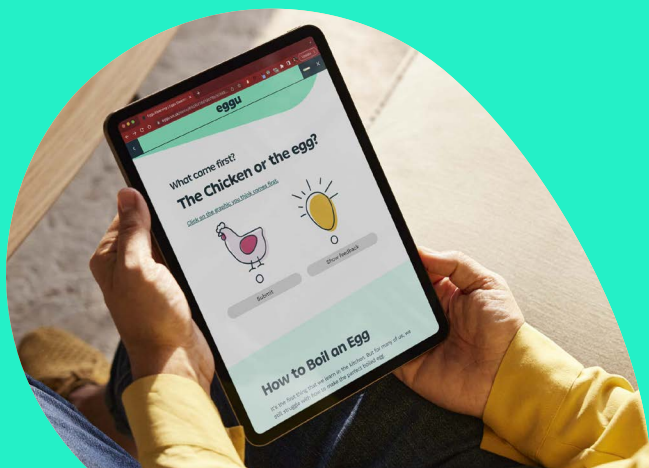


Game changing digital learning it's what we do



eggu

eggu.co.uk



[Find out more
about Egg](#) →

We're making change happen

With change at our core, we aren't your average agency. We know change is the only way to create a better future, and it drives everything we do for our clients.

Whether it's helping pivot on a knife point (like our Ambulance Service clients faced with the Covid Pandemic), to bring about cultural change and end sexism in schools, or educate entire generations about sexual health and consent. We never shy away from an important topic, no matter how taboo.

Our work is empowering, liberating and relevant. It's not for the faint-hearted.

The digital learning we've created together over the last eight years is changing young people's lives - that's no easy task.

Laura Hamzic, Director of Digital Communications, Brook





Eggu is versatile

(much like our namesake, the small but mighty Egg)

There's not much we can't turn our expertise to - from challenging perceptions and changing minds, to onboarding new clients or delivering staff training.

Each project has an equally important part to play in the success of your cause or business.

Educating & changing perceptions

Digital learning that works to build awareness and support, arm professionals with skills and confidence, and empower the masses through education.

(Not just any) staff training

Engaging mandatory staff training tools and corporate skills refreshers that enhance workflow, all driven by design.

Client onboarding & online help

Immersing new customers in brand experience via product tutorials and accessible online training resources.





[Read more about our services](#) →

Award-winning design

Innovative and interactive content to engage learners and hatch curiosity.

People don't want to engage with boring. Our design-led approach creates energetic and powerful learning content which shapes the way people think, act and feel.

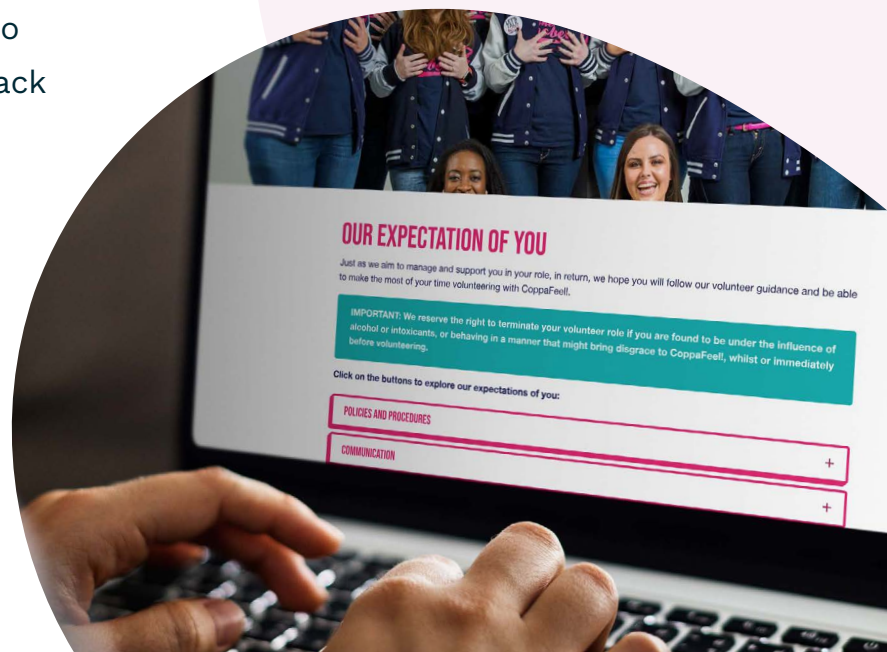
By creating content to suit your learner's taste buds, with all the right ingredients and flavours they can learn wherever and whenever it suits them, and quickly. The end result? More engaged learners who retain information and keep coming back for more.

Creative elearning: Delivering an immersive learning experience.

With a barrage of information at their fingertips, learners expect their online learning to be just as engaging and rewarding as the rest of their digital lives.

We create interactive, accessible and mobile friendly courses, designed to engage and energise your learners.

We integrate gamification, simulations, and multimedia content to help users retain and apply their learning.





Video:
**Powerful storytelling
and tutorials to motivate
your learners.**

Using easily digestible, bite-sized video content, is great for learners who prefer quick and simple access to information.

It offers a dynamic and memorable learning experience that helps users better understand and retain information. Video content and style can be completely customised to suit your learners' needs and preferences.

You can literally use video for anything and slot it into your digital learning journey. From sharing personal and emotive interviews to promoting company culture or delivering technical tutorials.

Videos are a great way to showcase real-world scenarios, share important stories, walk through complex procedures, demonstrate software and highlight key information.

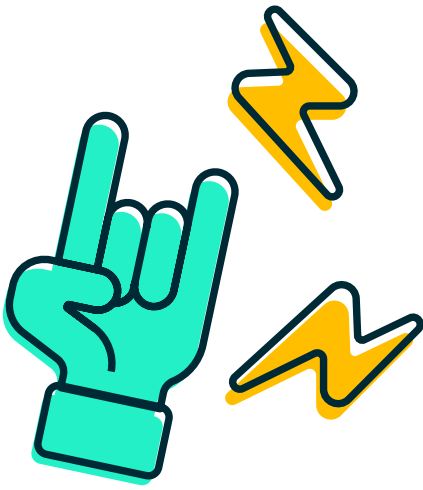
Animation:
**Bringing learning
to life with creative
animation.**

Animation is our super-power.

It adds a touch of fun and creativity to your digital learning courses, and gives your learners a breather from heavier interactive content. Animation adds punch to any message and can be integrated with video to pull out key information or break down tricky subject matter to make learning more engaging.

It's totally customisable to your brand identity, and can be created remotely, unlike video.

We've created animations for everything from software tutorials, to heart-valves, to consent – there's no subject matter we can't handle.



We're not like other agencies

No two eggs are ever the same – so we offer a completely bespoke service tailored to your specific requirements. No one size fits all approach here. We also believe in charging a fair and transparent price for our work, so you might be pleasantly surprised at what we can do for your budget.

How it works



Exploring your wants and needs

Tell us exactly what you're looking to achieve, and we will strive to find a bespoke solution that fits your specific requirements, budget and timeline.



Extracting your expertise

We'll spend time with your subject experts to extract their knowledge. Then, we'll bind it with any existing learning materials and transform it into engaging, fresh content.



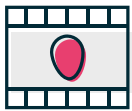
Imagery

Image is everything! We can use an existing image library, source the perfect stock imagery, or conduct a photoshoot.



Graphic design and illustration

We reflect your brand and values visually, to add a little spice to your learners' experience with custom-made graphics and illustrations.



Video and animation

We bring learning to life with video production and creative animation. Powerful visual media is easy to digest and designed to invigorate your learners in an instant, showcasing your brand beautifully.



Building your learning

We use Adapt Authoring Tool or Articulate Rise for a fully bespoke and interactive user experience with mobile responsive output and recyclable templates. All digital resources are designed to comply with Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standards.



Testing and tweaks

We use Monday.com to track and manage your project and will regularly share preview links for you to test, review and share your feedback throughout development.



Updates and revamps

Come back to us anytime for updates. (Costed as a separate project).



Handover

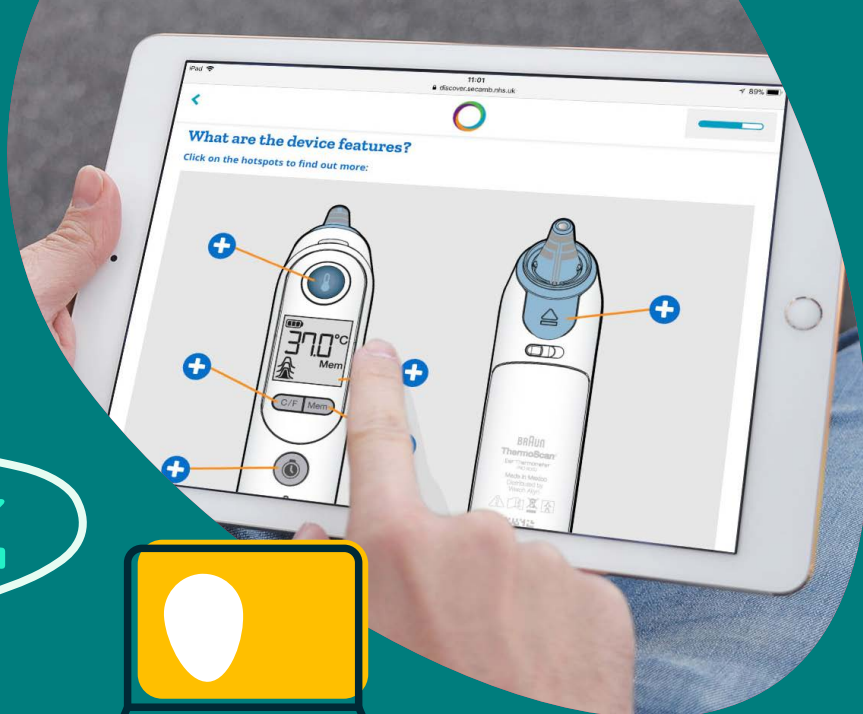
We'll supply your digital learning in HTML5 or SCORM 1.2 and video and animation as MP4s.

Here's a taster of our work

Ambulance services

For many years, we've been supporting the training of paramedics and ambulance service staff across the UK - delivering digital content and media in both English and Welsh.

We have developed critical training around the use of ECGs, Major Incident and Resilience Training, Practice Education, in addition to a suite of courses on Mental Health.



During COVID, digital learning became even more essential for ambulance staff to maintain their ongoing training. We worked with a number of services to rapidly turnaround engaging, interactive modules around topical guidance on infection prevention and control.

Many of the courses developed with individual services have since been sold in partnership with the commissioner and customised for other NHS Trusts.



"The online training we provide is really the best that I have seen."

Daren Mochrie, CEO, South East Coast Ambulance Service



Brook

Our Brook Learn platform hosts a range of online training courses, resources, animations and videos for teachers to support the delivery of effective relationships and sex education (RSE) in schools.

Year on year, we have seen a consistent increase in engagement with Brook Learn. Today, we now have over 32,000 users registered, and the rate of growth continues to rise.

Now Brook can easily track user activity data, which demonstrates an increase in user knowledge and confidence after completing Brook digital learning, with the majority of users ranking the online training as easy to access, useful, relevant, engaging and well-structured.

Brook Learn has not only helped to build brand awareness but has introduced the charity to whole new markets, with users in almost all local authority areas in the UK.

Eggu challenged us to think differently and create new learning assets we hadn't previously tried.

Samuel Inkpen
Digital Education Lead, Brook

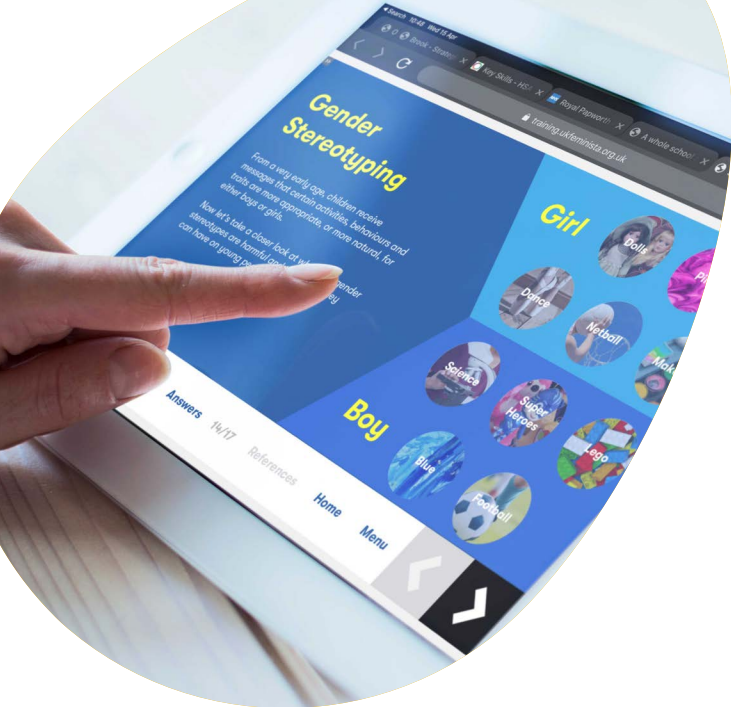


Eggu are just a joy to work with - totally professional, super bright, great attention to detail - they just 'get it' and are lovely people to boot.

Laura Hamzic, Director of Digital Communications, Brook

Furthermore, it has unlocked the opportunity to develop paid for content and market new education products to a growing list of subscribers. The latest figures for 2021-22 show that 36% of income at Brook has come from digital products developed with Eggu.

brook



Flexible and responsive, working collaboratively with us to develop very professional and engaging online training.

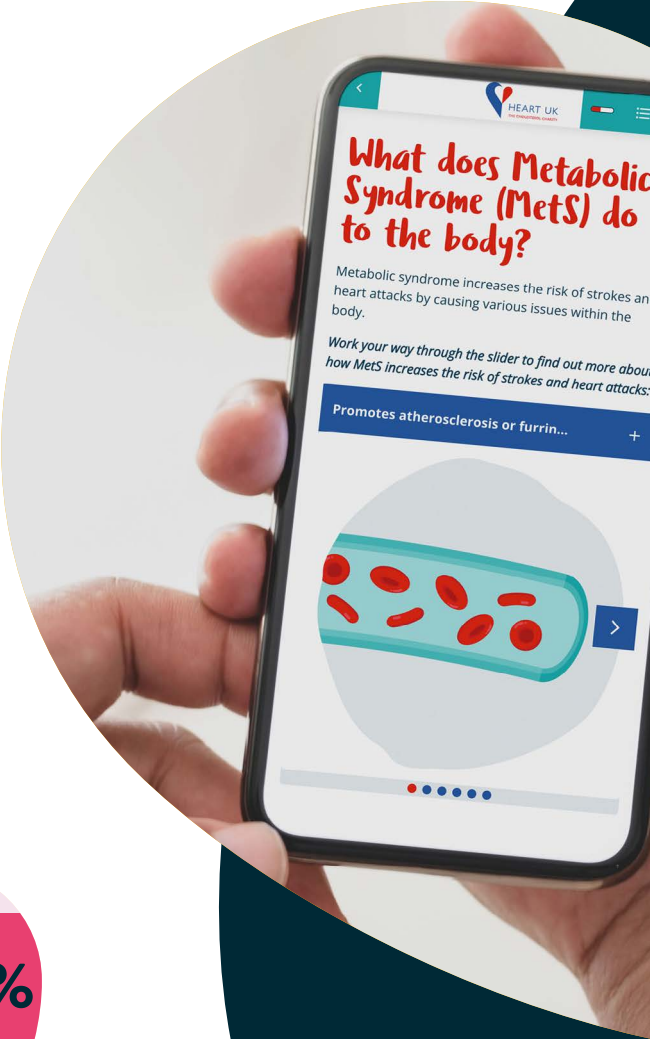
**Sophie Bennett
Policy and Development Manager,
UK Feminista**

UK Feminista

Our work with UK Feminista was to create a series of bitesized modules around how to challenge sexism in schools.

This is a real issue for every school in every community. Sexual harassment, sexist language and gender stereotyping are commonplace in school settings, yet teachers report feeling unsupported and ill-equipped to respond.

To date, the resource has had over 12,000 registered users with overwhelmingly positive feedback.



UK FEMINISTA

[Take a look at our full projects portfolio](#) →

HEART UK

HEART UK is the UK's only cholesterol charity, providing support, guidance and expert information for the public, health professionals and media outlets.

Following delivery of a series of webinars during lockdown, HEART UK instantly saw the value in investing further into digital delivery of their valuable training.

To further support and educate healthcare professionals; ensuring patients receive the safest and most effective care, Eggu designed a suite of interactive, mobile responsive elearning courses on a range of cholesterol-centred topics. These have received overwhelmingly positive feedback from users, and actively work to improve patient health outcomes.

Eggu are very creative, flexible, great to work with and have transformed very complicated matter into broken down easy to understand bite size chunks.

Jules Payne
Chief Executive, HEART UK





Contact us

This could be the start of something beautiful. We're eggcited to hear from you!

If you have a digital learning project in mind that you'd like our help with, get in touch and we'll hatch a plan together.

Let's get cracking!



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eggu

eggu.co.uk