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Just wanted to say a huge thank you to you all for the serious amount of work that you have done for the 20 Canada Square Relocation and Communication Programme. I know the Interactive and Design work carried out on your part has been immense and I'm thrilled with the results. ”

# Need to move 2,000 people?

BP's hassle-free relocation  
to 20 Canada Square

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by **small back room**

BP was moving to a new South East hub in Canary Wharf, London, with over 2,000 staff relocating from several locations to 20 Canada Square. Our brief was to develop a relocation and communication programme to positively position 20 Canada Square and develop a sense of 'community' within the building.



## Situation

Our challenge was to create an approach that would win the hearts and minds of staff, reduce any resistance to the relocation and ensure questions about the move were fully answered. 20 Canada Square had to be seen as a great place to work.

## Solution

We developed a brand identity for communications to give an overarching look and feel that emphasised a successful, hassle-free move for all staff.

Working in partnership with BP's internal communications team we created posters, phone screens, moving cards, emails and an Essential Guide to the office surroundings. These and other materials built the 20 Canada Square 'brand' before, during and after the move. A Square magazine was also produced to create a community feel, and an intranet microsite was launched to give up-to-the minute information before, during and after the move.

## Outcome

The move went smoothly and the solution to the brief was so well received that we were referred to further work within BP.