

Case Study

PROVIDING CLEAR DIRECTION POST ACQUISITION COORS BREWERS LTD



Background

In February 2002, after months of uncertainty, US brewer, Coors, acquired the former Bass Brewers. During the first year under new ownership, the company focussed around informing and supporting staff. Subsequently, there was a need to help employees to put the transition behind them, begin looking forward and to provide them with clear direction and involvement.

Objectives

1. Provide employees with clear direction about the new company's aim and objectives.
 2. Employees to understand how they can contribute to the company's ultimate success.
- Lesley Allman, then Director of Communication at Coors, devised and delivered this award winning campaign to meet these objectives.

Approach

There were two audiences to consider:

- Sales and marketing staff responsible for selling the company's product
- Non-frontline staff who needed to understand their role in delivering the company's aim and objectives.

Promoted under a consistent theme, called 'Playing to Win', a one-day conference was held for sales and marketing employees and non-frontline staff attended a local roadshow event.

Actions

- A 'Playing to Win' one-day conference held for 1000 sales and marketing employees, explained the company's strategy and brand plans for the coming year.
- A special conference newspaper was produced and printed overnight and delivered to delegates hotels in a pre breakfast drop
- A three-week programme of 36 'Playing to Win' roadshows were held at 11 venues giving all other employees the opportunity to attend an event at a venue close to their working site. Attended by 1,800 employees, the 1.5 hour roadshows highlighted the business' key strategic messages and was hosted by a Board member. Every attendee received a brochure and a 'gift box' of beer and branded items.

Results

The results of the company's employee survey revealed an improvement in Coors Brewers score on the Employee Engagement Index.

Industry feedback

The 'Playing to Win' events were part of the 'Launch of Coors Brewers' internal communication programme which received industry recognition by reaching the finals of the CIPR Excellence Awards 2003 and received an Award of Excellence - BACB Central Awards 2003.

Talk to us



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