



Their Brief

The Public Services Network (PSN) is a government procurement framework. On the face of it, this is quite a complex and potentially 'dry' subject area – yet it's a very important initiative to help government departments buy their technology products and services more efficiently. How could we educate the audience on the PSN manifesto without losing the essence of the Virgin Media Business brand? Also, whatever we produced needed to work in an exhibition environment, where there was no guarantee of audio – so a further challenge to the brief of bringing this proposition to life.

Our Solution

We created a parallax-scrolling interactive web page that lets users scroll through the story. It's punctuated with fun animations and it's distinctive and memorable. It gives users an interactive experience that's a bit different and enables them to read the story at their own pace. This approach also made the story accessible on iPads for sales teams to present to their customers.