



3Sixty Internet Limited  
66 Queens Road  
Clifton  
Bristol BS8 1QU

ITV plc  
London Television Centre  
Upper Ground  
London SE1 9LT

14 March 2006

Dear Chris,

A big thank you from the Internal Communication and Technology teams at ITV for your excellent work on redesigning our intranet.

Working with 3Sixty was enjoyable from the start. Your team managed to be calm, courteous and creative in equal measure throughout – no mean feat when we were juggling a new corporate structure and new brand at the same time as creating and redesigning every element of style, navigation and content with your help.

The process you took us through helped us to clarify our thinking and to increase buy-in from a wide range of stakeholders. Technical delivery was the best we have ever seen and the end result has won and still wins more unprompted commendation than I have ever heard about any internal communication mechanism. The new Watercooler has truly brought our new visual brand and company values to life.

Please thank all who were involved.

With regards,

A handwritten signature in blue ink, appearing to read 'Penny', with a long, sweeping flourish extending to the right.

Penny Lawson  
Head of Internal Communication