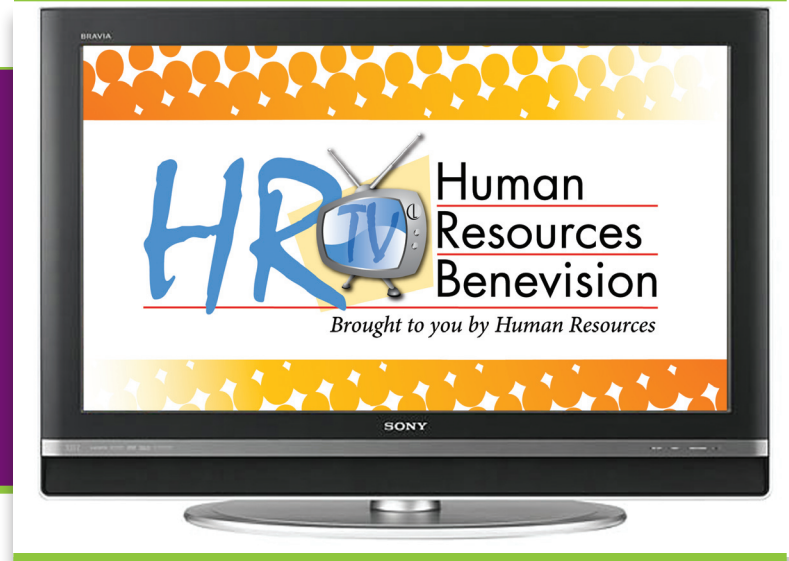




Creating a Communication Revolution

If you find it difficult to communicate with your large – and diverse - group of employees, it may be time to contact McGohan Brabender to customize a branded communication campaign just for you.



McGohan Brabender was recently approached by an organization with that very issue. Having over 5,000 employees in 40 locations, their Human Resources Department needed a way to effectively communicate with everyone across all locations, as well as establish credibility and a central presence.

A Few Statistics....

- Organization Size: 5,000 employees
- Number of Locations: Over 40
- Number of HR Personnel: 6
- Group Demographics:
 - Union and non-union employees
 - White and blue collar employees
 - Multilingual employees
 - Not all have internet skills / access to e-mail

The Challenge....

- Without one central HR person available at each location, and keeping in mind the diverse group of employees, how does the organization communicate one consistent message to all employees across the board?

The Solution....

- *Project:* “HR” TV, a.k.a. Benevision - a three-tiered communication approach incorporating print, web and multimedia-based communication
- *Idea:* to build one central brand / one distinct look and feel
- *Purpose:* to “make heard” the voice of the Human Resource Department, to build familiarity and recognition for them among all employees in all locations, and to deliver a consistent message across the board
- *Information communicated:*
 - Information/updates on organization’s benefit plan
 - Plan changes
 - Upcoming organizational events
 - Consumer-Driven Healthcare information

- Wellness success stories
- Training opportunities
- New organizational programs
- *Modes of Communication:*
 - *Multimedia:* 40 television kiosks (1 for each location) featuring monthly newscasts, each on a 20-minute continuous loop throughout the day, including information discussed above
 - *Web:* website just for employees offering access HR-based information. Allows slow transition for those who are not avid users of the web; housing a community calendar, old archived newscasts found on Benevision, wellness videos, etc.
 - *Print:* acrylic placards on restroom stalls, large posters enclosed in stands placed around each organizational location, all directing employees to Benevision monitors

Purpose: to “make heard” the voice of the Human Resource Department, to build familiarity and recognition for them among all employees in all locations, and to deliver a consistent message across the board

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