

C2 Case studies

Insightful ideas



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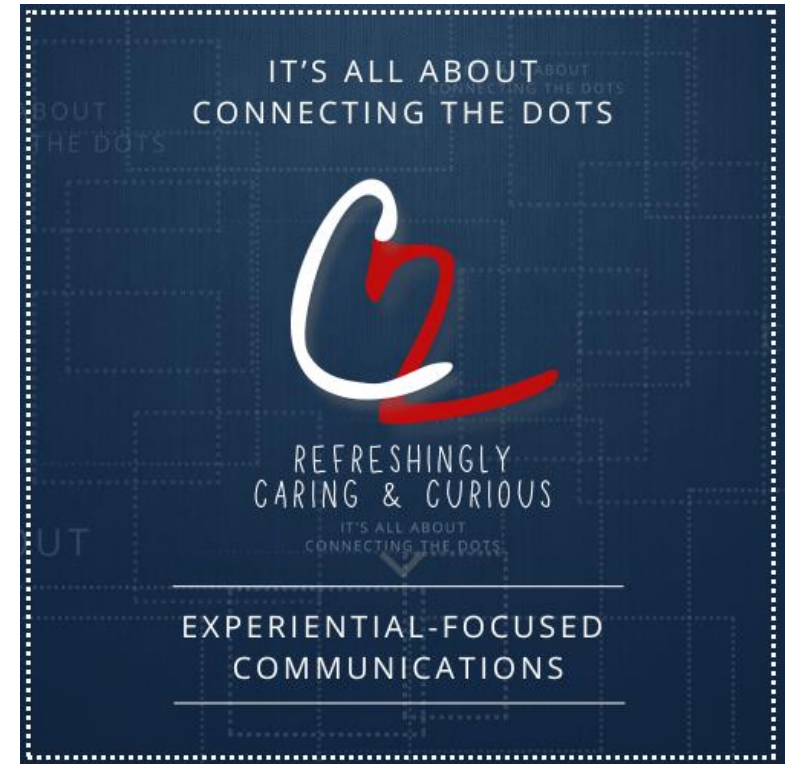
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CASE STUDY: BOOSTING MEDIA VISIBILITY FOR A MEDIA SHY ORGANIZATION

Context

A relatively young and one of the world's largest single location global captive engineering and R&D centers in B2B, engineering and healthcare segment. The competition is heating up, talent war unprecedented and there is increasing pressure to deliver on programs.

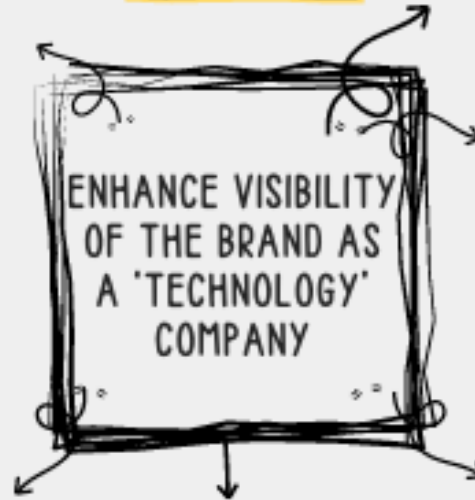
Internal stakeholders

- > Country and global leadership teams
- > HR

Challenges uncovered

- > Lack of media visibility affected overall brand and visibility, hence hiring was increasingly challenging
- > Comfort of leadership team to engage with media was extremely low
- > IP-sensitive work being carried out
- > Absence of media strategy and narrative to build the brand externally

Objective



Outcome

- > 200% increase in media visibility
- > Better awareness amongst potential employees
- > Stronger branding as a 'technology' organization
- > Increase in thought leadership content

Communications framework

- > Leadership sensitization - Importance of media visibility
- > Lost opportunity and consequences for not being visible
- > Buy-in from global HQ Comms head
- > Change acceleration process to get majority support
- > Media visibility impact on hiring

Communications strategy

- > Build overall narrative, messaging house and strong technology stories across domains and industry
- > Buy in from leadership on media strategy and plan
- > Getting go ahead from global HQ and IP team
- > In addition to leadership, Identify powerful story tellers
- > Extensive media training

Communications plan and execution

- > Employees as story tellers on intranet and internet
- > Pooling stories across domains and building narrative for each domain and amplification
- > Media outreach program incl. invites to technology showcase on sight and exclusives



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CASE STUDY: ENSURING BRAND RESONANCE

Context

A leading Indian B2C brand that commands premium pricing for its portfolio in a highly cost sensitive segment marred with players of all sizes and repute. The vision is to expand into other geography and be known as a 'National' brand in a market already crowded with strong regional brands.

Internal stakeholders

Country Marketing and Sales teams

Challenges uncovered

- > Lack of alignment between corporate and marketing teams meant siloed working of corporate and marketing teams
- > Lack of common content and channel strategy
- > Absence of overall messaging framework

Objective



Outcome

- > Better brand engagement
- > More and better quality leads
- > More footfalls and higher conversions

Communications framework

- > Understand and aligning both corporate and marketing messaging
- > Identifying and developing content / story tellers

Communications strategy

- > Integrated brand narrative to ensure synergy
- > Develop content plan that compliments marketing campaign on social media / website
- > Revamp PR strategy and plan to raise brand awareness with more more spokespersons

Communications plan and execution

- > Messaging house with proof points
- > Repurposing content for topic-focused stories, blogs and articles
- > Newly developed section for B2C on the website to help understand the brand
- > Social media calendar aligned to marketing plans and campaigns



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CASE STUDY: LEVERAGING EXECUTIVE COMMUNICATIONS FOR INTERNAL AND EXTERNAL BRAND BUILDING

Context

A multi-billion dollar leading engineering MNC has 20K+ employees engaged in diverse B2B segments with many Fortune 500 companies as customers. The company is strengthening its position in new areas and geography, including expanding its digital solutions footprint.

Internal stakeholders

- > Global leadership team

Challenges uncovered

- > Underutilized content developed for external branding / thought leadership
- > External narrative not aligned with internal narrative
- > Lack of effort or realization to repurpose content

Objective



Outcome

- > National coverage across publications
- > Aspirational 'technology' brand to work for
- > Day-1 campus placements

Communications framework

- > Identify trends and topics aligned to company purpose and direction
- > Simplify and repurpose leadership and thought leadership topics that employees find relatable

Communications strategy

- > Humanize external content / narrative
- > Engage employees on external through internal platforms (digital and face-to-face)
- > Use credible and influential senior colleagues as story tellers to enhance authenticity

Communications plan and execution

- > Internal content calendar integrated with external content plan
- > Map leadership engagement calendar with internal / external content
- > Assign SPOCs across business verticals to repurpose external content with employees as brand ambassadors



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CASE STUDY: MANAGER COMMUNICATIONS PROGRAM FOR BETTER EMPLOYEE RETENTION

Context

A relatively young and one of the world's largest single location global captive engineering and R&D centers in B2B, engineering and healthcare segment. The competition is heating up, talent war unprecedented and retaining employees to deliver on programs is concerning

Internal stakeholders

- > Country leadership team
- > HR
- > Managers

Challenges uncovered

- > Employees lacked emotional connect
- > Lack of alignment with purpose, goals and objectives
- > Inconsistent engagement across the organization
- > Disparity in quality of engagement across teams

Objective

REDUCE ATTRITION
FROM 3.5 % TO
ALMOST 0

Outcome

- > Attrition down to <2%
- > More participation from employees in employee-led and organization-led engagement initiatives
- > Higher employee engagement and innovation

Communications framework

- > Develop an organization-wide manager communications program
- > Buy-in from HR and leadership team
- > Along with HR rollout and train managers with fundamentals of employee engagement and why it matters
- > Measure engagement through HR and round tables

Communications strategy

- > Simple and effective set of tools that make it easy for managers to use
- > Program allows HR and Managers to implement and monitor engagement levels

Communications plan and execution

- > Presentation on Manager Communications to leadership team for buy-in
- > Employee engagement planning calendar across teams
- > Talking points for different employee segments (age, years of experience, rating)



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