

case study:

Hewitt Associates

situation:

A 63 year old company that prides itself on employee communication, benefits and culture was going public. Insecurity, rumor, and mixed feelings were circulating about the change. 15,000 global associates in 34 countries would be receiving stock but in six weeks would also be responsible to a board and shareholders. The private to public brand and marketing campaign needed to communicate the functional (stock ownership, options ownership, special options programs) in a non-threatening, confident manner to all levels of employees in 34 countries.

- Image review, rejection, reevaluation and lack of consensus has hampered design schedules at previous marketing and brand campaigns
- Format and size issues were unresolved due to one size constraint for global and another for North American users
- Short time line for multiple pieces; unmovable global distribution and delivery deadline date from CEO. You only 'go public' once

process:

- Organized interviews, history, fact finding, production planning for global distribution and production in several languages
- Create three conceptual approaches to communicate the message in the correct tone, providing online review for quick direction
- Conducted early image research and testing with global input
- Daily design/client/production communication from start of project

solution:

- Created the visual message of new energy, rebirth, and security for the new company
- Developed campaign brand mark and slogan that unified message
- Generated 4 categories of images, 40 images each submitted for consensus on 15 from each category by set date — permitted design to reuse images as needed, lowered photo costs and acquisition
- Created height and width parameters that addressed global and North American standards

results:

- Critical deadline was met in 34 countries
- Client, project support, HR, management and CEO were satisfied with all aspects of design, message, tone, and quality; the success of this program enabled stakeholders to manage the key messages in a straight-forward manner and mitigated concerns regarding these significant company changes

ONE shares

brochures
brand marks
brochure spread
presentation slide

