

# A blueprint for an internal communications campaign

People don't change the minute they step over the workplace threshold. They don't switch their brains to rational robot. Consumer marketers know how to drive consumer behaviour, engaging emotionally with their audience, creating tribes, creating advocacy. Inside business we should use the same techniques to drive engagement and behaviour change with our people.

As part of Woodreed's mission to make workplaces better places to be, we've put together a fusion of case study and blueprint based around a brief to raise awareness of a new people strategy in an organisation of approx. 10,000 people. We've done this to both inspire and guide you when creating you own internal communications campaigns. We've been lucky enough to do this with creative input from successful Sci-Fi novelist Andrew Bannister (whose latest novel Stone Clock is out in September 2018).

*Shameless plug!*



## Intrigued?



**Read on...**

## The brief

Create a campaign to inform and engage employees about the new people strategy; what it will mean for the people, their careers and the business.

Drive awareness of and engagement with the new strategy in the run up to launch.

Create an environment of engaged and receptive employees who already understand the why and the **WIIFM**. The campaign needs longevity as the HR system central to delivering the strategy is still a WIP with an uncertain launch date.

*What's in it  
for me?*

## Woodreed's extra considerations

How to build a story when the new system is not yet fully operational and there's no tangible evidence or results to talk about.

Aligning to the brand, being bang on in terms of tone of voice.

Drive greater advocacy among the organisation's brand evangelists.



## What do we know about the audience?

(Audience insight is the lifeblood of the ad industry. Understanding your audience is key to creating comms that will land well and make a lasting impact.)

Our audience for this brief are...

Bright, logical, rational. Stretched and already overloaded with endless internal comms.

*ARGH!!!* →



## What do we want them to think (the head), feel (the heart) and do (the action)?

(Another chance to think about your comms from the point of view of your audience. Messages work best when they have emotional impact. Emotional engagement is 4 times more powerful than rational in driving behaviour change.)

Our organisation is remaining competitive in our market

My employer is responsive and forward thinking

This is a place where I want to stay and further my career

I'm up to date with what's happening

Confident in my knowledge and understanding

Excitement about the future

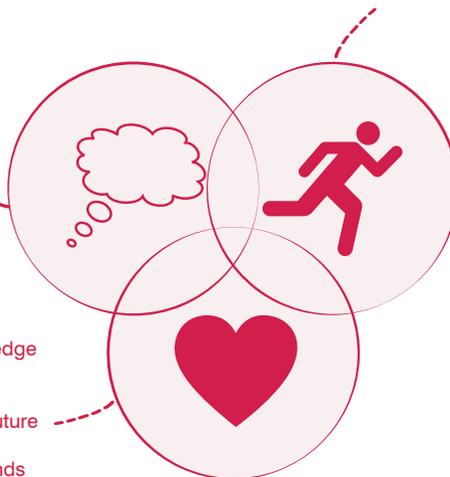
My career is in safe hands

Engaged with the process

Valued

Keep up to speed with the latest news and developments

Use the tools when they come on stream



## The comms strategy

# big idea

*This is what it's all about in adland*

Draw people in with a **big idea** that makes them want to learn more. Make people look forward to and actively seek out the next instalment. Cut through the barrage of BAU comms.

Find and use employee advocates  
- real employees to make the human connection, making the campaign feel relevant and authentic.

*Current major theme in internal and consumer comms*

Tap into employee voice, driving employee engagement.

*Engage for Success Enabler #2*

## What's a big idea?



It's strategically based and relevant – delivers business

It's simple and unexpected – works immediately

It's expandable and scalable – will go on working

It captures the audience's imagination – moves people

## Our big idea

“ **Future Perfect** ”

(A tense of verbs expressing expected completion in the future)

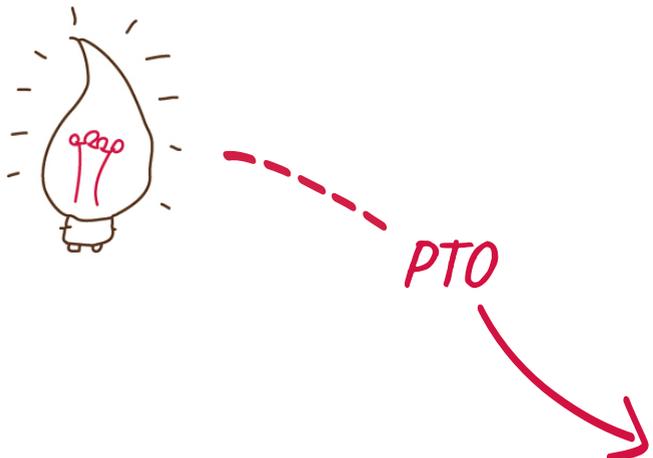
# Our Future Perfect

We'll imagine the world in say 5-10 years, using key trends and futurologist predictions, written by a real life sci-fi author. With this as the backdrop, or creative hook, our selected employee stars will imagine their future lives at work, sharing and celebrating all the different positive impacts and benefits of the people strategy once it has been embedded.

## The big idea brought to life

We asked our Sci-Fi author to research and then creatively write a glimpse into the future. Once created we then commissioned him to write more focused pieces on a range of topics from construction and healthcare to sport and property. Here's the overview of life in 2023 followed by an ad for an apartment to rent.

If you're coming up with visuals too, make sure you write a creative brief to keep clarity and focus (we've got a template to help do that).



## LIFE IN 2023

Those of us born now are likely to live to a hundred, and will see more change in that century than in all history. In the Fourth Industrial Revolution, even change is changing faster.

It begins with healthcare: Gene-editing, 3-d printed bones and joints, and new organs grown on templates of bio-mesh. Soon, nano-machines will patrol our blood, fixing damage and emerging issues, but we are human, so why stop there? We decorate and improve – anything from new eye colours to modifications for sports – and we don't need to visit a Doctor. We consult online, often not with a human at all but with a specialised bot that screens us and decides the next step.

Through our long lives we enjoy flexibility for learning, parenting, career breaks, and caring, and our employers create new paths to support us.

We like cryptocurrencies like Bitcoin and payment platforms like PayPro, and we love our smartphones. Instead of tapping or swiping them we talk, gesture, or connect through watches, glasses, optical keyboards and holographic screens. A phone can run a conference suite, right down to the decorative displays and the background music, and we don't limit the displays to the inside.

Our smart, 3-d printed buildings can become walls of colour, shop windows, billboards – or disappear into the background. Our phones run our homes, managing temperature, appliances and entertainment, with whole AV packages Bluetoothed to any display we choose.

We leave routine conversations to social bots, and they run our choice of news platforms and social media profiles, adapting themselves by the second.

Although we do more we own less than we used to. Smartphones, cars, central heating systems, fridges and, of course, houses – in our growing mega-cities most of us rent complete, customised smart living packages. We travel little for work, hiring electric cars by the hour. Outside work, high-speed trains take us between cities, and airships are quieter, cheaper and greener than passenger jets. Because they don't need runways, they can dock at vertical terminals taking up little ground space.

We visit more places than ever, more comfortably. Serviced apartments link with our smartphones to mimic our homes, and we can always check things out in VR first. We can even leave Earth - space flight is a once-in-a-lifetime experience, but one that changes our view of our planet for ever.

We love VR for immersive games, and especially film tie-ins. Blade Runner 2060, released in 2021, was the first film where the VR game was launched before the film, and films are dominated by VR-friendly CGI performers – but VR reaches beyond entertainment into medicine, the military and, of course, education where we blend VR and distance learning.

We don't learn facts or basic activities, because robots have taken the load from us and machines do the knowing for us, from formal publications, to an explosion of wild wikis, to deep machine learning. Instead we learn new skills through conversations, presentations and immersive settings. VR can even be tactile, letting us feel physical sensations and helping us develop the hand-eye coordination we need to be surgeons, pilots or soldiers.

We are changing. We are fast, and attentive. We multi-task, symbiotic with our technology. We game and solve, linked to a network of millions.

We are Human 2.0

## APARTMENT TO RENT

Stunning flexible apartment set on the 33rd floor of the Camden Airship Doc offering 33 m<sup>2</sup> of adaptable living space close to the global tech companies in the North London Tech Hill.

Arrange the main living space using smart wall technology to provide any of three pre-programmed options:

- Flat with one or two bedrooms
- Fully open loft style studio
- Mix of office/living space.

Full on-demand catering provided by Mealz™ to suit your busy lifestyle. Fully furnished and equipped to suit your own personal taste from a huge catalogue of options. Floor covering options include woven seagrass, recycled plastic fibres or our living carpet for the ultimate in comfort and air-quality.

Fully interactive feature wall displays offer the option of realistic views over London, or, if preferred, any one a 5000 real or generated scenes from anywhere in the world. There is a full library of interior decor styles, all brought to life on the SmartWall surfaces.

The view, and all lighting, comfort and security options are voice controllable and can be managed remotely through HomePad or other compatible apps. For e-security the property benefits from a global firewall.

The tenancy includes a three month intro membership of electric car club E-Zee-Car. Essential as there is no private car parking and the property lies within the Autonomous Vehicle Zone.

# The comms plan

Treat your internal communications with the same reverence and rigour as your consumer comms. Know what you are producing, who is responsible for what, and when you are sending it out.

1

A multi-channel plan of film, print, digital and audio with fresh content every month to build the complete story up to launch - mixing and matching content from the futurologist, employee advocates and senior leaders.



2

Tap into employee voice, asking people what they want to know. Use the questions and the answers as additional content to be push back creatively through our channels, keeping everything fresh and new.

## Measurement

Use a survey platform every quarter to track progress using four core quantitative questions. Ask one open question changing each quarter to add depth.

Continuously review and measurement your impact. It'll help convince your CFO that effective internal communication has a real ROI and is worth investing in.

*we love to use  
a platform called wagg!*



“

**You want to have a future where you're expecting things to be better, not one where you're expecting things to be worse.**

ELON MUSK

# About Woodreed

Woodreed is a specialist advertising agency that's been putting brand at the heart of internal communications since 1991. We use the tools, methodologies, insights and creativity that marketing teams use to engage consumers, but we use them to engage your existing and future employees.

Woodreed is driven by our ambition to make workplaces better places to be. We do this by using the power of brand.

Woodreed plans brands and helps shape company cultures using various research tools and methodologies as well as the latest technology platforms. We create and run employee and customer workshops and focus groups. Our in-house creative teams devise multi-channel internal comms campaigns designed to move people.

The thinking is with our compliments, the creative work is © so do talk to us if you'd like to use any of this, or better still get in touch to see how we can help you with your own internal comms approach. Call us on 01732 424341 or email [charlotte@woodreed.com](mailto:charlotte@woodreed.com)

*Another shameless plug*



26 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4AE  
t: 01732 424341 e: [jo@woodreed.com](mailto:jo@woodreed.com) w: [www.woodreed.com](http://www.woodreed.com)

 [@tunwellswoodies](https://twitter.com/tunwellswoodies)

© Woodreed Creative Consultancy Ltd