

# CLIENT CASE STUDY >>>



## Building a Unique Internal Brand to Ignite Corporate Culture and Amplify Employee Connection to a Company's External Brand

### CHALLENGE



Several of our clients faced the challenge of **building a unique and compelling internal identity** for their organizations that would effectively transform employees into willing brand advocates.

Zeevo's Creative Services team collaborated with management to leverage our visibility-building expertise to **create a positive internal brand strategy along with visual assets** that connected employees to clients' external brands.

### >>> APPROACH

- ▶ Developed a comprehensive brand strategy covering all aspects of internal communications, including departmental branding, project identity creation, employee engagement, on- and off-boarding experience, and company development communication
- ▶ Surveyed leadership and employees and developed the preferred vehicles of communication to connect employees to the brand, keeping them informed and activated as brand champions
- ▶ Reinforced the external brand in all visual assets

### >>> OUTCOME

- ▶ Conceptualized and implemented a range of branded communication vehicles in collaboration with the communications and HR teams, including:
  - ▶ New hire on-boarding materials and welcome kits
  - ▶ Email and on-screen announcements for inter-departmental communication, e.g., project milestones, promotions, birthdays, and anniversaries
  - ▶ Department identities, including branding for initiative and projects
  - ▶ PowerPoint templates for presentations and offsites
  - ▶ Standardized LinkedIn profiles for executives and teams
  - ▶ Branded SWAG, e.g., sportswear and artifacts for CSR and team-building activities
  - ▶ General departmental document branding, including white paper templates, memo templates, fax templates, among others
  - ▶ Employee newsletter design and content creation
  - ▶ Off-boarding materials

### ZEEVO'S VALUE ADD

- ▶ Zeevo professionals represent broad communications and marketing capabilities with extensive experience across key industries in designing, developing, and delivering creative content across all platforms
- ▶ Deliver complementary business communications and creative services that are tailored and scaled to meet the organization's specific needs
- ▶ Expertise spans brand strategy & positioning, creative design & production, social media strategy & execution, website design, user experience, and online positioning & digital optimization

## WHY ZEEVO?

Our experience and expertise <

Our style and passion <

Our team of professionals <

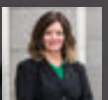
Our commitment to a strategic relationship <

## LET'S TALK

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