



## Success with the City: Recent SCC Client Programs

### TD Bank/HP

**Setting the Stage:** In July of 2006, TD Bank and HP faced an unprecedented challenge when they embarked on “Project Canberry”, a year-long effort to replace 2,400 Green Machine ATMs in Canada with new and improved models. The magnitude of frustrations involved in such an undertaking is to be expected, but when the rollout was completed successfully earlier this year, the feeling of accomplishment throughout the companies was equally monumental.

Between two organizations capable of pulling off a project of this size with complete success, they were now faced with a real test: How do you show appreciation to those involved in a way that is as truly spectacular as the achievement itself?

**Playing our Part:** TD Bank and HP wanted to provide a forum where those involved could effectively show their appreciation. They looked to Second City to do so in a way that equaled the celebratory mood of the companies following this success. We hosted the event with a Talk Show format, employing our expert entertainers as hosts to interview the executives of the companies. While the host provided light-hearted and engaging banter among the panel, he also served a greater function as conduit for the Executives feelings in a humorous and frank manner. To further drive the point home about the overall effectiveness and value of “Project Cranberry” to their internal masses, SCC wrote and performed 5 custom scenes that really got to the heart of the project. The relevant details of the scenes gave everyone in attendance an opportunity to look in on their own success and feel good about a job well done.

The audience was “riotous” in their appreciation, according to Project Cranberry Project Manager Michelle Pierce, who added: “It’s absolutely unanimous throughout our organization that the show was a complete success. The team was fabulous, the show was fabulous (as I had anticipated) ...the executive interview portion couldn’t have gone off better. It exceeded my expectations”.

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### Cardinal Health

**Setting the Stage:** Cardinal Health is launching a new line of comfortable and functional medical scrubs that will change the way medical professionals look and feel at work. They introduced Endura Scrubs at the Association for Operating Room Nurses trade show at McCormick Place in Chicago. Trade shows provide enormous volume of potential customers all under one roof, with the real challenge of how to attract attention when competing with 100’s of vendors all looking to do the same.

**Playing Our Part:** SCC knows how to address and entertain an audience in any corporate or marketing environment, but we also know how to draw one in. At the top of each hour, our cast took the stage, dressed in Endura Scrubs, and performed a custom-written high-energy show tune singing the praises of the new scrubs as only we can. We grabbed the attention of 1,000’s of nurses over the course of 3 days by making them laugh and sing along, all the while informing them of the new product’s benefits. After the song, we entertained the captive audience with an improv set based on their work-related suggestions. Keeping these large groups engaged and in the Endura booth for nearly a ½ hour out of every hour helped us support the client’s initiative to ask nurses to “scrub their



scrubs”, or turn in old scrubs for a brand new pair of Endura Scrubs. Attendees were also encouraged, through the song lyrics, to enter information into Cardinal’s database, giving them a valuable list of follow-up opportunities.

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### Major League Baseball

**Setting the Stage:** Every year, Major League Baseball and the MLB Player’s Association conduct a Rookie Development Program to help young players manage the unique challenges of assimilating into the Bigs. The program prepares players for situations they’ll encounter on and off the field. Over 3 days they focus on general issues such as work-life balance and money management, as well as more specific challenges like cultural assimilation, media relations, fanatical fans, and the subtleties of hierarchy and tenure in the clubhouse. The challenge for SCC was to engage an audience of highly talented young men (who are more accustomed to multi-day road trips than multi-day conferences) in a dialogue around unique and sensitive topics, without sounding preachy or artificial.

**Playing our Part:** When we first created this program 6 years ago, we knew we had to be credible to get the Rookie’s attention and funny to keep them interested. So we created and performed over a dozen custom written sketches to dramatize real-world rookie scenarios. We then combined the scenes with expert facilitation to spur honest dialogue among the rookies, helping them to swap ideas on the issues. In 2007, we took it to the next level by asking the rookies to work in groups to dig further into the scenarios and tell us how the rookie in the scenario should or shouldn’t handle it. We took their ideas and performed our scenes with their endings which resulted in an even richer exploration of the issues. To top it off we tapped into the competitive nature of the rookies by adding a group challenge. Throughout the entire program, the rookies were able to win prizes based on points they earned for participation in different discussions and events. The result was increased engagement and attendance during the program, and the rookies left with an even deeper understanding of the situations they will face...as well as some great prizes!

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### HSBC

**Setting the Stage:** When you want your best and brightest Technology Managers to meet and share ideas, as well as learn their expectations for the coming year, but you only have them all in the same room once a year, you need to make sure the room is conducive to positive, active networking. HSBC, a global banking/financial services organization, is serious about busting silos within their IT departments, and wanted Second City to turn a mirror toward the company’s current state to motivate those silo-dwellers to “Join Up” the company by sharing information with colleagues they didn’t know they had.

**Playing our Part:** In order to pump up the enthusiasm for the event, HSBC brought Second City into the running order. We created 3 custom scenes to celebrate and highlight the unique culture of this financial institution’s IT world and to wake everyone up after dinner, we performed an improv set following dessert. We then hosted an awards show to honor individual achievements, and to continue encouraging the company’s messages with humor. The night was a complete success for HSBC, thanks in part to our ability to elevate the energy in the room to a level that keeps people excited



about what they do and where they work, and stimulates positive and productive communication among co-workers who typically miss the opportunity when they can't see over their silo walls.

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### Phillips/Jack Morton Worldwide

**Setting the Stage:** Every brand should carry its own personality. A good brand sends a distinct message through a common understanding of what it means to the consumer, as well as those who produce it. But how can you effectively “wear” your brand if the members of your own team do not share that common understanding of the brand’s message? Phillips held a 4-day conference in 2007 to bring some of their top executives together on this very point. Their goal was to communicate the new Phillips brand of “sense and simplicity” to international manufacturing executives. Not an easy task when speaking to a group who focuses primarily on the nuts and bolts of their product but doesn’t necessarily see the need for a change in its marketing.

**Playing our part:** Phillips and Jack Morton Worldwide came to Second City Communications for help in bringing the brand to life. With Phillips’ input, we created several custom scenes to showcase key characteristics and behaviors associated with Sense and Simplicity. The scenes demonstrated for the audience exactly what “living the brand” really looked like in an entertaining way. For an international audience, our ability to visually demonstrate this message theatrically and with universally relevant humor ensured that Phillips’ brand initiative was effectively communicated. We also provided an experienced and entertaining emcee to help the SVP present and discuss information related to the brand in between the scenes. This helped keep the message on point and seamlessly weave humorous, engaging content with thought-provoking and important information that would help the audience in moving the Phillips branding effort forward.

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### Rogers Communications

**Setting The Stage:** Rogers Communications, a major telecommunications company embarked on an 8-city tour to address their entire sales force. Their SVP of Sales and Rogers execs set out to address the sales force about the company’s current and future plans. With recent shifts in the organization, Rogers knew that simply presenting dry facts from behind a podium was not the way to engage this audience, and chose a better way to show that the execs are in tune with regional issues. They contacted Second City to help create a comfortable atmosphere conducive to communication using humor and an open forum “talk show” setting to create a real dialogue.

**Playing our Part:** We put the executives center stage to answer the questions on everyone’s minds, while providing the comfort of our humorous host and moderator to keep things lively and on point. Our host also acted as facilitator to the Q & A that was encouraged throughout. And just to really put some weight behind the issues and show that Rogers really did know what was on the minds of the audience members, our actors performed custom-written scenes that really resonated with the day to day lives of Rogers employees.

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## Pepsi Bottling Group

**Setting the Stage:** PBG developed a new customer service model that needed to be communicated effectively to its 500 general managers during a series of conferences throughout the U.S. Because the goal of the conferences wasn't merely to impart information, but to begin to change management behavior, PBG knew that typical presentations wouldn't suffice. We were asked to create a program that would bring the new service model to life, dramatize the workings and reasoning behind the service model, and transfer to managers the skills required to make the model effective.

**Playing our Part:** Working closely with PBG, we created comedic sketches that portrayed real world customer service challenges faced by its managers. After performing the sketches, we led GMs through a customized experiential learning workshop which applied improv communications skills to typical PBG customer service interactions, allowing managers to practice the behaviors required by the service model. Our facilitators enabled participants to talk openly about the new service model, and to gain a real-time understanding of how to implement it most effectively. In the end, PBG leadership underscored the importance of the changes, and the savvy of its managers, by communicating in a fresh, highly relevant way. And, beyond the communication and instruction, the interactive workshop format created a forum where dispersed teams could connect with each other and build relationships that lasted beyond the conference.

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## Capital One

**Setting the Stage:** Capital One was launching a new customer service initiative to all associates of its U.S. product division. They wanted to differentiate this effort from others in the past that didn't achieve enough internal buy-in. Capital One needed to show the reason for change and why it was necessary now. The company wanted to be clear about vision, get all associates on board, share successes and illustrate practical goals. The purpose of the event was to be memorable, establish trust and demonstrate the commitment of Capital One's leadership.

**Playing our Part:** Second City framed the Capital One new program announcement in our attention-grabbing Talk-Show format. Over the course of 90-minutes, we featured Capital One's leadership and ideas using engaging interviews and customized scenic "commercial breaks". A Second City host partnered with executives to convey key learning objectives by first winning the audience, making the execs look great (humanizing them to the audience) and perfectly sprinkling humor throughout their "presentations." Over the course of the session, we also deployed a cast of Second City actors to perform several hilarious customized sketches reflecting the audience's culture and concerns.