



THE IMPORTANCE OF INTERNAL BRANDING

How does an internal brand strategy multiply the impact of external branding?



INTERNAL BRANDING MATTERS.



Organizations are constantly vying for consumers' attention, and they're spending more than ever to get it. In survey after survey, CMOs reveal their marketing budgets are often 10% (or more) of their firm's overall budget every year. But as they spend liberally on external branding, any effort and money put into internal branding and communications usually pales in comparison. When internal branding is a **half-hearted afterthought**, employee engagement and experience suffer the consequences – leaving an internal team craving just a fraction of the thought and care that is put into client-facing communications.

At **Vision Wheel**, we believe that a strong internal brand always pays disproportionately high dividends. In fact, we'd go as far as to say that, in many ways, internal branding trumps external branding. Dollar for dollar, pound for pound, we've seen that organizations will get more return on their internal branding investments than those investments flowing outside their walls.

Well-planned and brilliantly-executed internal communication **injects purpose** into the day-to-day employee experience, helping to move an organization toward where it's trying to go – much faster.

Less than

30%

of employees believe
in the brand that
employs them...

meaning

70%

of your people may have
little or no connection to
your brand

– Gallup

Here's the classic routine: *Company X* puts an incalculable amount of time and money into the launch of a breathtaking external advertising campaign for a new product. Marketing celebrates, press releases make their rounds and orders start rolling in. All goes according to plan until an eager customer asks a question to an employee. The employee states he's **never heard** of said product before. Suddenly the whole campaign is undermined and there's a gaping lack of cohesion within *Company X's* brand.

Without internal branding and strong internal communication campaigns, employees are all too likely to miscommunicate and undermine external branding efforts. But it's not just the customer's impression that's at stake. Employees left **out of the loop** lose trust in their leadership, creating a hard-to-reverse sense of isolation and disengagement.

But, on the very bright side, organizations that do recognize the importance of internal branding and employer branding reap the plentiful rewards of a motivated, cohesive workforce that embodies **ambassadorship** for the brand.

HOW DO WE APPROACH INTERNAL BRANDING?

Let's get ultra-practical. When you break everything down, there are really two parts to internal branding: selling the external brand internally and crafting your employer identity. Make sure to tackle both.

1 Selling the external brand internally.

This focuses on getting employees to fall in love with the brand themselves – to be passionate brand ambassadors who love what the brand represents. From the organization's mission down to unique product and service features, your employees need to be all-in.

2 Crafting your employer identity.

This is about discovering who you are as an employer – and then communicating and authentically being that! It's about building an employer value proposition so your employees are clear on why your organization is the best place for them to make their long-term career home.

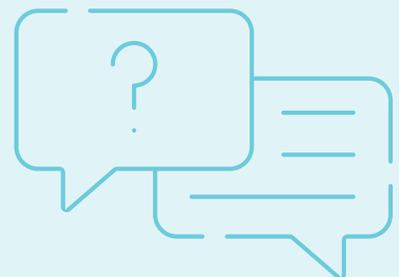


At Vision Wheel, we love nothing more than guiding organizations through this journey. If you're already well on your way, let us join with fresh eyes to bring innovation to your execution.

HOW DO WE GET INTERNAL BRANDING RIGHT?

We must see our internal teams as **premier target audiences** for our marketing efforts. And as a premier audience, we should give them a loud voice. Ask questions like:

- What do you feel is unique about working here?
- What about our mission and purpose drives you?
- Where do you see your biggest contribution?
- Why is this an amazing place to work every day?



As we listen, themes that are unique to our organizations start to emerge – and, with a good dose of innovation, a brilliant employer brand platform comes into view. This creative communications overhaul can spur an organization forward in ways few other efforts can. Here's a short list of considerations for **getting it right**:

Ensure external and internal harmony

Ultimately, internal branding should visually echo external branding. HR and marketing should function like a happily married couple – partnering in all they do, including what is circulated to teams.

Build a distinct internal language

No, this doesn't contradict point one. While visuals should be consistent, and customer-facing messages should be passed on, internal comms can take on a more fun, engaging language of their own!

Integrate communication tactics

Because traditional HR newsletters and emails no longer cut it with today's employees, apply some 'advertising genius' to how you integrate innovative tactics for this premier target audience too.

WHY IS INTERNAL BRANDING SO IMPORTANT?

Companies with a strong internal brand see their hiring costs decrease by 43%

– LinkedIn

Internal branding can really come into play in big company moments. When British Petroleum rebranded to BP, they launched a high-impact internal branding campaign. A survey that followed found that:

76% of employees felt favourable towards the new brand

80% were aware of the brand values and new brand messages

90% thought the company was going in the right direction

But we shouldn't just wait for when something particularly big happens. Evidence shows that internal branding is an untapped area which can have a totally transformative effect if invested in proactively.

When the penny drops and organizations recognize that internal branding needs more focus and a bigger budget, the impact is extraordinary. For those who have figured out the secret and the rewards, enjoy the fruit of your labours and keep investing in your internal brand. For others who have just realized the potential for growth here, let's get started.

Your employees, customers and stakeholders will thank you.

At [Vision Wheel](#), we thrive on imagining and defining tailored, creative internal brand strategies. We're so proud of the results we have seen and the thrilled clients we've been able to serve.

As we continue to reimagine internal branding across financial, telecom, government, education, consulting and philanthropic sectors, we find ourselves matchmaking across corporate departments! When marketing and HR get married, they make the [best pair](#).

How could an [internal brand strategy](#) transform your workplace?

[START YOUR JOURNEY OF DISCOVERY TODAY.](#)





VISIONWHEEL

Vision Wheel is an internal communications agency specialized in one-of-a-kind employee experiences, result-defining employee education and long-lasting employee engagement.

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