

FTSE and Skill-Pill Case-study

The Background

FTSE is an independent company owned by The Financial Times and the London Stock Exchange. Their business is in the creation and management of indices and associated data services, on an international scale. They work with most of the major companies and financial institutions around the world.

FTSE4Good is a highly successful ethical index series that was introduced in 2001 as a response to growing investor demand for Socially Responsible Investment (SRI) indices and products. The FTSE4Good Index Series has been designed to measure the performance of companies that meet globally recognised corporate responsibility standards, and to facilitate investment in those companies.

The Challenge

FTSE4Good is constantly developing new criteria to ensure the index reflects current SRI and CSR practices. The criteria developed are tailored for various industry sub-sectors, to ensure the criteria represent good practice for the many not best practice for the few.

The compliance criteria can often be complex and require a great deal of supporting materials. FTSE4Good's concern was that many executives were getting 'snowed under' by all the weighty detail of compliance. A short, succinct and effective delivery of the top-line information was needed. This could act as a top-line summary for the internal compliance officer just before they need to brief senior management on the new criteria and what they entail for the business.

The Implementation

FTSE4Good and Skill-Pill worked together on the production of two pills, a FTSE4Good Climate Change Criteria pill and a general FTSE4Good pill. The aim of the Climate Change Criteria pill was to give senior managers a top line briefing before presenting FTSE4Good Climate Change Criteria to the board.

The target of the second [general FTSE4Good pill] was aimed at FTSE employees with the aim of raising awareness and appreciation of the FTSE4Good category to the business. Results for this pill are still being evaluated.

The Skill-Pill team had to refine a large amount of often complex information into a succinct, impactful but comprehensive two minute rich media briefing to optimise delivery. The FTSE climate change pill can be viewed at:

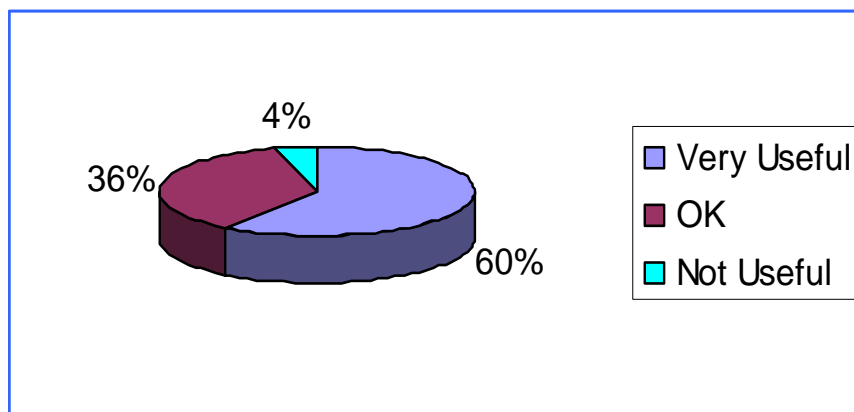
<http://www.skill-pill.com/ftse/climate/index.php>.

The Results

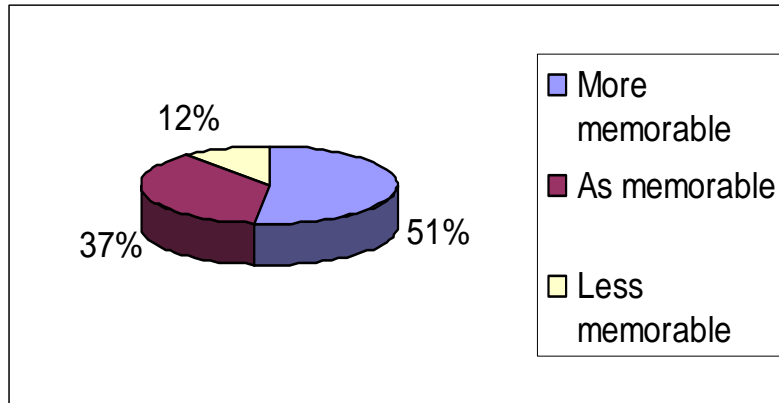
From the 10th to the 13th April 2007, FTSE4Good distributed the Climate Change Criteria Skill-Pill amongst its stakeholders. The stakeholders included major household corporate names such as Tesco, BT and EDF.

Following a summary of the questions asked together with the rate of response.

Method of Delivery



How Memorable?



The skill-pill team is now working on pills in Japanese to deploy on FTSE Group's behalf. More information on Skill-Pills can be found on www.skill-pill.com or by telephone at + 44 870 240 6656