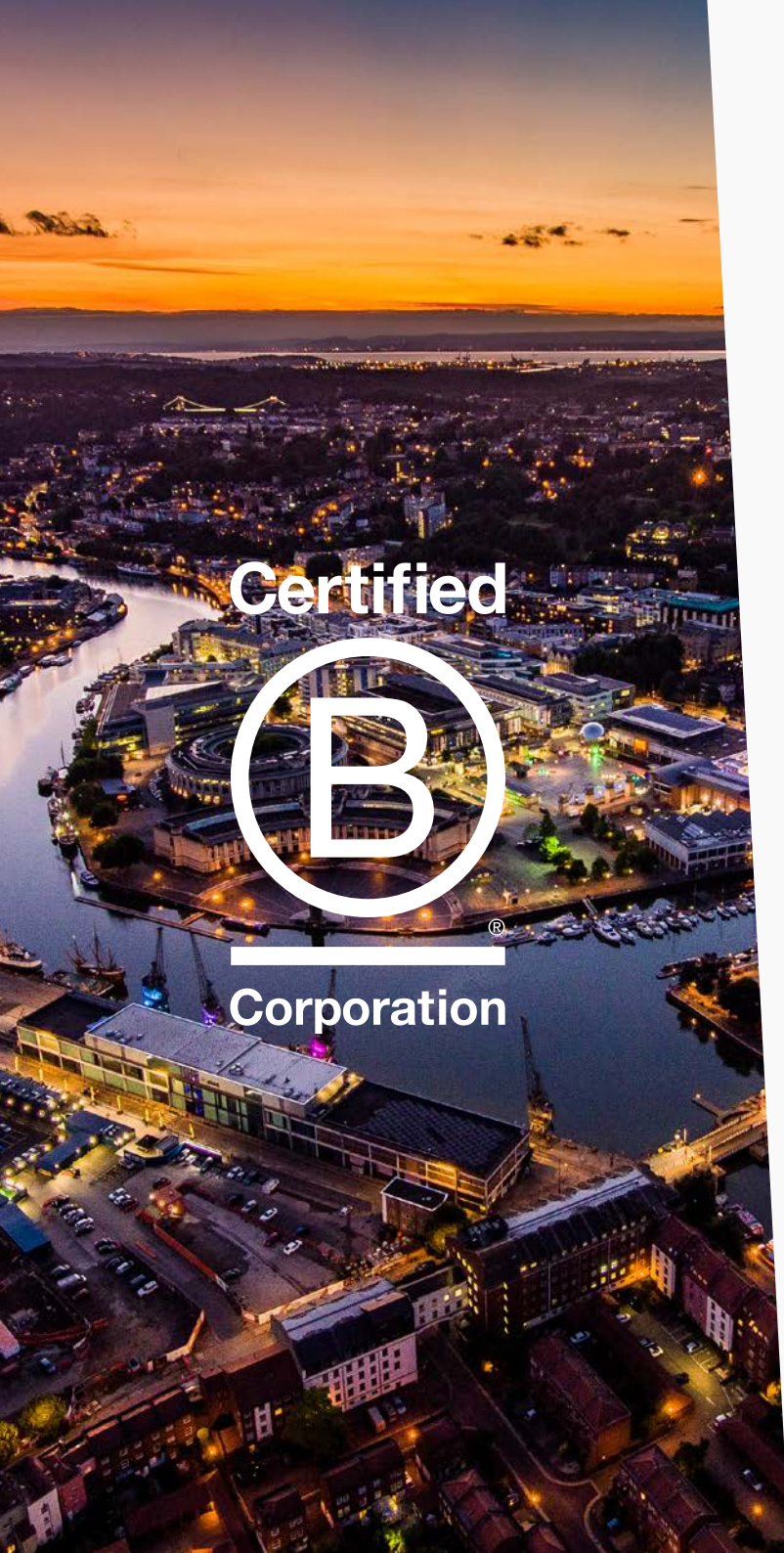
We wanted to create a video that not only made people sit up and pay attention but also left them feeling motivated and inspired about the future of local news in the UK. The underlying issues the local news industry faces are pressing and profound, and the intention was to convey that Ping! stands as a beacon of positive transformation.

Embracing the challenge, a unique brand style was woven, harmonising the nostalgic charm of the old with the vivacity of the new. We used a mix of 2D cut-out assets, paying homage to the classic newspaper print look while injecting a bold, modern twist. This palette was designed to mirror the fast-paced, attention-grabbing world of news, culminating in a vibrant, dynamic animation that truly stands out.

The journey doesn't end here. As the Ping! platform gathers steam, it's thrilling to support the community news sector and to be part of the journey towards a brighter future for local news.

“ **Without Omni Productions, our project simply wouldn't have gotten off the ground.**

Matt Abbott, Director, **Ping News CIC**



B impact assessment

We are now working through our **third B Corp recertification** with a respectable score for our last assessment of **93.4** but with a long way to go. Being a B Corp is a journey not a destination and we're always striving to be better.



- **93.4** Omni Productions' overall B Impact score
- **80.0** Qualifies for B Corp certification
- **50.9** Median score for ordinary businesses

Further breakdown of scoring

2024 *Next steps*

Goals for 2024

Communities

- **Charitable Giving:**

Continue to donate a percentage of our profits to charity.

- **Support Local Vendors:**

Strengthen our local purchasing policy by choosing local suppliers when possible.

Environment

- **Carbon Journey:**

Continue to offset the work we do to ensure we are carbon balanced.

- **Improve Office Energy Efficiency:**

Focus on one key area, such as drafts in windows, use of heating or more efficient lighting to further minimise energy usage in day-to-day operations.

Governance

- **AI Integration and Ethics:**

Implement responsible AI usage policies in production, ensuring transparency, creativity, and ethical practices in line with evolving industry standards.

- **Strengthen Cybersecurity Awareness:**

Continue to monitor and implement measures.

People

- **Flexible Working:**

Continue supporting flexible hybrid work but formalise it with a simple, clear policy that benefits both the team and the business's needs.

- **Youth Mentorship:**

Consider providing short-term mentoring to one or two young people affected by the pandemic, guiding them through the creative industry.



RWE Offshore
Employee Value Proposition films

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