



TOWERSTONE ORIGINS

INTERNAL BRANDING AND COMMUNICATION

COMMUNICATE THE ESSENCE • INSPIRE THE HEART

Inspiring a culture of Brand Ambassadors



INTERNAL BRANDING & COMMUNICATION **“COMMUNICATE THE ESSENCE - INSPIRE THE HEART”**

Purpose

The success of any new strategy or change in a business is dependent on how many people within the organisation understand it, and adopt it as their own. If people buy into a concept, and feel informed and included, they will work that much harder to make it a reality.

Top-down (instructions) or ‘need-to-know’ communications more often than not fail because of the lack of awareness, buy-in and commitment. Alternatively dialogue and up-down communication opens up communication channels and provides insight into others’ perspectives. This requires carefully crafted communication that inspires, educates and informs – and spans the entire organisational structure.

TowerStone Origin aims to smooth a path of Brand Ambassadorship by finding the most impactful means of communicating to, and with, the internal audience i.e. the Brand Ambassadors.

Benefits & Outcomes

- Employees who embrace the purpose, brand and values of the organisation.
- An organisation that is aware of and understands the common vision and goal.
- The understanding of each person’s contribution, and individual impact, on the success of the final outcome.
- A mechanism to keep all stakeholders informed of the full picture in a consistent and planned fashion, regardless of diverse locations or differing work schedules.
- A means to generate excitement, inclusion and anticipation for new projects or initiatives. If everyone is communicated to in the same way, it makes all feel involved.
- Embrace, rather than reject, change. It also provides management with a way to gauge perceptions, and react accordingly and timeously.
- A measurable return on investment to the organisation.

Solution Overview

TowerStone Campaigns©

TowerStone Campaigns is a solutions approach to designing a communication strategy tailored to specific requirements for internal branding and marketing. Communicating successfully depends on a number of factors including tone, language, delivery channel, frequency, design and information structure. As such, each project has its own set of challenges.

Physical outcomes may take the form of a newsletter campaign, a beautiful manual, a series of booklets, a survey and barometer-style website charting progress, a discussion forum and many other channels. Even here, the mechanism for delivering the message is part of the message itself e.g. a video based campaign will have a very different impact – for cost and rollout - to a 12-month email campaign. Common to each campaign design is a phase based solution relevant to requirements and budget.



Phase 1: Initial concept and strategy document

This is the blueprint for the entire internal marketing campaign. It will define the audience, objectives, roll-out plan, mechanics, channels and messaging.

Phase 2: Branding elements for the project

We may need to design a logo that defines a project and gives it a unique identity. Or dream up some crazy characters that epitomise key elements, or a design language, look and feel for the campaign.

Phase 3: Roll out

The Launch

Examples of elements used in a launch phase include posters for use in canteens, common areas and notice-boards that are eye-catching, intriguing and that set the scene for the campaign to unfold. Each week, another part of the puzzle is revealed – taking the staff on a visual journey, and creating a sense of inclusion and anticipation.

The Campaign

As an example of keeping communication momentum through the campaign, a monthly e-mail newsletter may be deployed to keep everyone informed of project status.

- Messages from the team leader/project champion in an informal and conversational tone
- Barometer/status indicator of progress – a visual device is so much more powerful
- Next steps – an outline of events/programmes/sessions in the immediate future
- Feedback from participants – giving various employees a chance to have their say - to “have a voice” - is enormously empowering, and often assists with diversity issues

There are many other channels and artifacts that may be used to keep momentum and commitment going throughout the campaign

Our Reason for Being©

‘Our Reason for Being’ is a one day experiential workshop designed for everyone in the organisation to interrogate, unpack and reflect on the purpose of the brand and how each individual can live that brand. The entire day is centred around one question:

“How can I become a Brand Ambassador?”

The workshop process is strongly focused around personal experiences, team interactions and, most importantly, fun. Each attendant is provided with a ‘kit-bag’ comprising a workbook, exercise materials (e.g. paints and drawing materials) and a set of trinkets all designed to help focus and reflect on the power of purpose, brand and values.

This visual and experiential approach is a powerful means for creating commonality in the group and also creates the opportunity to build a common language for brand purpose.

The workshop can also be used as a powerful induction tool.

What does the individual gain from the workshop?

- An understanding of how values and behaviours underpin the success of the organisation.
- An improved understanding and pride in the organisation’s brand.
- Exploration of Brand Ambassador behaviours through personal reflection on own work experiences.
- Better understanding how we can contribute to the success of the organisation.
- Has a richer view of the organisation through interacting and networking with colleagues and peers.

