

Abstract

With the support of Avvio Reply, Coca-Cola Enterprises has successfully communicated the benefits of its new digital collaboration tools.

As digital becomes an increasingly important sales driver for CCE, it's vital that their employees' own understanding and knowledge of the power of digital keeps pace.

When internal research reinforced this need it presented CCE with a huge opportunity to improve employees' digital communication and collaboration capabilities.

CCE resolved to develop its own suite of clearly defined tools that would enable employees to get better connected. This included developing a best-in-class intranet and improving its new social network capabilities, to help realise the ambitions of its leaders and employees and ultimately improve efficiency and effectiveness across the business.

Key to success of these new tools was an innovative internal communications campaign called 'Get Connected' designed to generate awareness and drive adoption.



Scenario

Avvio Reply's objective was to encourage a shift in the way employees communicate – drive down the over-reliance on email and make it easier, faster and better for them to actively collaborate.

To do this we needed to make sure CCE employees understood the purpose of each tool and their benefits – enabling them to select and access the most appropriate tool to get the right response, quickly.

As well as the clear benefits of collaboration we also had an opportunity to highlight additional gains – such as improved email efficiency and the reduction in unnecessary travel time and cost.

Solution

Avvio Reply's strategy was to develop a creative campaign that would bring all the tools together, rather than being seen as distinctly different pieces of technology, they were linked through their common purpose of connectivity.

From this single thought – Get Connected was born and it became the platform for a fun and engaging campaign that gave this new technology personality and clarity.

Fundamental to our strategy was a creative campaign that made the tools feel accessible, something employees could pick up and run with straight away.

We wanted our communications to embody the very simple, intuitive nature of the new tools, so we decided to communicate the benefits through a day in a life of a CCE employee, lovingly named George by our audience.

Through a series of animated stories, we follow George through a normal day - he uses 'Lync' to hold a virtual meeting with his colleagues in other regions. He joins a 'Chatter' forum about the Olympic torch relay and he updates his 'My Site' profile to let his colleagues know he's fluent in Chinese – using our new tools to help him Get Connected.

Delivery

Once the creative platform had been agreed storyboards and scripts were developed to bring to life George's interactions with the new tools. We created four videos to showcase the tools, with an overview video providing a summary in context this acted as a round up and recap of their different attributes and benefits.

We carefully chose scenarios to highlight familiar business activities across CCE's different regions – keeping George relevant and translatable.

The illustrative style kept the tone friendly, with an element of humour injected, whilst combined with upbeat music and relaxed TOV this ensured that the videos were something employees would engage with and enjoy watching again and again.

The videos were communicated to employees in chapters, a new tool in focus, over an exciting 12 week period, so that employees could digest the benefits and explore the tool themselves before moving onto the next.

Naturally it felt right that the primary focus of our campaign delivery was digital, together with a series of videos, Get Connected was brought to life across digital signage, intranet assets and electronic BAU media such as PowerPoint.

Offline media such as printed posters serving as drivers to our digital communications.

The output was an integrated campaign that is helping to transform CCE's capabilities and help them evolve into a more digitally-focused company.

Outcomes

- Better productivity, increased employee engagement, added impact in communication and collaborative working and learning both internally and externally.

- Improved email efficiency with the reduction in unnecessary travel time and cost.

Employees now have

- A greater understanding of the different ways to Get Connected at CCE.
- Clarity of purpose for each tool and benefits of use in an everyday context.
- The understanding and ability to easily select the most appropriate tool for their communication need.
- An engaging and loveable character to represent their digital presence.

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