

Hello, we are  
demographik

We are **creative, experienced** and **cost effective**, and **build long term relationships** with our clients by working alongside their teams and going the extra mile to deliver.

**Over the last 15 years we have been successfully delivering design projects for a range of companies, many in the financial and professional services sectors.**

# Some of our clients





## For Aon

- 70 plus projects over 6 years
- Websites
- Reports and brochures
- Animated videos
- Presentations
- Direct mail and ABM campaigns
- Social campaigns
- Branding

Contact us | Download Reports

**AON**  
Empower Results

London Work, Travel, Convene Coalition  
**Preparedness: COVID-19 and Pandemic Modelling**

Preparedness: COVID-19 and Pandemic Modelling | Vaccines: Pathway to Immunity is Littered with Obstacles | All Change: Transport & Commuting

Overview | Summary | Download Report

**Overview:**



Important metrics, such as the proportion of infected people requiring hospitalisation, have been obscured by incomplete data, confusing our perception of the current and future threat of COVID-19



The number of people requiring hospitalisation remains the principal risk posed by COVID-19



The hospitalisation rate of the estimated infections has not changed dramatically through time, with around 2-3% of infected individuals requiring hospital treatment



The impact of a warming climate will reduce the R value for any given set of social mixing restrictions and other precautions in place

**Preparedness: COVID-19 and Pandemic Modelling**



"It is important to bear in mind that the virus is exceptionally difficult to suppress and will continue to spread unless the restrictions on social mixing and other countermeasures such as contact tracing are adequate. The virus is blind to what time a pub closes and whether patrons are served a substantial meal or not. The virus is indifferent to such considerations and does not bend to the will of the people. When we came out of lockdown in the summer, it was always going to come back, and the experience of the Southern Hemisphere demonstrated how challenging our autumn and winter would be."

James Robinson, PhD, COVID-19 Pandemic Modelling Analyst

The warming climate and vaccine roll out will turn the situation around this year, but the potential for asymptomatic transmission may still impact the return to normality.

**Summary:**



Things will continue to get worse in the UK before they improve

The Southern Hemisphere was the first to face COVID-19 in a winter setting, and Melbourne's second COVID-19 spike in June - September 2020 provided a clear warning of what was in store for the UK in late 2020, with the modelling predicting a significant second wave. Indeed the transmission of COVID-19 increased across Northern Hemisphere countries as soon as temperatures began to cool at the end of summer. Unfortunately, this adverse impact is highly likely to persist whilst temperatures continue to cool in early 2021, and we may not see a significant shift until the climate becomes milder later in the spring.

**The risk posed by COVID-19 has not changed since the first wave**

The number of people requiring hospitalisation remains the principal risk posed by COVID-19, and hospital admissions in March 2021 are predicted to be similar to first wave peak. The hospitalisation rate of estimated infections has not changed dramatically through time, with around 2-3% of infected individuals requiring hospital treatment. The level of infections in the UK remains very high, and in early January is at similar levels to the peak of the first wave (over 100,000 infections per day).

In principle, the risk to individuals who continue to be exposed, either in the workplace or commuting, also remains comparable to the peak of the first wave. New variants, such as the 'UK variant' (VOC\_202012/01), which are transmitted more easily, pose a particular danger that we can no longer rely on previous containment regimes to suppress the virus adequately.



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**AON**  
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London Work, Travel, Convene Coalition  
**All Change: Transport & Commuting**

Preparedness: COVID-19 and Pandemic Modelling | Vaccines: Pathway to Immunity is Littered with Obstacles | All Change: Transport & Commuting

Overview | Summary | Download Report

**Overview:**



Aon's benchmarking for people working in our London office shows that 90 minutes is the average commute time, which suggests most are taking the train, tube or bus.



Prior to COVID-19, London would see congestion pinch points where tube stations were forced to close for safety. The need for social distancing means that footfall for the tube must be much lower.



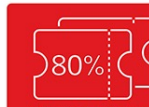
A viable solution to the transport problem demands a more collaborative approach between businesses and organisations like Transport for London, and will likely include shift work and more cycling and walking.

**All Change: Transport & Commuting**



"About 80% of our revenue is predominately fare revenue, with 20% advertising revenue, and that dried up immediately upon government instruction to lockdown and avoid public transport," says Evertt. "We had to turn our business model on its head because we are used to attracting more people to public transport. From the very beginning of the pandemic in March, we had to flip that and ask people not to use us."

Vernon Evertt, TIL Managing Director, Customers, Communication and Technology



TIL obtained 80% of its funding from fare revenue before the pandemic



Passenger numbers in the capital hit an all-time low in April 2020, with just 3% using the tube and 13% riding the bus



TIL plans to operate without government subsidy by 2023



**How we commute has irrevocably altered, but transport authorities are working hard to meet the challenges ahead**

When the pandemic brought London to a standstill at the end of March 2020, from an operational perspective, Transport for London was well prepared. Its line of business requires well-rehearsed resilience for all eventualities. "Unfortunately, in the past, we had to respond to terrorist attacks" says TIL Managing Director, Customers, Communication and Technology Vernon Evertt, "and lesser examples like the Olympic Games, where we have had to really prepare our operational services to build in resilience."

However, when it came to financial resilience, the pandemic demonstrated TIL's reliance on funding from fare revenue.

"We had to turn our business model on its head because we are used to attracting more people to public transport. From the very beginning of the pandemic in March, we had to flip that and ask people not to use us."

**Will commuters return?**

When the time is right, TIL wants passengers back. According to Evertt, any tripartite is generally on the part

Contact us

**Working Towards the New Better:  
Every Firm is now  
a Healthcare Organisation**

London Work, Travel, Convene Coalition  
January 2021

**AON**  
Empower Results

London Work, Travel, Convene Coalition • Preparedness: COVID-19 and Pandemic Modelling

Important metrics obscured | People requiring hospitalisation

Impact of a warming climate, which will reduce the R value for any given set of social mixing restrictions and other precautions in place

The number of people requiring hospitalisation remains the principal risk posed by COVID-19

2-3% | Warming climate will reduce the R value

The hospitalisation rate of the estimated infections has not changed dramatically through time, with around 2-3% of infected individuals requiring hospital treatment

The impact of a warming climate will reduce the R value for any given set of social mixing restrictions and other precautions in place

London Work, Travel, Convene Coalition • Preparedness: COVID-19 and Pandemic Modelling

**How quickly may the situation improve in 2021?**

Two major drivers will contribute to a rapidly improving situation in the UK in 2021:

- Impact of a warming climate, which will reduce the R value for any given set of social mixing restrictions and other precautions in place
- Impact of the vaccination roll out programme, which will first reduce the impact of COVID-19 disease, such as the number of hospitalisations, and later a material impact on the level of transmission (i.e. reducing R value). However, the potential for asymptomatic transmission is an important consideration and this will impact the return to 'normality'

The vaccine is just one of our lines of defence against the virus, and no vaccine is expected to provide enough protection to stop COVID-19 from spreading between people altogether. Whilst the vaccine's rapid development and distribution is good news, we must recognise that no single intervention will stop the spread. A gradual return to normality therefore may not begin until well into 2021, and some restrictions are likely to remain in place for most of the year.

The climate effect may not be observable in countries with colder winters and temperatures start to rise from March onwards, with the full effect being observed later in the summer. The vaccine impact will



Food for  
thought





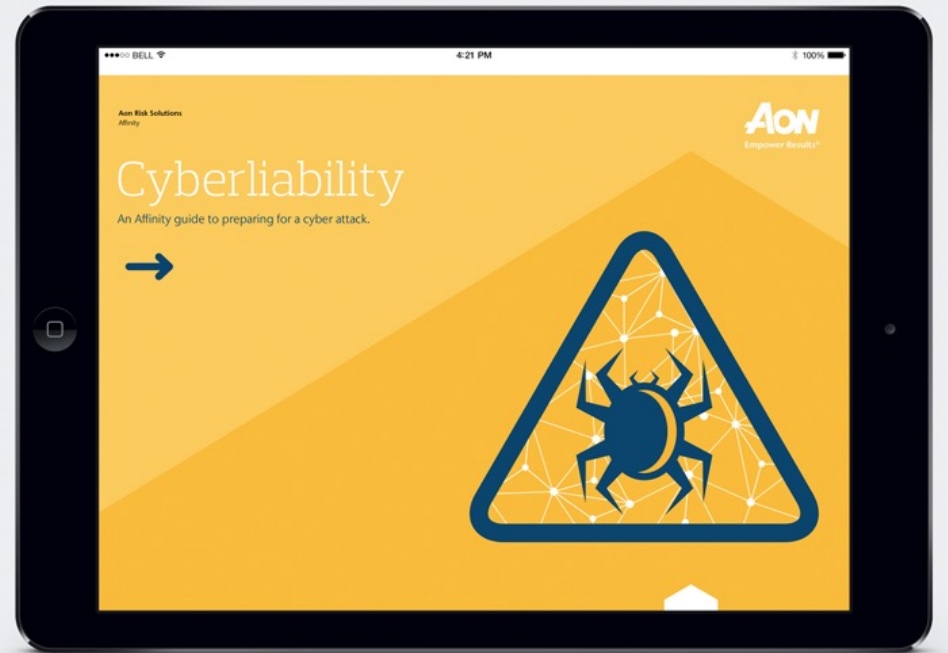
Encourage growth and loyalty



We build a relationship

Additional revenue







Allianz Partners is the leading arm of B2B2C business for The Allianz Group. We work with our business partners to deliver excellent services for their end customers.

We lead commercial activities in over 70 countries, with over 20,000 employees handling 89 million calls across 65 million cases. We work with almost 900,000 medical providers worldwide and over 40 car brands in 30 countries.

Fixed consumer packages

Fixed SME Packages

Premium 3

Premium 4

Premium add-on 5

operating cover for trip curtailment,  
Premium cards

to immediate family)



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[Why Aon?](#)

[Location](#)

[Claims Process](#)

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## Aon Visa cover



A range of card benefits at no additional charge to cardholder



[About Aon](#)

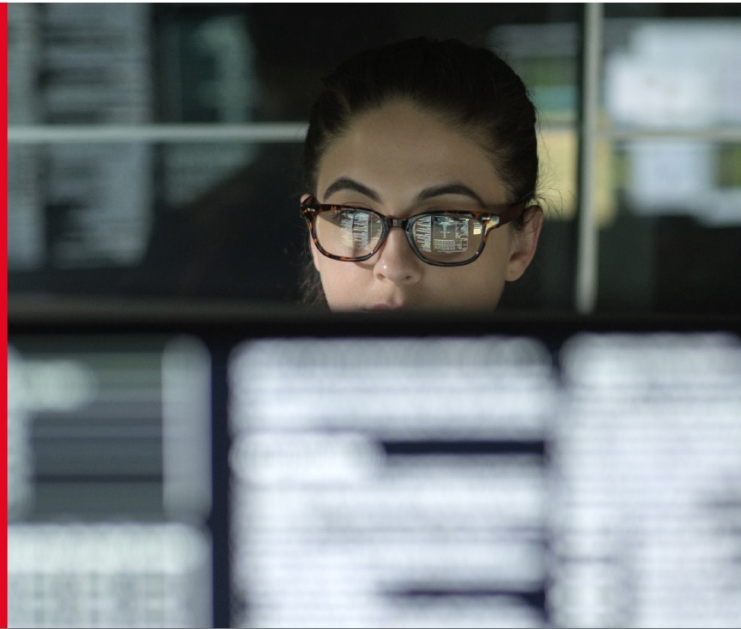
**AON**

What is Professional Indemnity and why do you need it?



**AON**

What is Cyber Insurance?



**AON**

How recruitment consultants can make the most of their insurance







# 2023 International People Mobility Survey Report

What's Driving Strategic Change in Global People Mobility



## Global mobility: eight key trends

- Cost containment is the rising star:** In previous years wellbeing, safety and resilience have been the talking points in international mobility. This year's results show that employers are now becoming more cost conscious. This is due to factors such as global safety, financial stability and other geopolitical circumstances. Unless these factors change, Aon anticipates that cost containment will be a long-term trend.
- Employee resilience is still crucial:** Wellbeing, safety and resilience continue to be a priority. COVID-19 showed that poor employee wellbeing and resilience can negatively impact businesses, highlighting key person risk. For example, Employees also want to know that their employer cares about their wellbeing and will support them when they are working remotely.
- Geopolitical developments are influencing strategy:** Unsurprising talent shortages, inflation, sustainability and remaining COVID-19 restrictions are among the geopolitical issues that are having an impact on global mobility.
- More emphasis on ESG and sustainability:** As concerns about climate change grow, there will be increased pressure to reduce the environmental impact of travel. This will lead to a greater focus on sustainable transportation options, such as electric cars, trains and flights performed on sustainable air fuels, as well as more remote working and virtual meetings. The wider remit of ESG (environmental, social and governance) is also impacting global mobility. Taking care of employees' physical, mental and social wellbeing has become a higher priority – the 'S' of ESG – requires good quality governance around mobility, such as risk management.
- Changing immigration policies:** Immigration policies affect global mobility, and we may see significant shifts in this area in the future. For example, some countries could become more restrictive in terms of immigration, while others may introduce policies to attract more skilled workers and entrepreneurs.
- Reduced need for physical travel:** COVID-19 accelerated adoption of digital technologies, such as video conferencing, to conduct business and communicate across borders, reducing the need for physical travel. This trend is likely to continue next year.
- Increased use of remote work:** The pandemic has shown that remote work is possible for many jobs, and this trend will continue now that the pandemic is over. This could reduce the need for frequent business travel, especially for meetings and conferences. Aon believes that the quality of global mobility offered by employers will be more important than the quantity. This trend could also contribute to the retention of international talent.
- Growing importance of emerging markets:** Emerging markets such as China, India, and Brazil are likely to become even more important to the global economy in the future. This could lead to more business mobility in these regions, as well as increased immigration and cultural exchange.

2023 International People Mobility Report



## Executive Summary

Global mobility has hugely evolved in the past two years. When this research series was launched in 2020, business mobility has been affected by the restrictions on both personal and business travel imposed by COVID-19. However, the beginnings of a reinvigorated approach to mobility, driven by changing employee aspirations, increased demand for flexibility and improvements in technology for remote working was becoming more apparent.

The findings in this year's report continue many of those themes, exploring how employers are responding to restored freedom of movement alongside business priorities for travel, overseas assignments and international remote working. This report sets out to explore how employers now perceive international mobility and to identify emerging trends affecting internationally mobile employees.

While the everyday impact of COVID-19 is now much less acute in most regions, new threats have emerged such as the Russia/Ukraine war, the energy crisis, global inflation and talent shortages. These are all shaping the short-term future of international mobility needs, creating new challenges and opportunities.

The report findings show that employers may wish to consider looking to the longer term in establishing complete, robust international mobility policies that are fit for purpose in the current environment. They also need a clear understanding of how international assignments can contribute to employee value propositions. Employee aspirations have changed and mobility opportunities need to keep pace.

This report highlights key results and trends from the survey, along with ideas for employers to help them anticipate future trends and improve current international mobility practices.

Aon would like to thank all those who took the time to respond to the survey. Their input has enabled us to build a comprehensive picture of current approaches and future aims in this rapidly emerging area of business.

Advanced analytics, advice and solutions from Aon give our clients the clarity and confidence they need to make better decisions to protect and grow their business. For Human Resources leaders, this includes how a better understanding of their mobility profile, along with challenges and opportunities can help enable workforce resilience, talent retention and wider people strategies. Aon solutions also help ensure the alignment of those people strategies through benchmarking.



2023 International People Mobility Report





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What we do

demographik

marcomms



branding



web



video animation



- **Fully integrated campaigns**
- **Information design and infographics**
- **Reports, brochures and presentations**
- **Social support, Canva templates**
- **Events, design support, AV content**

HM Government

The first ever  
**Government Cyber Security Strategy (GCSS)**  
Building a cyber resilient public sector

HM Government  
Government Cyber Security Strategy (GCSS)  
Building a cyber resilient public sector

Strategic Pillars

5 strategic objectives

Manage cyber security risk

You can read the full strategy at [gov.uk](http://gov.uk)

HM Government

HM Government

**Government Cyber Security Strategy**  
Building a cyber resilient public sector

2022-2030

Cabinet Office  
11.5K Tweets  
40% were aimed at the public sector. The #GovCyberSecurityStrategy has 5 key strategic objectives that aim to address this. 1/6

**Government Cyber Security Strategy Objectives**

Minimise the impact of cyber security incidents:  
government will be fully prepared and able to respond to cyber incidents with the capability to restore affected systems and assets and resume the operation of its functions and the public sector.

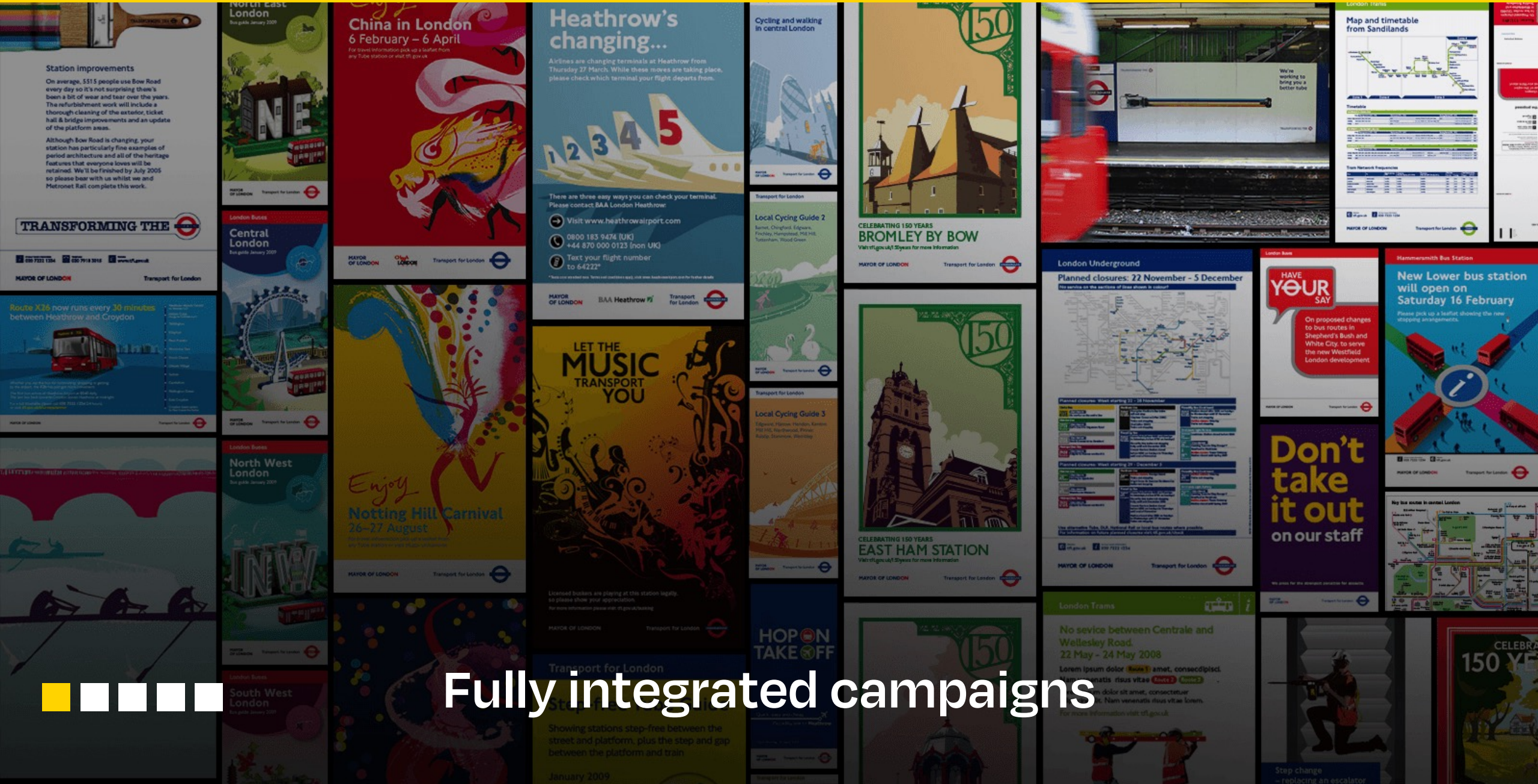
What's happening  
Chancellor Jeremy Hunt reverses 'almost all' tax measures set out in the mini-budget

Fully integrated campaigns





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Fully integrated campaigns



London Underground  
Planned closures November 2008

No service on sections of the line shown in colour

1020 7322 1234

MAYOR OF LONDON

Transport for London

UNDERGROUND

This poster provides a detailed overview of planned closures for the London Underground in November 2008. It features a color-coded map of the network and a list of specific closure details, including line names, affected sections, and dates. The poster is part of a public information campaign by Transport for London.

London Tramlink

Zone 3 Zone 4 Zone 3 Zone 4

Therapia Lane Waddon Marsh Wandle Park Reeves Corner Church Street George Street East Croydon Sandilands Lloyd Park Gravel Hill

West Croydon Wellesey Road Addiscombe

Coombe Lane

London Trams

Map and timetable from Sandilands

Ticket & fare information

1020 7322 1234

MAYOR OF LONDON

Transport for London

UNDERGROUND

This block shows two examples of information design for London Trams. The top part is a route map of the London Tramlink system, divided into zones and showing various lines and stations. The bottom part shows a digital information screen for the Coombe Lane tram stop, which displays a map and timetable for the Sandilands route and provides ticket and fare information. The screen is designed to be user-friendly and easy to read.

Works & Closures  
information publicity  
production guidelines

April 2008 Version number 1.0

MAYOR OF LONDON

Transport for London

UNDERGROUND

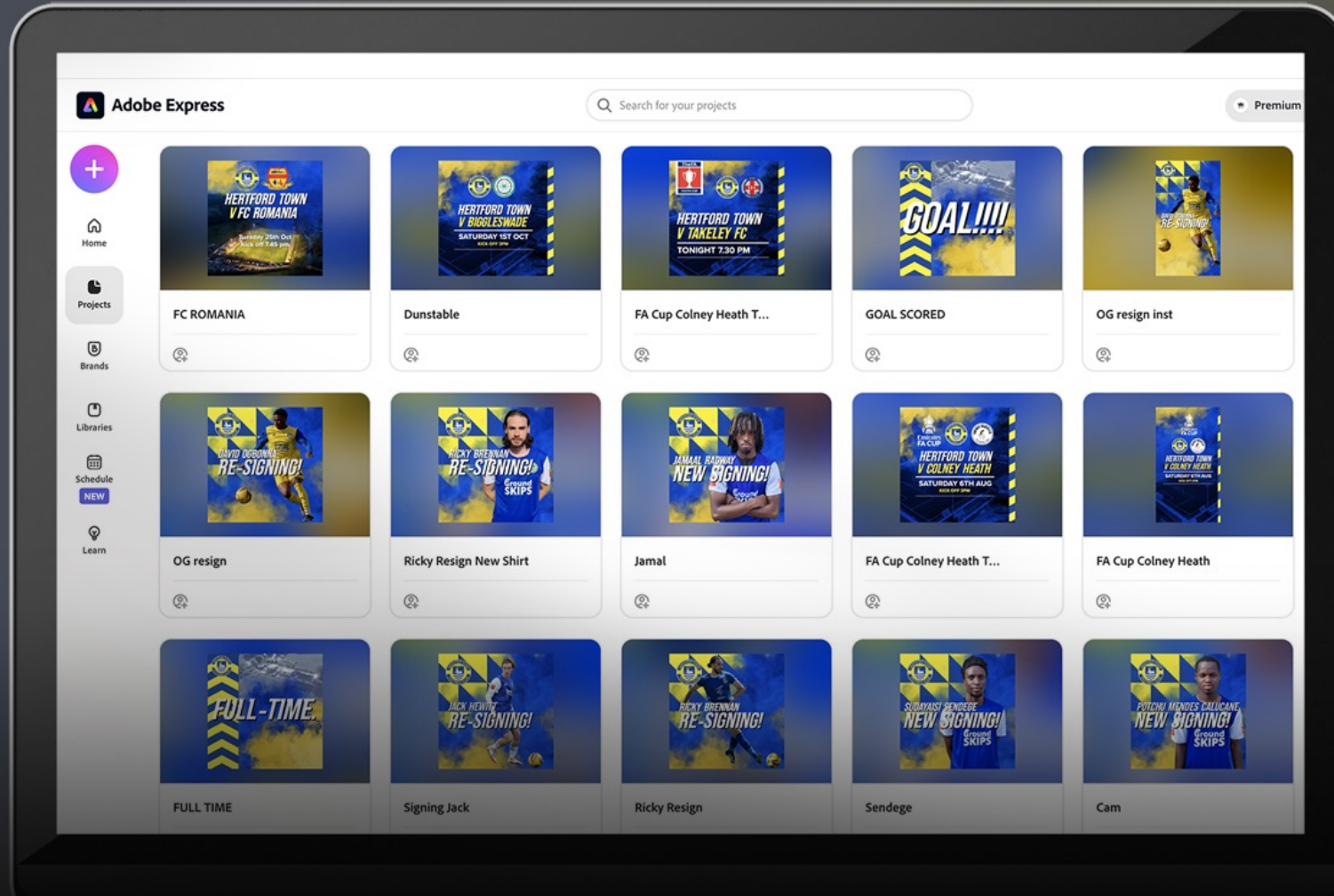
This image shows the cover of a booklet titled "Works & Closures information publicity production guidelines". The cover features a stylized, colorful illustration of the London Underground network with various construction workers and equipment. The booklet is dated April 2008 and is version 1.0. It is published by the Mayor of London and Transport for London.

Information design and infographics



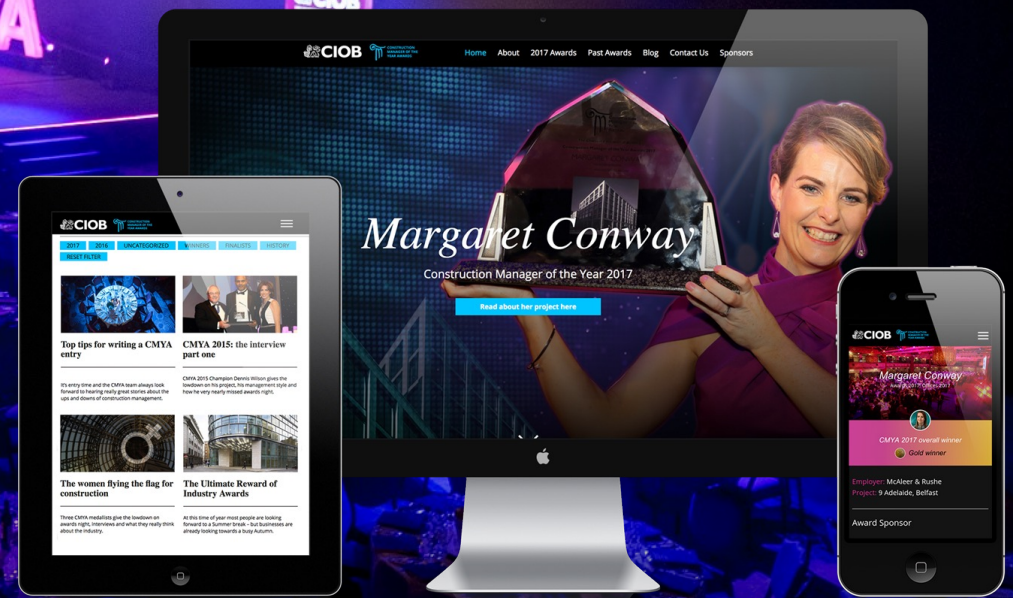






■ ■ ■ ■ ■ Social support, Canva templates





Design support, AV content

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branding



web



video animation

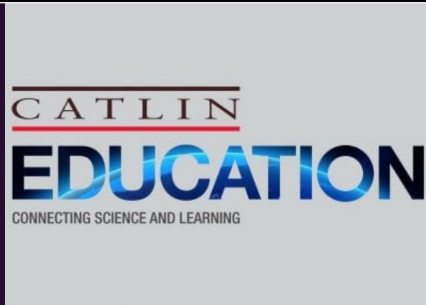


## ▶ branding

- Identity to full branding
- Messaging and positioning
- Brand enhancement and expression incl. sub brands
- New or existing brand rollout and delivery, brand guardian
- Your Brand Online, [yourbrandonline.co.uk](http://yourbrandonline.co.uk)

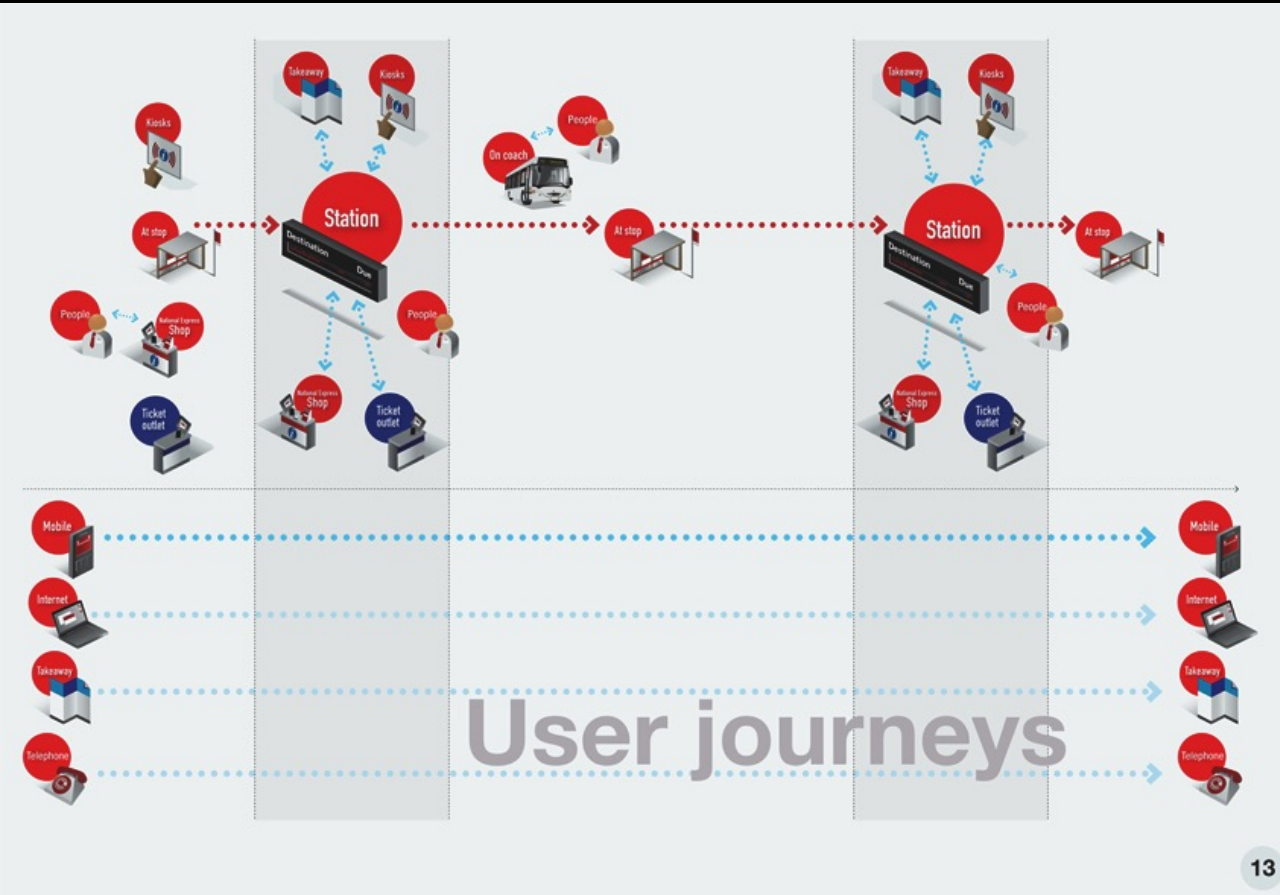


# ► branding



Identity to full branding

# ► branding



## Messaging and positioning





# ► branding



### CIOB office locations

<p><b>Head Office</b> 1 Abchurch Lane London EC4A 3DF UK</p> <p><b>London Office</b> 9 Wigmore London W8B 8NF UK</p> <p><b>Africa</b> Box 20001 Bell Ave Old Station Road Somerset West Cape Town 7100</p> <p><b>Hong Kong</b> Room 1501 Well Cha Commercial Centre 184-184 Johnston Road Wan Chai Hong Kong</p> <p><b>Australia</b> 1/24 44 Market Street Sydney NSW 2000</p>	<p><b>France</b> Eiffel Tower Business Centre 77 St. John Huguenin Quay Paris 7</p> <p><b>China (Hurst)</b> 5E, Tower A No. 19 CTIC Building Jiefang Road West Street Chaoyang District Beijing 100045</p> <p><b>China (East)</b> 4F Asoke Building 1488 Maitai Ten An Road Jing'an District Shanghai 200040</p> <p><b>China (West)</b> Room B05A Mentorship Street Plaza No. 68 Zongzi Road Yuhang District Zhejiang 311100</p> <p><b>Middle East</b> Executive Office 05 Business Centre Block 13 PO Box 502221 Dubai Knowledge Park Dubai UAE</p>	<p><b>Singapore</b> Level 42 Suntec Tower Three 8 Temasek Boulevard Singapore 038989</p> <p><b>Malaysia</b> 5th Floor No. 8 Jalan Bangsar Utama 9 Bangsar Utama 59000 Kuala Lumpur Malaysia</p>
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### Working with employers

We work with employers of all sizes, all over the world. These close connections with companies and consultancies help us support every part of our industry's workforce.

There are more than 1,000 construction organisations who work with us to improve the standard of construction and to increase the opportunity for management careers.

There are two main initiatives for employers to work with us. The first is our Chartered Building Company and Consultancy Scheme, or CBCS for short. Just as individuals work towards Chartered Membership, so can an entire organisation achieve Chartered status with us. This gives them a competitive advantage by helping businesses become a trusted resource for clients.

To become a CBCS business must have been trading for two or more years and at least half of the Executive Board must be Chartered with a high level of professional body, with a minimum of 25% Chartered with the CIOB.

The second is to becoming a Training Partnership. This is a free service that the CIOB offers to construction businesses in the built environment. Through a joint venture we create a bespoke training, learning and development plan for their staff, paving the way towards a fully Chartered workforce.

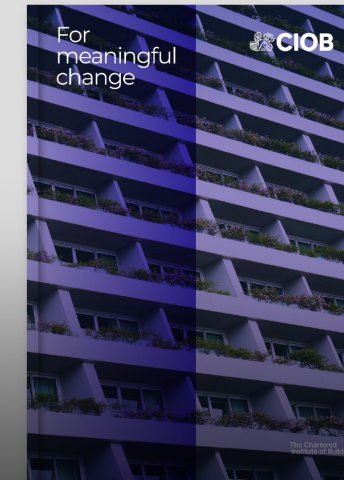
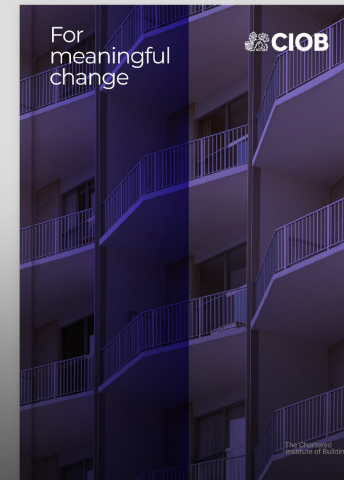
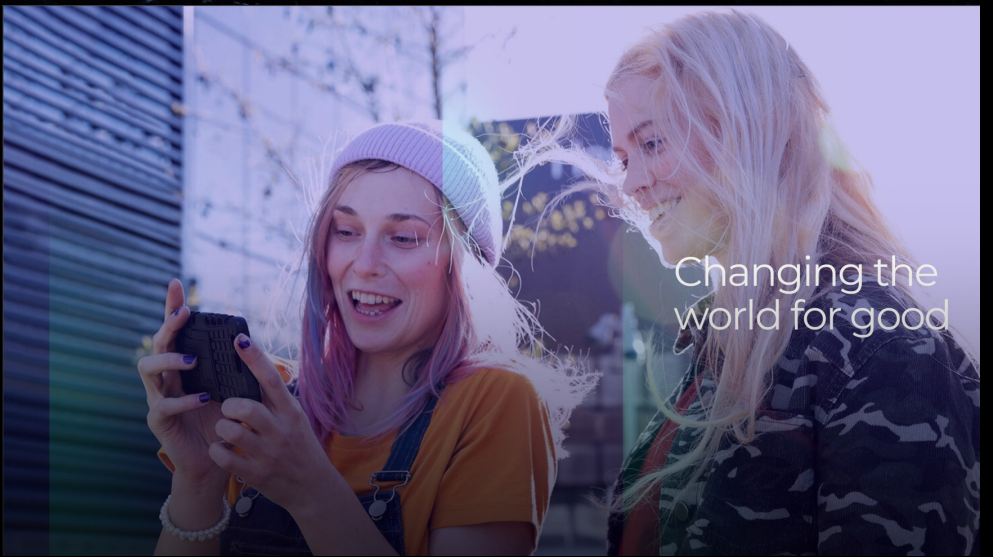
Primarily our Training Partnerships support those in senior management roles and upwards, regardless of age, experience or qualifications.

### Collaborating with partners

We collaborate with all kinds of organisations across the world so we can give our members the best support no matter what they need.

We were the first professional body to set up a network of collective sites for the 'open-plan' industry supply chain. And we're a part of our Chartered Members' network, the professional forum for representatives of leading research organisations and specialist business associations.

To bring the built environment industry and academia, we work with the Institution of Professional Engineers and the Institution of Mechanical Engineers, and we work closely with other professional bodies to ensure our members and employers have the best access to the professions across the globe.



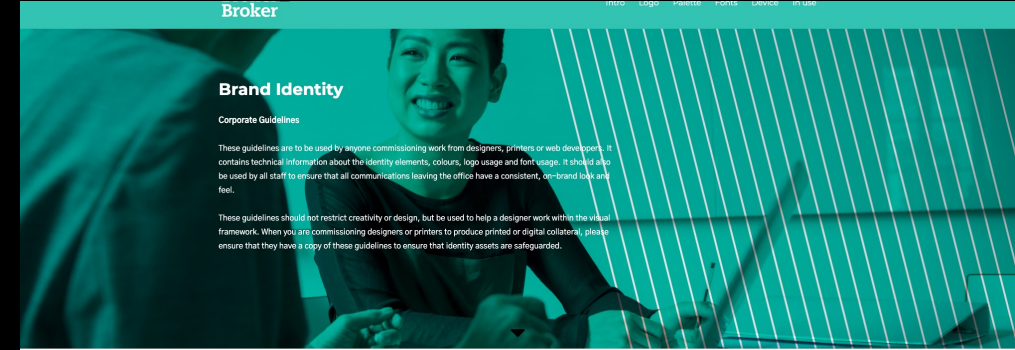
New or existing brand rollout and delivery **brand guardian**



# ► branding



Your Brand Online [yourbrandonline.co.uk](http://yourbrandonline.co.uk)



Broker

## Brand Identity

### Corporate Guidelines

These guidelines are to be used by anyone commissioning work from designers, printers or web developers. It contains technical information about the identity elements, colours, logo usage and font usage. It should also be used by all staff to ensure that all communications leaving the office have a consistent, on-brand look and feel.

These guidelines should not restrict creativity or design, but be used to help a designer work within the visual framework. When you are commissioning designers or printers to produce printed or digital collateral, please ensure that they have a copy of these guidelines to ensure that identity assets are safeguarded.

## Logo



A Marsh Company

Master Logo - This is the core brand identity in the primary colour Teal.

Please contact us for the correct logo masterfiles. Do not recreate or adapt from other sources.



A Marsh Company



A Marsh Company



A Marsh Company



A Marsh Company



A Marsh Company



A Marsh Company

Logo variations - The logo can be created in any of the palette colours.



A Marsh Company



A Marsh Company



A Marsh Company



A Marsh Company



A Marsh Company



A Marsh Company

Reserved logo - It can also be presented with any other



A Marsh Company



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branding



web



video animation



## ► web

**Websites, microsites, landing pages, email design**

**Information architecture and design**

**Development, WordPress or your dev team**

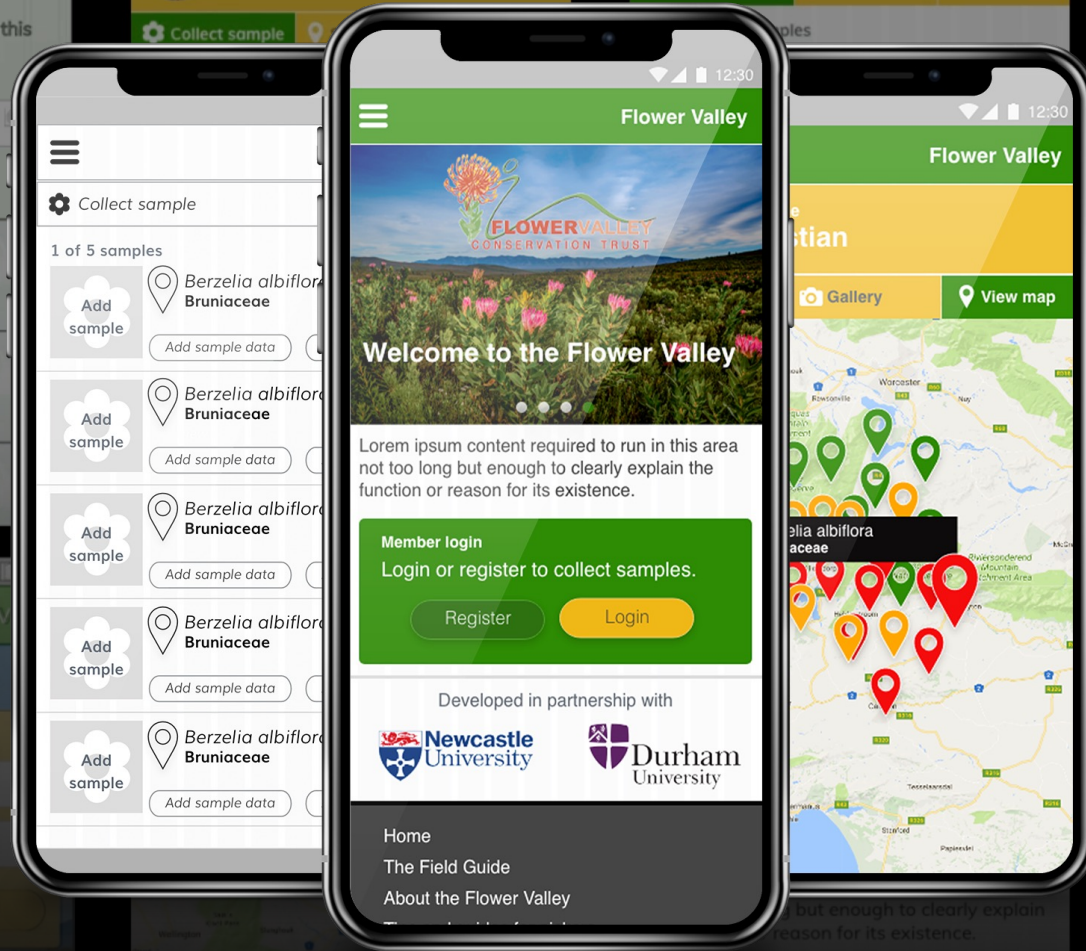
**Web content, updated regularly**

**Ongoing support and updates**



Websites, microsites, landing pages, email design

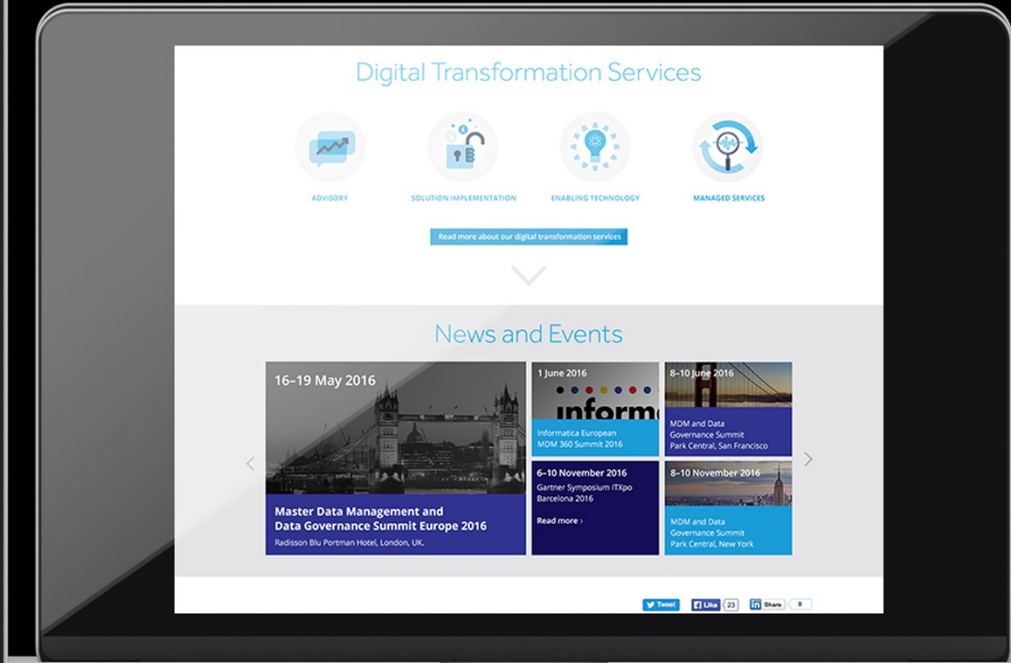
► web



Information architecture and design

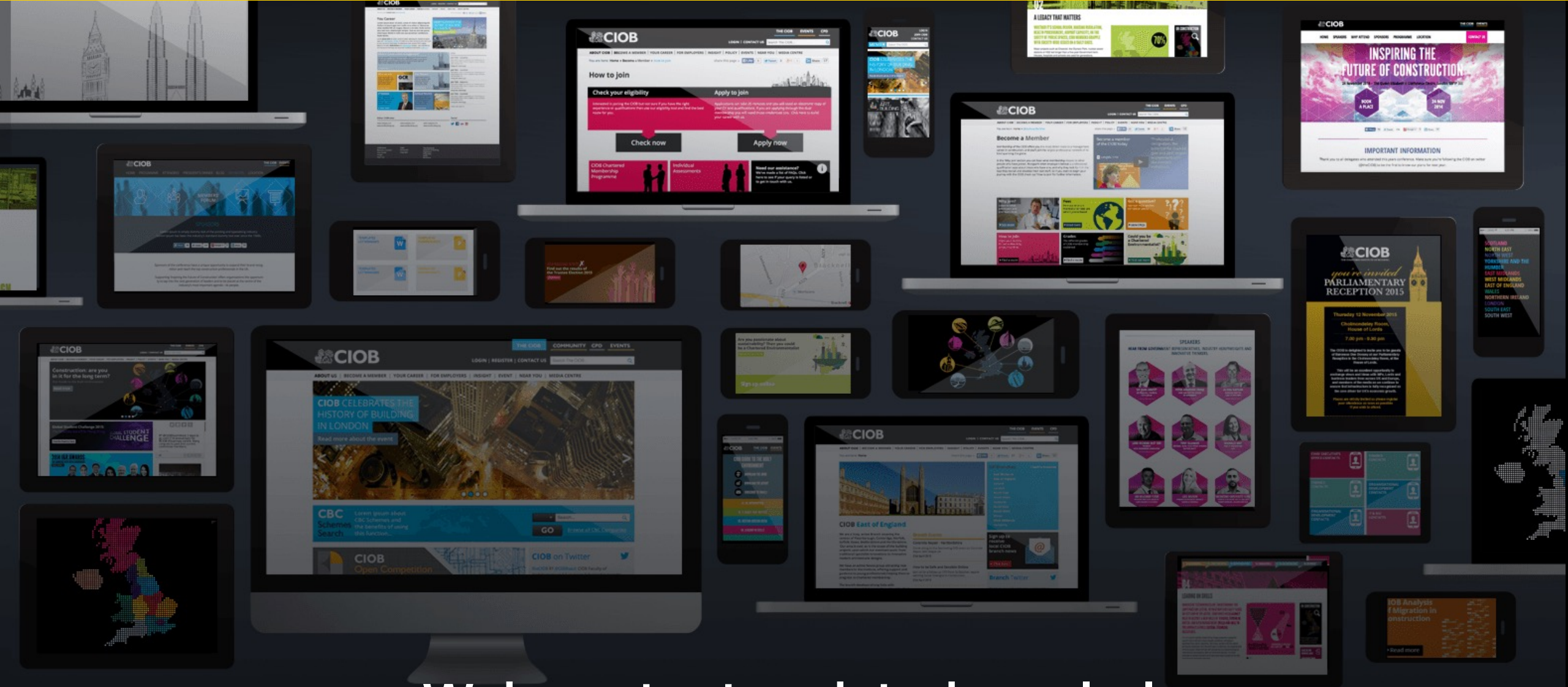






Development, WordPress or your dev team

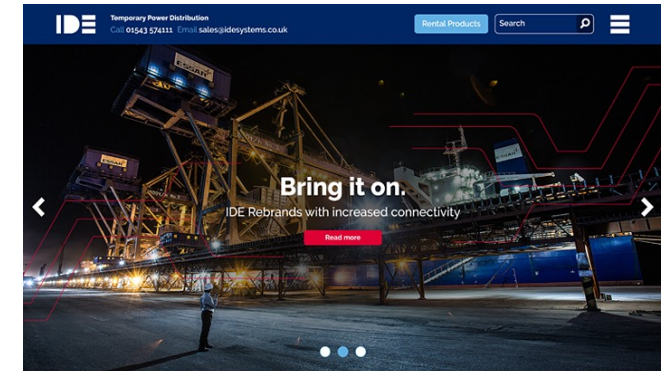
► web



Web content updated regularly

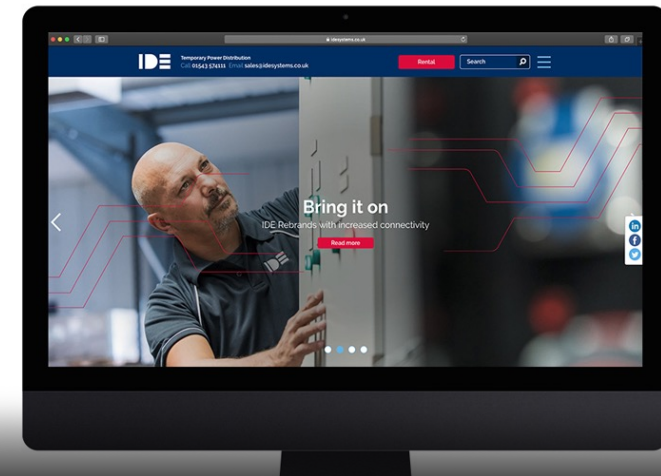


# ► web



## IDE products

- Temporary Power
- Fixed Power
- Rental



# Ongoing support and updates

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branding



web



video animation





## ▶ video animation

- Storyboarding and design
- Animation, explainer and kinetic
- Script writing, voice overs, translations
- Filming on location, interviews, talking heads
- Editing and delivery
- **Click to watch our video**

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[www.demographik.co.uk](http://www.demographik.co.uk)