

### Integrated Marketing Communications

**ATHENS - 2018** 



### **INTERNAL COMMUNICATION PROGRAMS**

hand

hand

### **INDICATIVE CASES**

hand



hand



## Sprint on AB VASSILOPOULOS / Volunteerism program



The issue:

The idea:

The program: We created a campaign to raise awareness, mobilize and involve employees, their families as well as customers, on a voluntary basis by store and region.

Sprint created the program's identity, the communication strategy and all communicational material.

The program was launched in 2011 counting 3.000 volunteers In 2012 the number of volunteers increased to 3.750. The participation was at the same level the following year, In 2014 though the number exceeded 5.500 an in 2015 skyrocketed in a total of 7.397 volunteers.

2016 was the 6<sup>th</sup> year in a row.

To engage AB employees and customers to participate towards a good cause.

To introduce a volunteerism day where the participants would be able to choose by themselves which "good cause" they will support.









## Sprint on AB VASSILOPOULOS / Volunteerism program

ΗΜΕΡΑ ΕΘΕΛΟΝΤΙΣΜΟΥ ΑΒ

07.06.2015

ut 3.000€ toooth you twy eviation tou οργανισμού που θα υποστηρίζουν.

*IPOTEINE KI EZY* 



ΤΗ ΔΡΑΣΗ ΣΟΥ ΣΗΜΕΡΑΙ Οι 5 καλύτερες δράσεις θα βραβευθούν

### Η εθελοντική μας προσφορά μεγαλώνει όλο και περισσότερο!

Η ημέρα-θεσμός των ανθρώπων της ΑΒ επιστρέφει και όλοι εμείς δηλώνουμε έτοιμοι να προσφέρουμε ξανά. Προτείνουμε δράσεις και γινόμαστε μια ομάδα, με στόχο να βοηθήσουμε όσους μας χρειάζονται και να προστατεύσουμε ό,τι αληθινά αξίζει!





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## Sprint on Elais Unilever Hellas Skip internal branding



To create a product training experiential session with high impact, and positive WOM internally.

Sprint created the program's branding, the communication concept the experiential training and all communicational material.

### The issue:

All employees to acquire good knowledge of the company's flagship brands, starting with skip

### The idea:

### The program:

We created an internal campaign to raise curiosity and interest, to introduce the training session, we designed presentations, the interactive learning games for the product and an activation under the key concept of the brand: "Dirt is Good", where all people asked to create a dirty small T-shirt, we provided them along with the personalized initial invitation, sent by the chairman, and hang it to a huge board. This way they created a big piece of art dedicated to skip, for decorating the company's various premises.





## Sprint on Elais Unilever Hellas Skip internal branding



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### **Sprint on Unilever Food Solutions** Knorr



### The issue:

To successfully launch the new professional product line to foodservice market, and minimize the negative disposition against prepared sauces, executive chefs had.

### The idea:

To introduce an internal learning program for the sales force 2 months prior to launch and fully prepare them to present thoroughly the product line, and face the objections.

### The program:

product and taste them. gifts.

A series of TASTE KITCHEN sessions and an app were organized and implemented, combining practice and gamification, to engage the company's sales force. The cooking sessions were implemented by company's chef and some well known executive chefs, where the salespeople were able to see preparation, use of the

The application/web based game, was similar to the well-known Farmville game. Through this, the sales force had the opportunity to learn the whole product line – from the raw material to the final product – while playing a game and winning various



f y 8

### **Sprint on Unilever Food Solutions** Knorr





### What is "Guitivate the Future program"?

- A it is a sustainable agricultural program, which can secure the quality of our
- product's ingredients preserving at the same time the natural resources. B It is the new Knorr's website for Chef's information
- It an event for Knorn's new products presentation.

### Which recipes does the new range of Xnory's products \*1-8-5\* contain? A Denti Glace, Carbonara, Bechamel

- S Carbonara, Pepper, Dend Gace
- C The new range "1-2-3" concerns every sence of Knorr-

### Which is the characteristic of Knorr products belongs to contemporary catsquey?

- A Allows Cheds to keep the authenticity of their diabes
- 3 Allows Chefs to create attractive and tasty metrics with natural tasts
- 6 Allows Chefs to be more effective during the cooking of their recipes



**Printed material** Internal activation



f y 8 D



### Strategy Branding Creative Digital-app



### **Sprint on Coca-Cola Hellas**



The issue:

The idea:

The program: Under the "move week" concept we designed various materials which were given to the employees and we created floor graphics holding important information on exercise.

The initiative was positively received, employees' engagement was big and in general the whole campaign was well appreciated.

### **Coca-Cola move week**

To engage employees in a more active lifestyle and to inform them about the meaning of exercise

To create and share various everyday items with messages, proposals and suggestions concerning a healthy life style





### **Sprint on Coca-Cola Hellas**

### Γυμνάσου στο γραφείο με 5 απλές ασκήσεις. Γιατί μπορείς να είσαι fit παντού! Γεντώστε τον λαιμό σας. Γύρτε αργά το κεφάλι σας προς τα πίσω και προς τα εμπρός και στη συνέχεια γυρίστε το δεξιά και αριστερά κοιτώντας τουτόχρονο προς εκείνες τις κατευθύνσεις. Αυτό μπορεί να γίνει σχοδόν σε οποιοδήποτε στιγμή για να ελαπιώσει την έντασ και να σας βοηθήσε να ξισπαστείτε. Μην γυρνάτε το κεφάλι σας κυκλικά διάτι μπορεί να προκαλέσετε τραιωστισμό Κάντε με τους ώμους σας κυκλικές κινήσεις Εάν έχετε την τάση προς τα εμπρός περίπου 10 φορές, και συνεχίστε κάνοντας άλλες τόσες προς τα πίσω. να καμπουριάζετα ακολουθήστε την Αυτή η άσκηση θα σας βοηθήσει να χειλαρώ παρακάτω άσκηστ στην πλάτη σασ Ανοίξτε το χέριο σος να Μην ξεχνάτε να στριφογυρίζετε τους καρπούς σα κάποιον. Περιστρέψτε Στήθος κατούν, περιστρέφτε τους καρπούς σας προς τα έξω και τραβήζτε τους ώμους σας προς τα πίσω. Αυτό το τέντωμα σε τακτική βάση. Περίπου κάθε μία ώρα. Κάντε κάθε Kap φορά δέκα επαναλήψεις πραγματοποιώντας κύκλου nooc to uson so dive ς τόσες προς τα έξω. κάνει το οώμα σας να ινείται προς την αντίθε πεύθυνση από την αι τακτικά. Κάντε αυτή BRICHERTE GVOLYOVTOC 1 την άσκηση στριφογυρίζοντάς τους τριας φορές δεξιόστροφα και τρεις αριστερόστροφα κάθε μία ώρα περίπου. 38







### Κέρδισε με την Coca-Cola







### ικά θέματα & Σχετικές

### οδηγός μας για τα γλυκαντικά τα προϊόντα μας



### σικά θέματα & Σχετικέ









sprint





### **Sprint on Takeda Hellas**



### **Talos Digital Awareness Campaign**

### The issue:

Changes resulting from new technologies force businesses to adapt to a whole new ecosystem. The impact of digital technology creates a very competitive environment where the "winner takes it all". Taking into account the trends of the times and the importance of technology, the company quickly realized that investing in digital transformation is nowadays particularly important and crucial for the survival and the emergence of the business, especially when an organization like Takeda aims to become the digital health leader by 2020!

### The idea:

To develop a 360 internal communication program in line with the organization's digital vision, which would create a new culture in the organization while it would familiarize and train people in all its digital assets.

### The program:

We built an internal communication campaign and activations, that informed and inspired and engaged Takeda's employees. The program was named: «The Talos Project - Let's go digital». The name came from the mythical bronze giant "Talo" that protected Minoan Crete and was considered the first robot in history. A series of activities, trainings, supportive material, and meetings were implemented in 8 months in Greece and all Balkan offices of the company.

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### **Sprint on Takeda Hellas**



















### **Sprint on PMI** Wellbeing program



### The issue:

The Human Resources department of Papastratos, together with a group of 15 executives, undertook the multidimensional work of Internal Transformation to ensure the conscious transition of all employees to a new way of thinking and working. In this context they decided to start with the re-launch of the wellbeing program.

### The idea:

An internal program to communicate the wellbeing program pillars, organize a series of activities, engage people to participate and have the opportunity to live and experience a different way of working.

### The program:

The kick off was an Energy Week, where all the various material was distributed to all employees, and they were invited to participate in many activities. A full plan of services offered to employees within the wellbeing program, was announced to all.





### **Sprint on PMI - ENERGY Week**











(nin)

Wellbeing

It is in our hands to make a change in ourselves and in our culture!

INVITATION

Today is the beginning of a week dedicated to Wellbeing!

Strategy Concept Branding **Communication material** Event Pop material Mailers Teasing video

### ΚΑΛΩΣΟΡΙΣΕΣ ΣΤΟ WELLBEING

Ένα πρόγραμμα που στοχεύει στη βεητίωση της ζωής μας!

Στην εταιρεία Παπαστράτοs συνεχίζουμε δυναμικά το πρόγραμμα Wellbeing, επειδή νοιαζόμαστε για την ευημερία κάθε εργαζομένου μας.

Αποτεπείται από 4 βασικούς πυπώνες, οι οποίοι αποδεδειγμένα συνδέονται με όπα όσα μας κάνουν να νιώθουμε καπά...

🕕 Υγεία & Φυσική Κατάσταση – Physical

- **Διατροφή** Nutritional
- Eργασία Work
- 🚯 Συναισθήματα Emotional

Για να ενημερωθείs για ό∂α τα προγράμματα του Wellbeing και να δηλώσεις συμμετοχή κατέβασε την εφαρμογή Future In My Hands στο κινητό ή στο ΡC σου.

### Και μην ξεχνάς!

Μαζί πάμε μπροστά, ακολουθώνταs 5 βασικέs εταιρικέs αρχέs

- Κάθε μαs πράξη έχει τον πελάτη στο επίκεντρο
   Οι πρωτοβουλίες μας, προκαλούν ανατροπές
   Λειτουργούμε ελεύθερα κι έχουμε την ευθύνη
- του αποτελέσματος • Έχουμε επευθερία απόψεων και μαθαίνουμε ο ένας από τον άλλο
- Δεχόμαστε κάθε τι καινούργιο και εξελισσόμαστε

ΜΑΘΕ ΠΕΡΙΣΣΟΤΕΡΑ ΚΑΙ ΚΛΕΙΣΕ ΘΕΣΗ ΓΙΑ ΤΗ ΔΡΑΣΗ ΠΟΥ ΣΕ ΕΝΔΙΑΦΕΡΕΙ ΜΕΣΑ ΑΠΟ ΤΟ FUTURE IN MY HANDS APP









### Sprint on PMI





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	Δωμάτιο ευεξίας
Χώ	ροι χαλάρωσης & παιχνιδιού
E١	νημέρωση σε θέματα υγείας
	Αιμοδοσία

Wellbeing

f y 8 D





THE FUTURE IS IN MY HANDS









## Sprint on Interamerican Innovation program



The issue:

The idea: To create an ongoing program/asset an called "Imagine"-Interamerican Innovation program", where every employee of the company could participate and contribute with ideas.

The program: A 360 plan of activities was created and implemented with enabler an intranet platform, where everyone could add his/hers own idea on, and then participate in open days of ideas presentation, ideas accelerator, ideas exhibition and see his/hers idea to become a new service or procedure, or improve an existing one. The program is now in its 3<sup>rd</sup> year with spectacular results.

The company wanted to find a way to boost employees to think & share innovative ideas on their field of work



















Strategy Identity Communication material Experiential workshops Intranet Event



**INTERAMERICAN** 

INNOVATION

PROGRAM

Καλωσήρθατε

**INTERAMERICAN** 

Φαντασία σημαίνει...



S INTERAMERICAN



Φαντασία σημαίνει...



### **O INTERAMERICAN**











Strategy







### Values Lab 4/5/2018

Από τις Αξίες στις Συμπεριφορές

Λ. Συγγρού 124-126 6°° Opoqos

Συμμετέχουμε και διαμορφώνουμε τιs aξíεs μas στην πράξη

### **INTERAMERICAN**

Μαζί δημιουργήσαμε τις Αξίες που μας χαρακτηρίζουν.

Τώρα ήρθε η ώρα να κάνουμε το επόμενο Βήμα. Να προσδιορίσουμε μαζί και τις Συμπεριφορές που εκφράζουν αυτές τις αξίες!

Γίνε ένας από τους ανθρώπους της εταιρίας μας που θα συμμετάσχει.

Δήλωσε συμμετοχή στο Values Lab επιλέγοντας την ώρα στο Vote Button

### From Values to Behavior

The issue: staff.

The idea: We created the strategy and an experiential activation for a series of workshops and activities, such as a value lab, a train the trainers course and a personification activity for its employees in a full open day.

Interamerican wanted to embed new values in the Organization, involve Employees in shaping the new culture stemming from the new values and acquire ownership of principles and desirable behaviors. In the same time the company wanted to further enhance its participatory philosophy and its positive and innovative image in the











Strategy Branding Concept Activations Training **Communication material** 







### Sprint on JTI



### The Management Octathlon

### The issue:

JTI wanted to introduce a systematic employees' development program, in a corporate Academy. A team of 10 selected JTI employees would attend the corporate Academy, and an internal communication program was needed in order to:

•Brand the Academy

•Introduce the Academy to participants and the rest of the JTI employees •Create high value for the initiative

### The program:

We created the identity (logo & name & motto, site), so as to make the academy tangible and memorable. We also designed and implemented the internal campaign - divided into phases – under an umbrella theme in order to introduce, inspire, and engage the participants of the training sessions throughout all phases of the academy activities.





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## Sprint on JTI Training academy launch

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	The Management Octathion Program						
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	Contact your local HR						
"	To be the most successful and responsible tobaren company in the world						





Invitation...to knowledge 29/09 Dear colleagues,

The time has come for you to enter The Management Octathlon.

On Friday, the 29th of September at 09:30am, at Holiday Inn Attica (Attica Hall Meeting room) our new development journey kicks off!

We are very excited about this new beginning and we are looking forward seeing you there!

JTI – Being Essential Click to reply







### 66600



for becoming a great Manager

### Evolving in the Managerial World

Ob you think that workers today need the same management oversight as they did in the 1520s7 Do they want and need the same leadership styles as in the 1550s7 Or, do you think that the same management styles that were applied just as recently as 2005, still apply today? The concept of management is fuzzy because it's consistently evolving as is everything else around us.

### A few words about the program

"The Management Octathion" comprises of 5 modules grouped under four phases. Managerial Impact, Managing through People, Managing the Team and Managing the Susiness.

The program will help you to:

- broaden and enrich your managerial knowledge and skills
   develop a common understanding of the different fields and roles of management
   inspire a mentality shift to enhance individual and organizational effectiveness
   build business awareness both in attitude and skills domain



### Edoardo Voletti

Deer colleagues, In today's challenging context, where people are - more than ever before - a crucial element for long term company success, having the right talents, stitute and training is a

Ш

With this in mind, we decided to invest in this program. designed to maximize the positive impact we can make on the JTI business. Refining technical and management skills will be a crucial step for our future and i'm sure we are all ready to give our best in this journey.

"Become fully Response-Able"

### manaSement Ctathlon

### Home Program Phases News Login

Latest News



Through the lens The Management Octathlon on camera

Read more



Program Launch 29.09.2017 On September 29, the first "Management Octathlon" began. It was accepted with grea enthusiasm from all the participants..



Contact your local HR





Eleni Kyrimis

Dear colleagues,

Skills development is a never-ending journey and helps you challenge status guo. For us this is translated into a need for renewed and integrated development experiences. Ones that will inagine you to learn more, explore new perspectives, get answers, give examples and exchange ideas. Learning heips solidify and elevate your foundations for luture growth. And the level to which you will progress, less solely in your hands.

"Building success through people"



A training program designed & implemented by Being Essential









### **Sprint on PMI IQOS training academy**



### The issue:

PMI was ready to launch the new innovative e-cigarette called IQOS. In order for the sales team to be in-line with the product's values and philosophy, the organization decided to train its sales force and employees.

### The program:

We created the branding of the academy and all the communication material for the training workshops and the activations, as well as the logo, the layout and the icons for the product's digital library for their intranet.





### **Sprint on PMI**



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2	4



### **Sprint on PMI**



f y 8 D





### CORPORATE **EVENTS & ACTIVATIONS**









## Sprint on Interamerican / Annual kick off event



27

### The issue:

To boost the moral of company's people, so as to succeed a dynamic start in the new year, and ask their commitment in its corporate objectives

### The idea:

Creation of an inspirational event with a leading tone of voice and a combination of celebration, awarding and fun

> **Branding-Motto** Awareness campaign Implementation

> > sprint





### **Sprint on Michelin / Corporate launching event**



### The issue:

Michelin wanted to introduce a new club created for its high end franchisees. Through this club, they would have the opportunity to be a part of an elite team and enjoy exclusive services and privileges.

### The idea:

We created and implemented - apart from the concept and the strategy – an inspirational event, its branding, communication materials and videos.





## Sprint on Michelin / Corporate events









Concept Awareness campaign Event design Implementation Production

f y 8 D







# Branding



## Sprint on Michelin / Corporate events















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### FOR MORE INFORMATION ON THE EXAMPLES PRESENTED, OR WORKS IN OTHER FIELDS OF OUR SERVICES, YOU CAN CONTACT: rastergiou@sprint-adv.g





Integrated Marketing Communications