



# THE VALUE OF INTERNAL CAMPAIGNS

How can an internal campaign accelerate  
the launch of your next strategic idea?



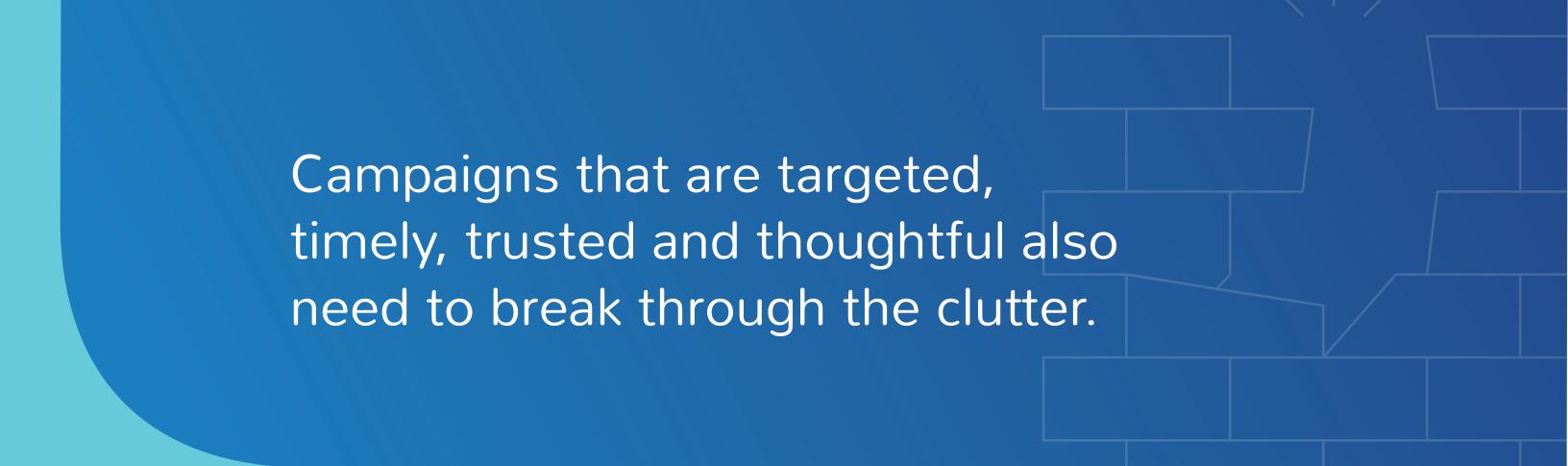
# CAMPAIGNS MATTER.

Customer-facing campaigns are often an essential part of **achieving goals**, but what about the people on the inside? Internal campaigns are just as valuable – and in fact can be hidden gems – for gaining buy-in on everything from major strategic shifts to product announcements. Treating your employees as internal consumers when it comes to sharing information is important – and has been linked to high levels of **engagement** and **stickiness** in employee retention. And if you're an office of millennials? It's even more critical, as the vast majority consider employee communications more important than gym memberships and free food.

At **Vision Wheel**, building targeted, timely, trusted and thoughtful internal campaigns is foundational to almost every other engagement effort we believe in. When you have the right message, with the right tactic, at the right time, it's magic. When one of those fail, it can spell disaster as your people see behind an under-coordinated curtain.

Launching an internal campaign for your next strategic shift might just be the difference between having everyone moving in the same direction or leaving them behind.





Campaigns that are targeted, timely, trusted and thoughtful also need to break through the clutter.

**65%**

of employees say shared information isn't sufficiently comprehensive.

**72%**

of employees aren't pleased with levels of personalization.

**60%**

of employees say their communication assets aren't easy to access.

– IDG Inc.

#### **Targeted campaigns can answer all the “w” questions and still leave room for inspiration.**

Don't mix up focus and frugality. Keeping a campaign narrowed to one or two strategic goals is great, but that doesn't mean over-simplifying. Details matter, so make them count.

#### **Poor launch timeliness can be a campaign killer.**

Know the right time to hit 'go' or be prepared to back it up. If you launch a new product campaign, for example, in the middle of a business crisis, double check costs vs. benefits.

#### **Employee trust is something you shouldn't mess around with.**

In considering an internal campaign, ensure what is being shared is both trustworthy and transparent. Apply the same principles that are second nature in consumer marketing.

#### **Thoughtful campaigns aren't necessarily filled with emoticon hearts and puppies.**

We're talking about thought-out, thought-through, thought-provoking messaging that is designed to resonate with employees. This type of communication is deliberate and can be hard-hitting to break through the clutter.

# WHAT ARE INTERNAL CAMPAIGNS?

It is widely believed that the way information is consumed by employees today has been influenced by their experiences as consumers. They want it to be just as engaging, just as available, just as interactive and certainly, just as fun. Outdated ways of communicating – like the trusty employee newsletter – are no longer working in the workplace today.

In fact, the methods aren't working the same way either! No longer are in-person staff meetings or printed documents relevant or in wide-use. Gone is the 'Memo from the President'. Technology has changed everything – especially the way information is consumed.

Today, there is no time to focus on reading a long newsy email or memo, no matter how important it may seem to leaders when they craft it.

Enter **internal campaigns**. A new way to think about communications. These are breakthrough events, in large or small scale, fully integrated or one-offs, that capture the imagination and attention of your people in ways that can drive real results.

Gone is the 'Memo from the President'. Capture the imagination and attention of your people in ways that drive real results.



# CAMPAIGNS THAT ENGAGE.

Building a campaign that truly engages hearts and minds involves creativity and customization – particularly if you are trying to communicate a major strategic shift. Here are two examples to spark your imagination.

## THE POWER OF PERSPECTIVE

### THE ISSUE:

Organization ABC was going through a major business transformation and employees were feeling confused and out-of-the-loop.

### THE KEY:

Overwhelmed team members were turned into change champions.

### THE TACTICS:

Two highly targeted podcasts. The first podcast was pitched as a 'thought-leader' series, with conversations between the CEO and various change management experts and authors. The second was pitched as a 'StaffCast' which showcased various employee perspectives on the changes inside the organization.

### THE BRILLIANCE:

The CEO podcast reassured employees that company leaders understood the principles of managing change, which built trust amongst the employees. The staff podcast gave a voice to the employees on the front line of change – which reinforced how much they mattered, and provided a way to share concerns, ideas and personal stories.

**NEXT CAMPAIGN:** The Power of Possibility →

# CAMPAIGNS THAT ENGAGE.

## THE POWER OF POSSIBILITY

**THE ISSUE:** Organization XYZ was experiencing significant employee turnover on their front lines costing the company in rehiring and onboarding.

**THE KEY:** Helping to reposition how team members view their career possibilities.

**THE TACTICS:** A two-pronged recruitment and onboarding interactive experience featuring a microsite designed attract and retain. The site was designed with video and visual elements and was backed up by a robust HR strategy.

**THE BRILLIANCE:** Shifting the way employees viewed their frontline career as a steppingstone to greater-things-to-come was key. Using real employees in the crafting of the campaign meant instant credibility and recognizability.

To win in the marketplace, you must first win in the workplace.

– Doug Conant



# CAMPAIGN ESSENTIALS

No matter what you are trying to communicate, there are some **essentials** that are needed for every campaign. Consider the following list and make sure you're thinking through each one. It could be the difference between finesse or flop.



- One size doesn't fit all.** Customize messaging to employee groups as you're able.
- Say it again. And again. And again.** Repetition increases understanding.
- Connect the dots.** Make sure they see the link to the bigger picture.
- Measure and recalibrate.** Pause to listen and see if the message is getting through.
- Partner with experts.** You may not be able to go it alone. Bring in outside help.



We enjoy talking to other humans who sound like us. Dry, dull, bland corporate speak just isn't the lingo for many employees.

– H&H Comms

## WHY ARE INTERNAL CAMPAIGNS SO IMPORTANT?

When it comes to communicating with employees, leaders can be **tempted** to produce serious, formal sounding messaging – especially if the news being shared is one of the trickier topics like restructuring or major policy changes. And that **tone** may be necessary in rare instances, but let's leave that for the once-in-a-decade announcements.

At the end of the day, what you want is for your employees to **pay attention** to what you're trying to say and **retain it** after the fact. And if you need them to act on it, then you really need to make it **compelling**.

If you want to break through the status quo, then try an **internal campaign** that can't be ignored, or forgotten. Be surprising. Be unconventional. Be disruptive. Just don't be boring.

At **Vision Wheel**, we know that internal campaigns are the bedrock for building engaged employees – not the icing on the cake. Don’t make the mistake of thinking they’re a fun after-thought, rather than an integral part of achieving your organization’s strategic goals.

As we create one-of-a-kind internal campaigns for the financial, telecom, government, education, consulting and philanthropic sectors, our creativity is on display. There are few things we love more than seeing a fresh idea come to life, then watching light bulbs go on for employees.

**How could an internal campaign accelerate the launch of your next strategic idea?**

**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.

#### FIND US

5 Corvus Court  
Ottawa, Ontario  
K2E 7Z4, Canada

#### CONTACT US

1.888.356.2574

