

Case Study

Launching a company's vision and brand values

Background

Allman Communication was appointed in March 2008 to work for one of the country's leading specialist healthcare cleaning providers as it prepared to re-launch its brand name.

An internal and external communication strategy was developed by Allman Communication to communicate the company's new branding, its new name and the strategy behind it.

The communication programme was underpinned by two strands of communication activity aimed at:

- embedding effective communication channels
- building leadership communication capability

Objectives

1. **Inform** employees and key media about the company's new name and brand
2. Ensure employees and key media **understand** the context and meaning of the new name and brand
3. **Engage** employees to work together to deliver against strategic objectives so that customers notice the difference.

Approach

- Working with the Executive Management team a workshop was held to define the strategy behind the rebrand and identify five key priorities for the business.
- A series of six employee focus groups were held to undertake a communication audit and gather the effectiveness of existing lines of communication and assess the potential of introducing others.
- Production of a rebrand roll out programme in the form of a **communication tool kit** which utilised and explained the three C's of communication:
 - **Communication Culture** – why communicate
 - **Communication Content** – what to communicate
 - **Communication Channels** – how to communicate

This 'communication kit' would equip and enable senior managers to understand how to deliver the rebrand message to employees, whilst also detailing an action plan on how to do things differently which would help employees to live the new brand.

Results

A concise and clear strategy is now in place to begin the roll out rebrand programme across the business later this year. In preparation for this exercise all Senior Managers will be equipped with the materials and framework (**communication tool kit**) to begin cascading the rebrand message and its vision to every employee.

An employee magazine is also planned to be launched to reinforce the new brand values and ensure regularity of communication across the organisation.

Talk to us



To find out how we can help you better communicate with and engage your employees, please contact:

Allman Communication Limited, T: +44(0)1332 810 839

E: lesley@allmancommunication.com, W: www.allmancommunication.com