

Case Study

CREATING AN IMPACTFUL COMPANY NEWSPAPER COORS BREWERS LTD



Objectives

Whilst Director of Communication at Coors Brewers, Lesley Allman met the company's objective of delivering a high impact newspaper that would:

1. Demonstrate how individuals and teams are living the company values and helping the company reach its vision and business goals.
2. Add context to the organisational changes taking place, providing more in-depth information.
3. Be up front and honest and include employee opinion/views from across all levels and departments.
4. Complement Coors' other internal communication channels, e.g. intranet site.

Approach

An editorial policy ensured that stories covered in Cheers! met the criteria of living the values or helping to meeting the company's goals. The tone of Cheers! was authentic, confident, straight-talking and open and honest.

Actions

- Establish the right look and feel for Cheers!
- Set editorial agenda to ensure Cheers! reflected strategic priorities.
- Proactively source stories/features to reflect editorial ambitions, e.g. employees living the company values at every level of the business.
- Illustrate in words and pictures what employees were doing to help the business to meet its vision.
- Present plans in an interesting/involving way and ensure any change is explained with integrity.
- Enthuse employees about the company, including the power and success of its brands and the positive outlook for the future.
- Co-ordinate distribution and manage feedback mechanisms.

Results

- A cross-departmental employee editorial panel reviewed each issue of Cheers! and provided retrospective feedback as well as contributed ideas for the next issue.
- In its annual readers survey, Cheers! was consistently rated good or excellent and gained a readership level of over 90% of employees.

Industry feedback

Cheers! is a frequent winner of industry awards, being recognised three years in a row by Communicators in Business (CiB), culminating in achieving class winner in the CiB National Awards in 2006.

"Cheers! succeeds in its goal of talking a brand-conscious business in a language and style that fits the business. It also impresses because the issues submitted cover a period when the business has not been performing well enough financially. The reasons for this are set out clearly and the challenges laid out."

Judge – CiB Awards 2006

Talk to us



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

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