



ATHENS - 2018



**INTERNAL COMMUNICATION PROGRAMS**

**INDICATIVE CASES**

# Sprint on AB VASSILOPOULOS /

## Volunteerism program

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### The issue:

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

### The idea:

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

### 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.

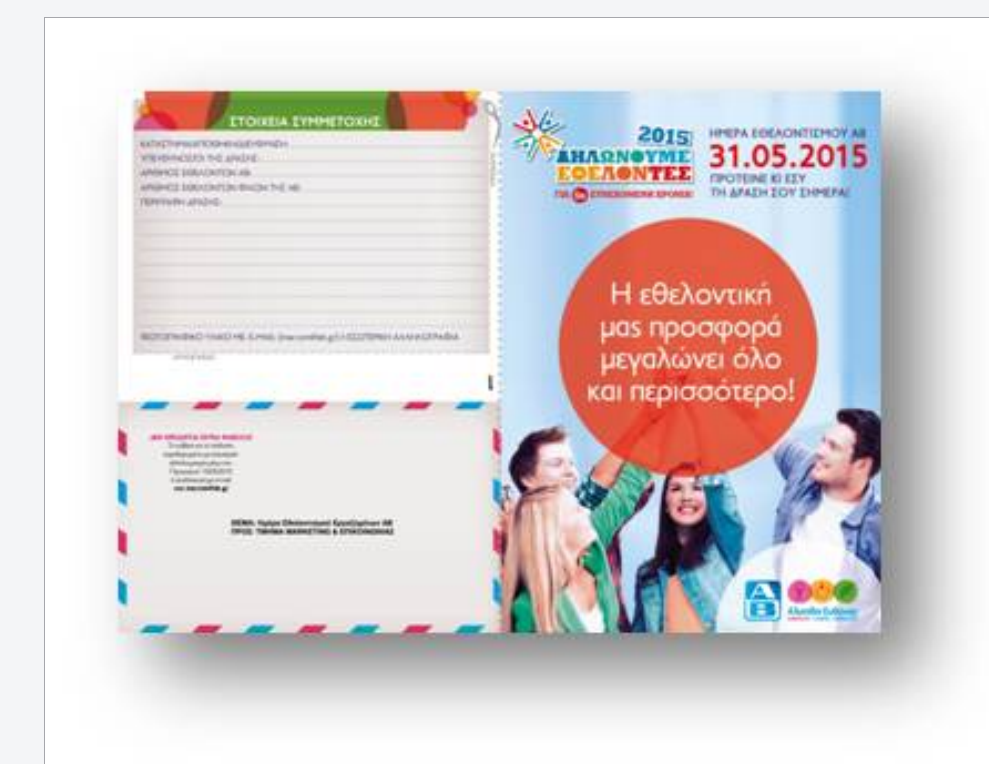
Sprint created the program’s identity, the communication strategy and all communicational material.

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 and in 2015 skyrocketed in a total of 7.397 volunteers.

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



# Sprint on AB VASSILOPOULOS / Volunteerism program





# Sprint on Elais Unilever Hellas

## Skip internal branding



### The issue:

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

### The idea:

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

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

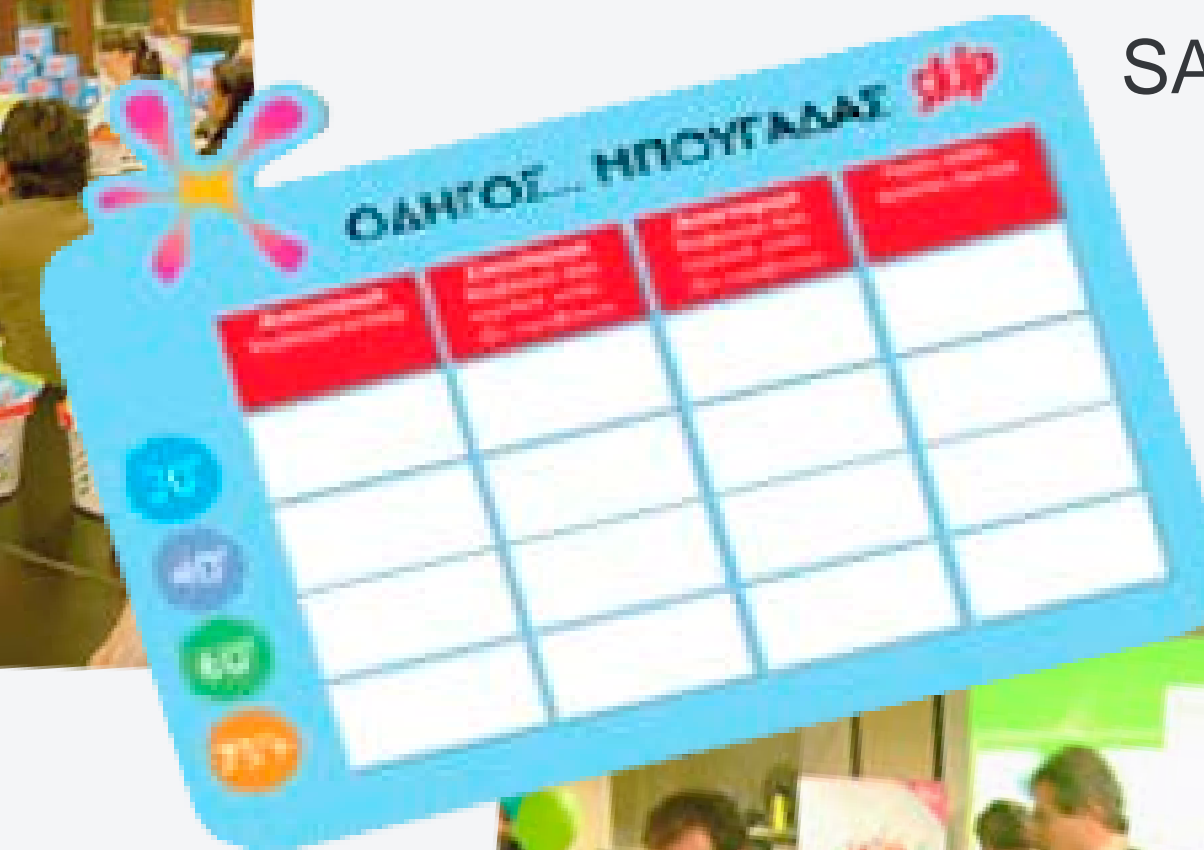


# Sprint on Elais Unilever Hellas

## Skip internal branding

Strategy  
Creative  
Implementation

SABRE EXCELLENCE  
AWARD





# 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:

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 product and taste them.

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 gifts.



# Sprint on Unilever Food Solutions

## Knorr



Strategy  
Branding  
Creative  
Digital-app  
Printed material  
Internal activation



# Sprint on Coca-Cola Hellas



## Coca-Cola move week

### The issue:

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

### The idea:

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

### 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.



# Sprint on Coca-Cola Hellas

Γυμνάσου στο γραφείο με 5 απλές ασκήσεις. Γιατί μπορείς να είσαι fit παντού!

Λαιμός

Τεντώστε τον λαιμό σας. Γύρτε αργά το κεφάλι σας προς τα πίσω και προς τα εμπρός, και στη συνέχεια γυρίστε το δεξιά και αριστερά κοπώντας ταυτόχρονα προς εκείνες τις κατευθύνσεις. Αυτό μπορεί να γίνει σχεδόν σε οποιαδήποτε στιγμή για να ελαττώσει την ένταση και να σας βοηθήσει να ξεπασέσετε. Μην γυρνάτε το κεφάλι σας κυκλικά διότι μπορεί να προκαλέσετε τραυματισμό!

Ωμοί

Εάν έχετε την τάση να καμπυράζετε ακολουθώντας την παρασκήνιο δύστροπη, ανοίξτε το χέριο σας να πρόκειται να αγκαλιάσετε κάποιον. Περπατήστε τους καρπούς σας προς τα έξω και τραβήξτε τους ώμους σας προς τα πίσω. Αυτό το πόνημα κινεί το στήθος σας να κινείται προς την οπίσθια κατεύθυνση από την οποία βρίσκεστε αναγκάζοντας το στήθος σας διάνοιχτα.

Στήθος

Ανοίξτε το χέριο σας να πρόκειται να αγκαλιάσετε κάποιον. Περπατήστε τους καρπούς σας προς τα έξω και τραβήξτε τους ώμους σας προς τα πίσω. Αυτό το πόνημα κινεί το στήθος σας να κινείται προς την οπίσθια κατεύθυνση από την οποία βρίσκεστε αναγκάζοντας το στήθος σας διάνοιχτα.

Αστράγαλοι

Μην ξεχνάτε να στρεφονομίζετε τους καρπούς σας σε τακτική βάση. Γυρίστε κάθε μία ώρα. Κάντε κάθε φορά δύο σπασαλγίες πραγματοποιώντας κύκλους προς τα μέσα και άλλες τόσες προς τα έξω.

Στρεφονομίζετε τους αστραγάλους σας τακτικά. Κάντε αυτή την άσκηση στρεφονομίζοντας τους τρεις αρθρώσεις του ποδιού και τρεις αρθρώσεις του γόνατος, κάθε μία ώρα περίπου.

3Ε

ΕΛΛΗΝΙΚΗ ΤΗΛΕΟΡΑΣΗ

Ημέρα για μια πιο υγιεινή ζωή

THE PRESBYTERE

MOVE WEEK

Το παιχνίδι αρχίζει. Αγώνας ποδοσφαίρου 5X5

Είσοι στο τμήμα πωλήσεων, δήλωσε συμμετοχή για τον αγώνα 5X5 ανάμεσα στο τμήμα μας και σε ομάδα βετεράνων ποδοσφαιριστών και... σήκωσε την κομπίνα!

3Ε

ΕΛΛΗΝΙΚΗ ΤΗΛΕΟΡΑΣΗ

Ημέρα για μια πιο υγιεινή ζωή

THE PRESBYTERE

MOVE WEEK

1

Για κάθε βήμα καίς περίπου 1 θερμίδα!

MOVE WEEK

Η καλή μέρα από την Amita Πρωινό φαίνεται!

Amity

ΑΠΟ ΑΓΑΠΗ

MOVE WEEK

Leaflets  
Mails  
Posters  
Floor graphics  
Sous plat  
Stickers

Keep calm and exercise!

3Ε

ΕΛΛΗΝΙΚΗ ΤΗΛΕΟΡΑΣΗ

Ημέρα για μια πιο υγιεινή ζωή

THE PRESBYTERE

MOVE WEEK

Κέρδισε με την Coca-Cola

Προσφορά 120

Συμπληρωματικό  
• Πρωτό  
• Αποδοτική ενέργεια  
• Καταναλωτική ενέργεια  
• Καταναλωτική ενέργεια  
• Καταναλωτική ενέργεια

Προσφορά 6,8

Συμπληρωματικό  
• Πρωτό  
• Αποδοτική ενέργεια  
• Καταναλωτική ενέργεια  
• Καταναλωτική ενέργεια  
• Καταναλωτική ενέργεια

Προσφορά 6,7

Συμπληρωματικό  
• Πρωτό  
• Αποδοτική ενέργεια  
• Καταναλωτική ενέργεια  
• Καταναλωτική ενέργεια  
• Καταναλωτική ενέργεια

Βασικά θέματα & Σχετικές πληροφορίες: Συστατικά

Γλυκαντικά στα προϊόντα μας

Εκλεκτά φρούτα και λαχανικά

Ο οδηγός μας για τα γλυκαντικά στα προϊόντα μας

Άλλα συστατικά

Καυκάσι

Προϊόντα

Βασικά θέματα & Σχετικές πληροφορίες: Καταναλωτική

Καταναλωτική

Καταναλωτική

Καταναλωτική

Fit menu

Υγιεινή διατροφή & καλή υγεία

Πρωινό

Τηγανίτες με μέλι, βρώμη και φρούτα

Μεσημεριανό

Μπέργκερ με μανιτάρια

Βραδινό

Τονοσαλάτα

Μπρίτς

Μπρίτς

Μπρίτς

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:

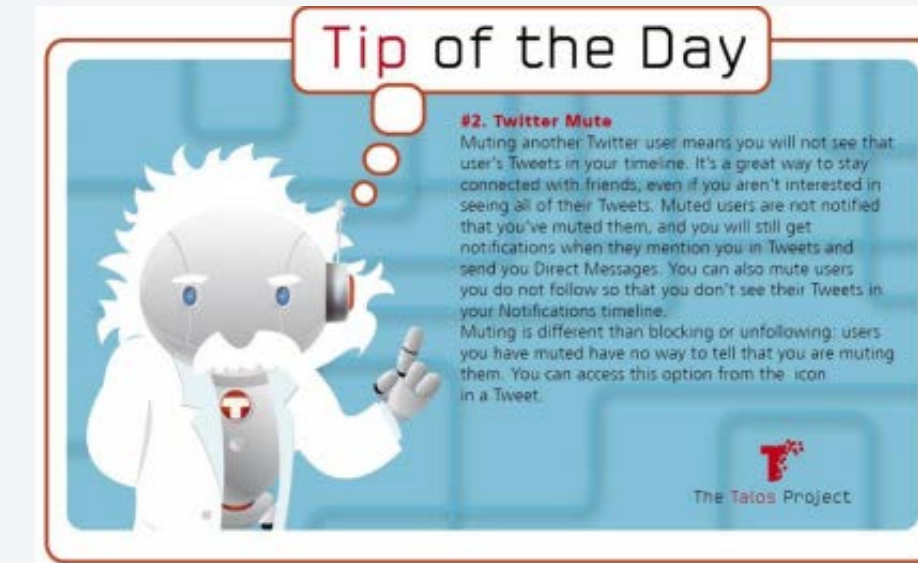
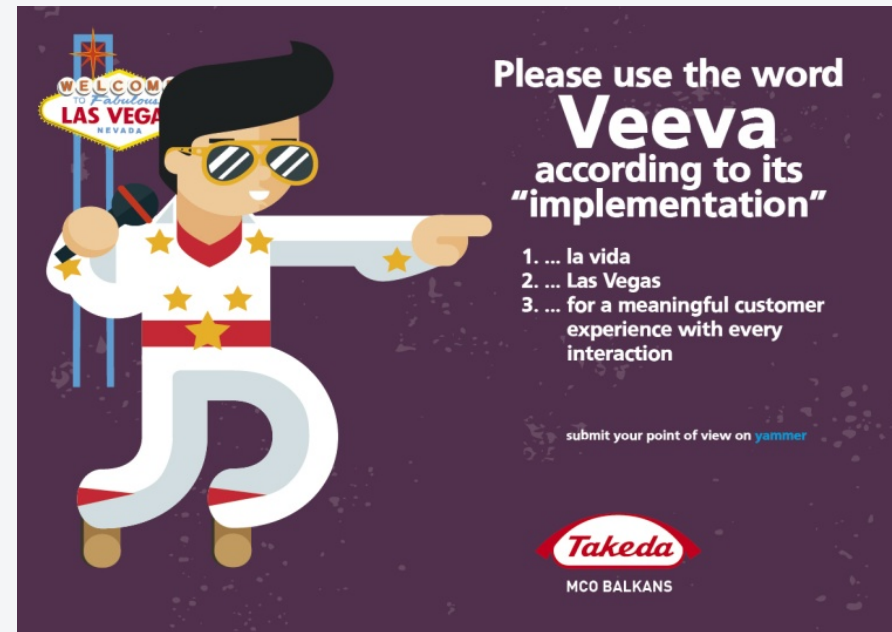
To develop a 360 internal communication program in line with the organization's digital vision, which would create a new culture in the organization while it would familiarize and train people in all its digital assets.

### The program:

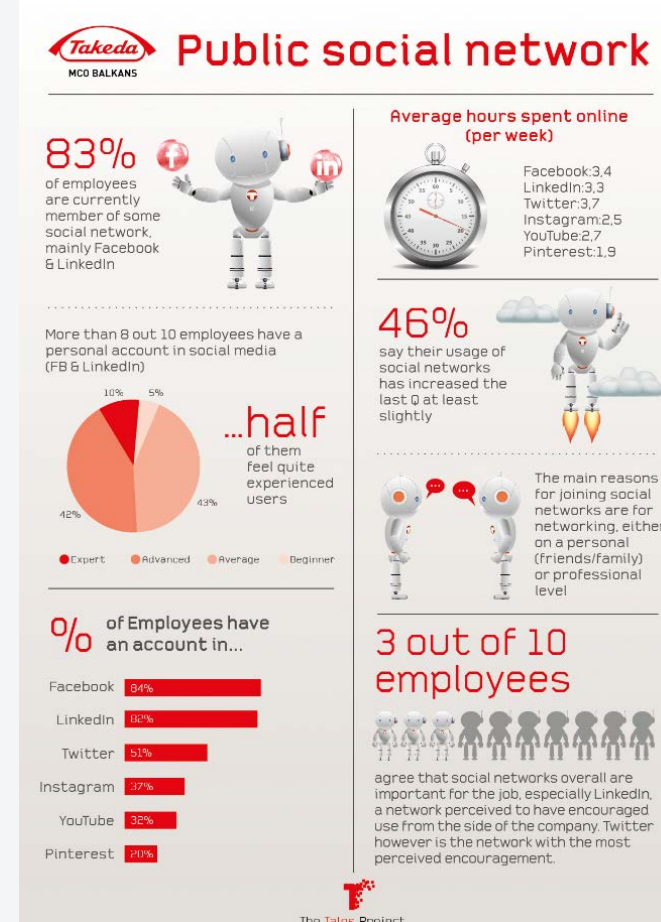
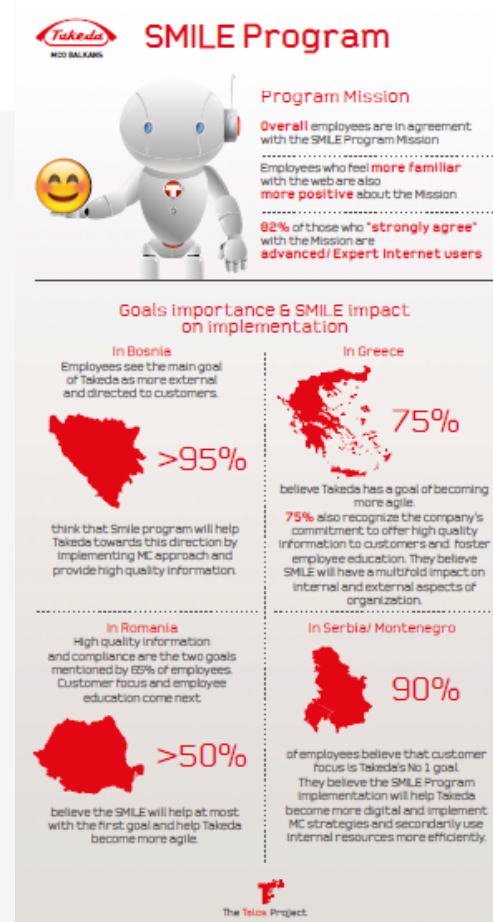
We built an internal communication campaign and activations, that informed and inspired and engaged Takeda's employees. The program was named: «The Talos Project - Let's go digital». The name came from the mythical bronze giant "Talo" that protected Minoan Crete and was considered the first robot in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



# Sprint on Takeda Hellas



Strategy  
Branding  
Campaign  
E-questionnaire  
Pop material  
Mailers  
Teasing videos  
2D video presentation  
Manuals  
Infographic





# 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:

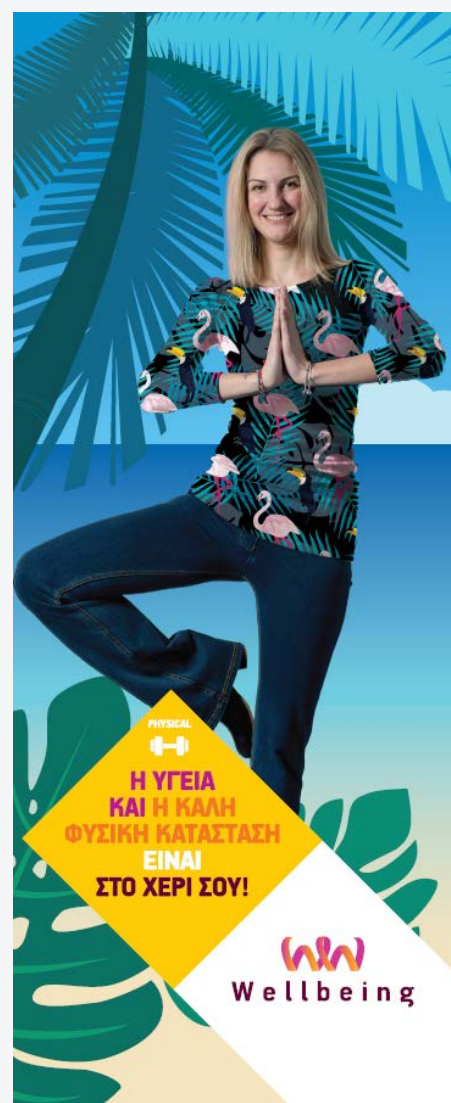
An internal program to communicate the wellbeing program pillars, organize a series of activities, engage people to participate and have the opportunity to live and experience a different way of working.

## The program:

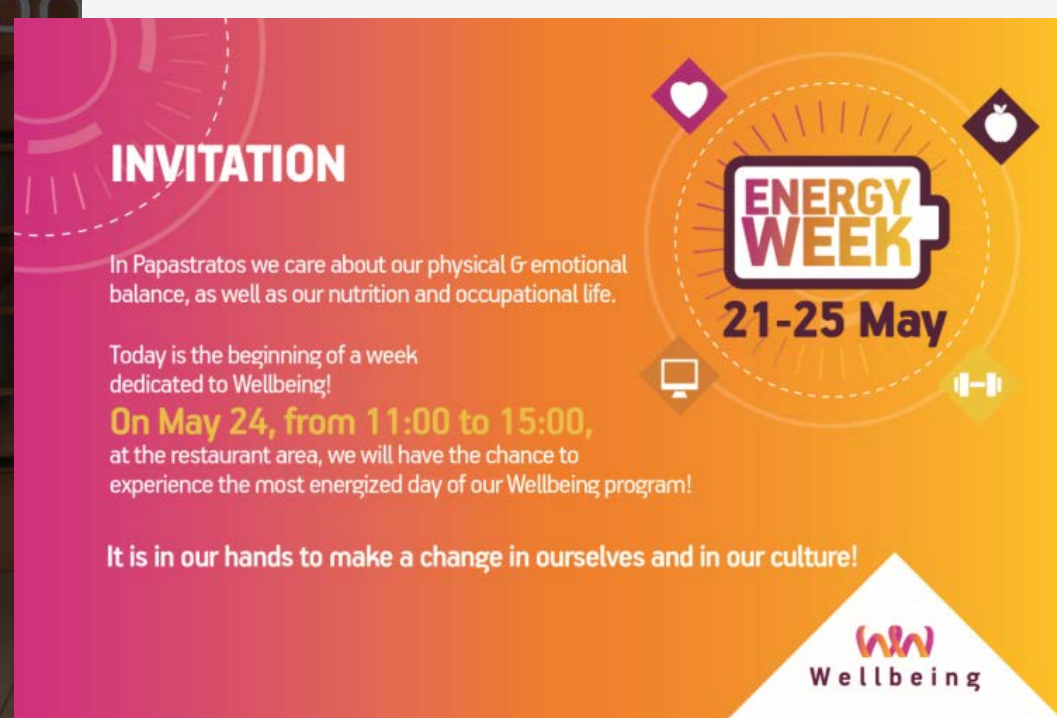
The kick off was an Energy Week, where all the various material was distributed to all employees, and they were invited to participate in many activities. A full plan of services offered to employees within the wellbeing program, was announced to all.



# Sprint on PMI - ENERGY Week

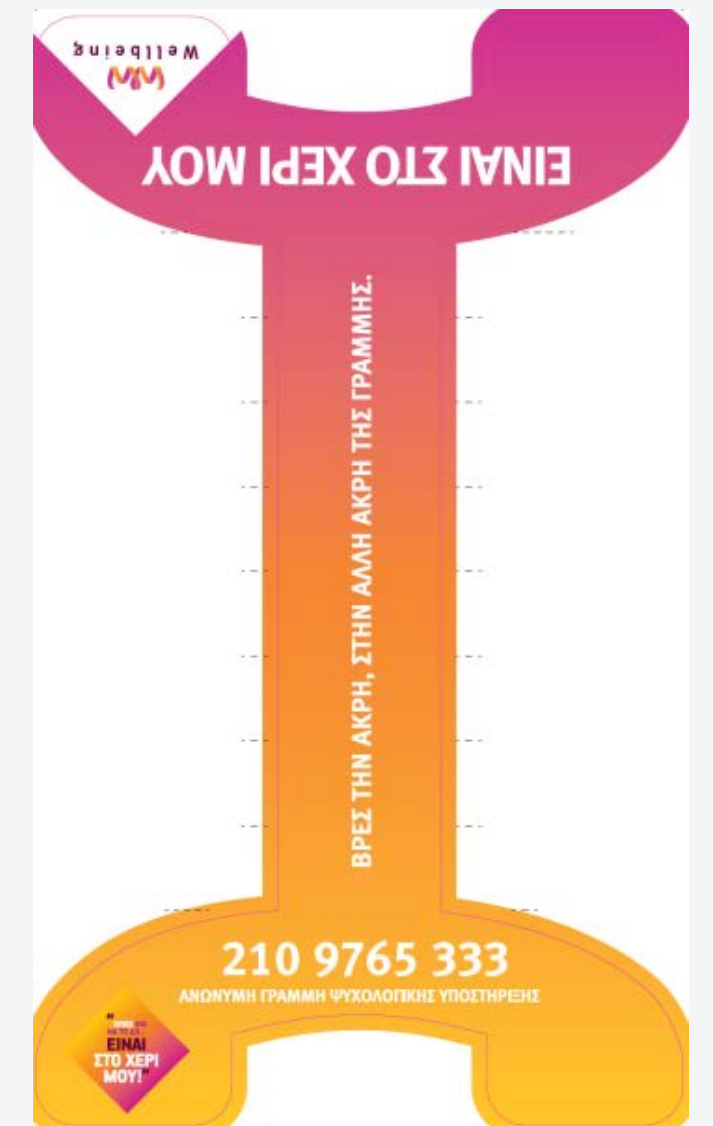
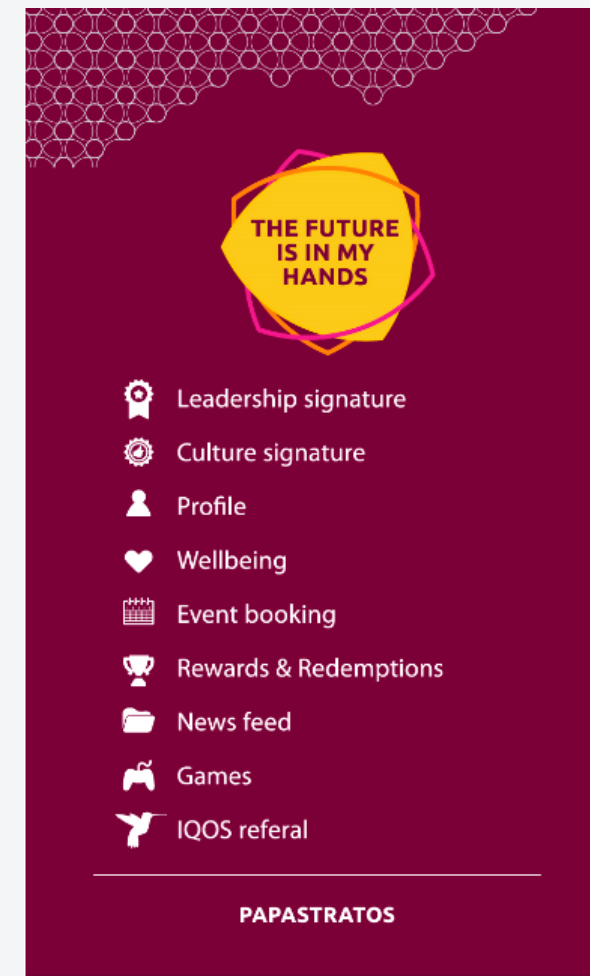
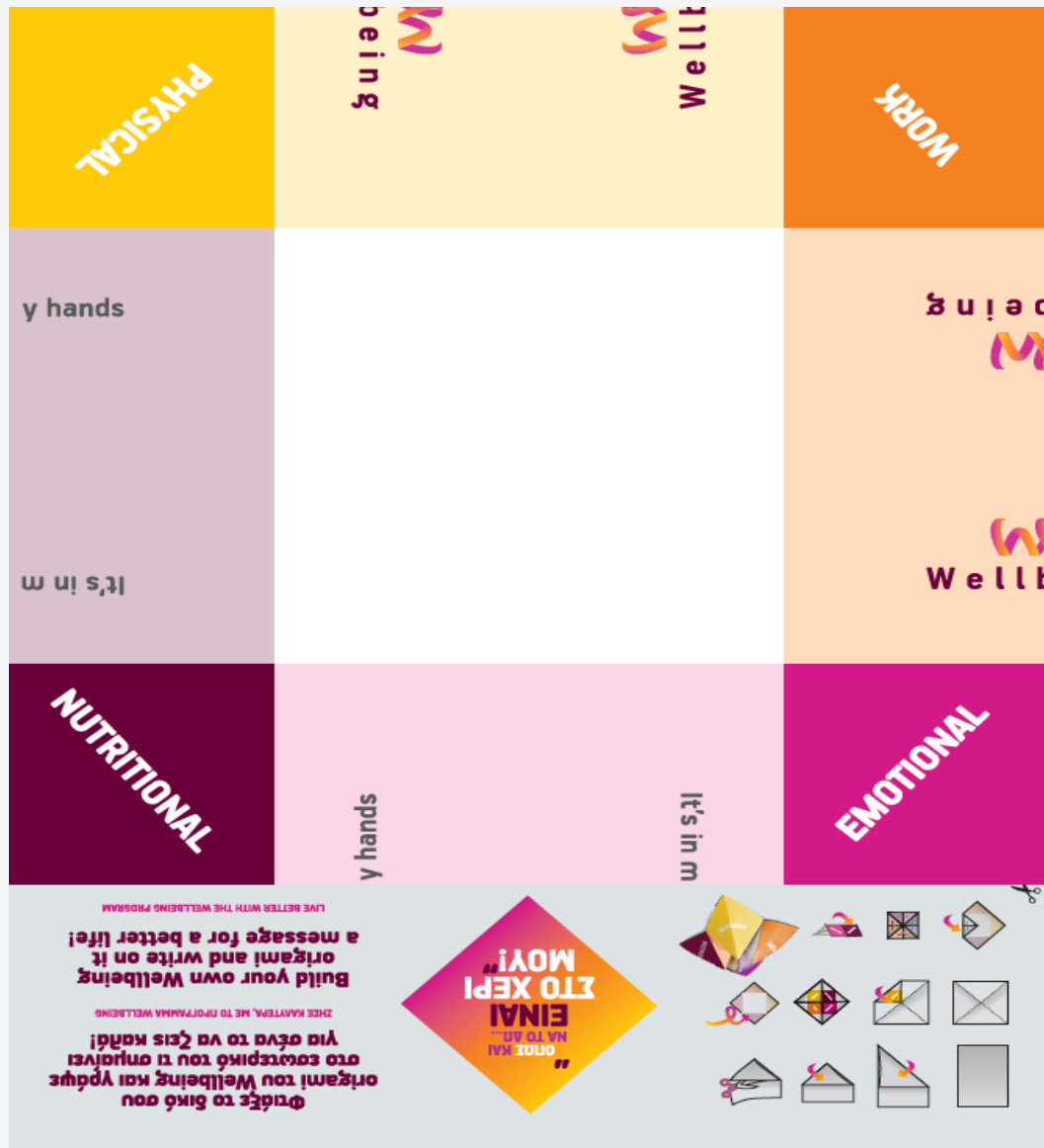


Strategy  
Concept  
Branding  
Communication material  
Event  
Pop material  
Mailers  
Teasing video





# Sprint on PMI





# Sprint on Interamerican Innovation program

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## The issue:

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

## The idea:

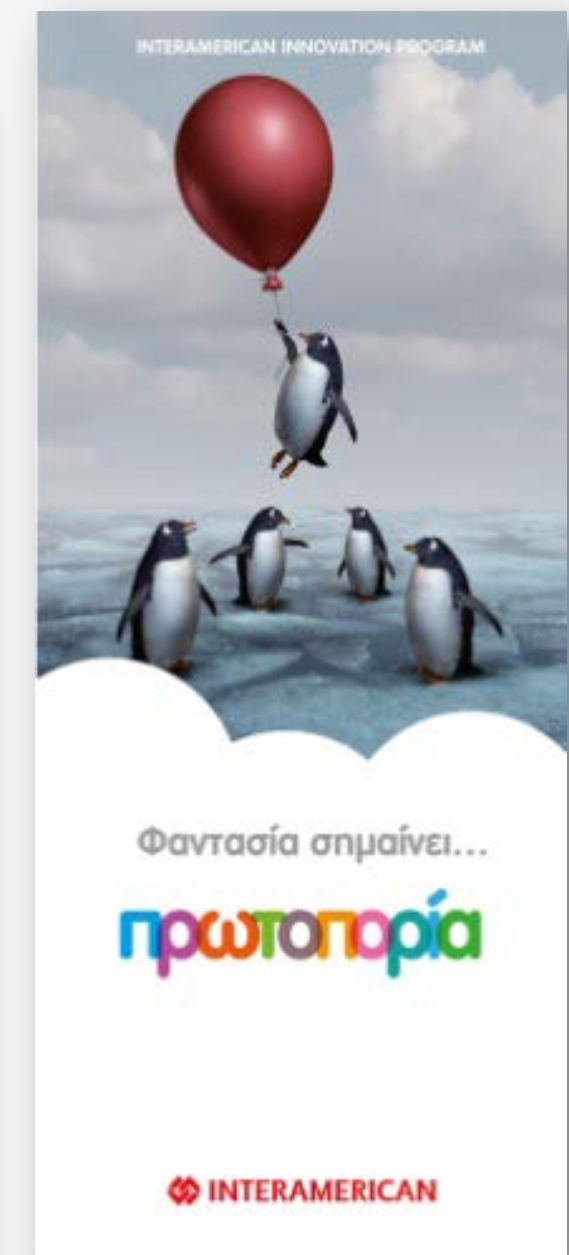
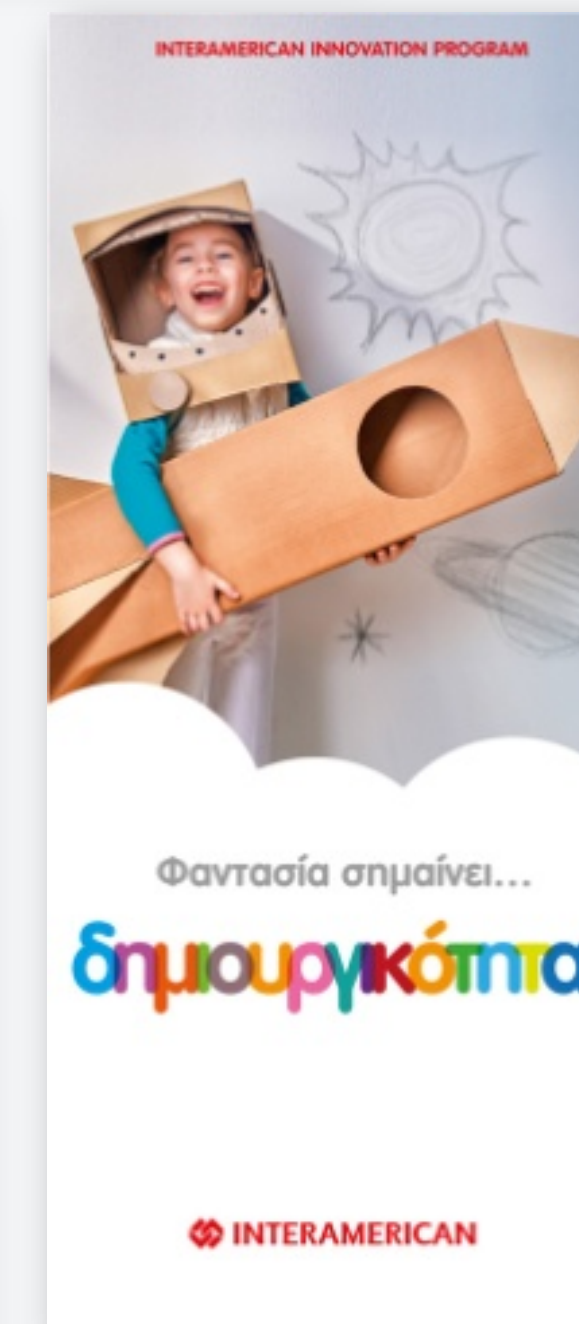
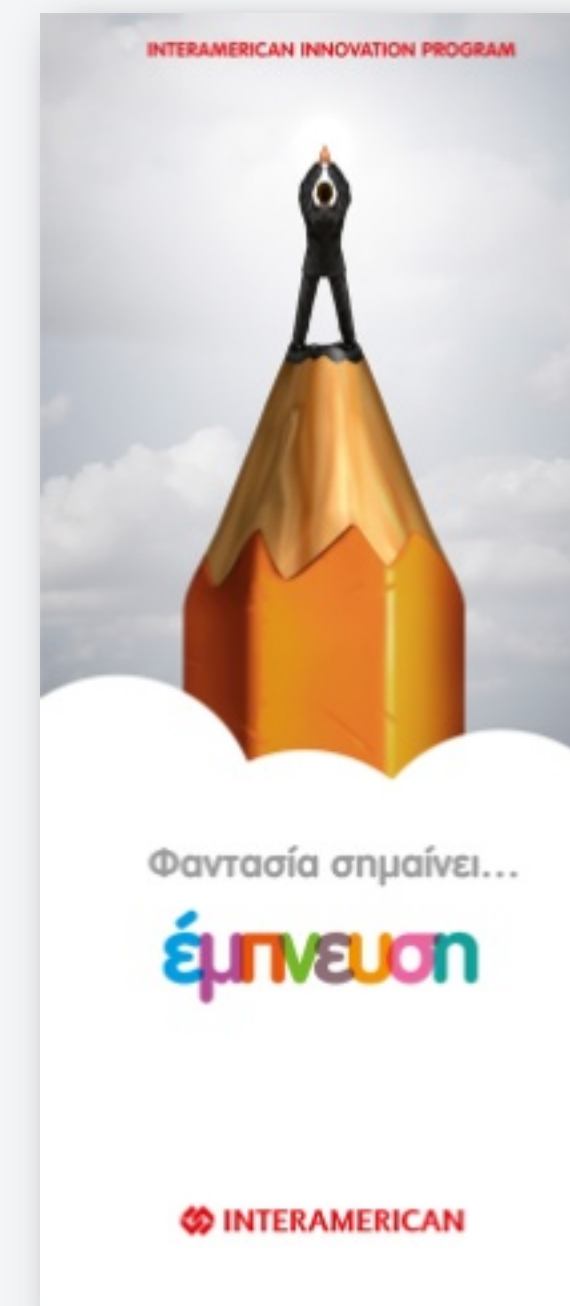
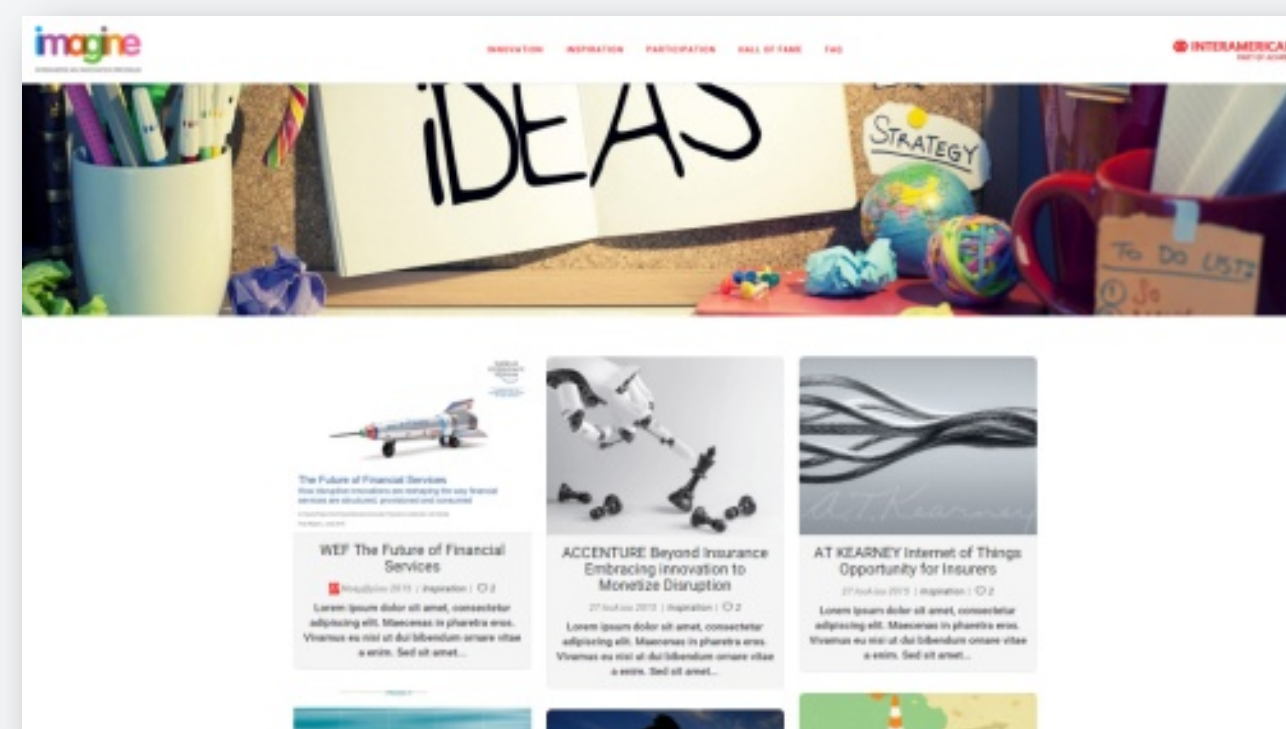
To create an ongoing program/asset an called “Imagine”-Interamerican Innovation program”, where every employee of the company could participate and contribute with ideas.

## 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.



# Sprint on Interamerican

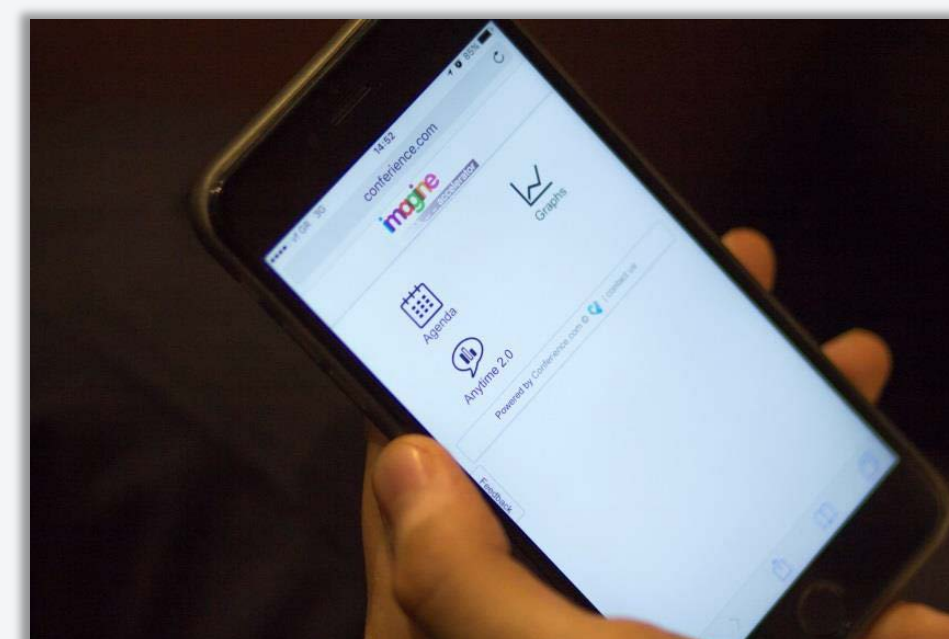


Strategy  
Identity  
Communication material  
Experiential workshops  
Intranet  
Event



# Sprint on Interamerican

Strategy  
Identity  
Communication material  
Experiential workshops  
Intranet  
Event





# Sprint on Interamerican



## From Values to Behavior

### The issue:

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 staff.

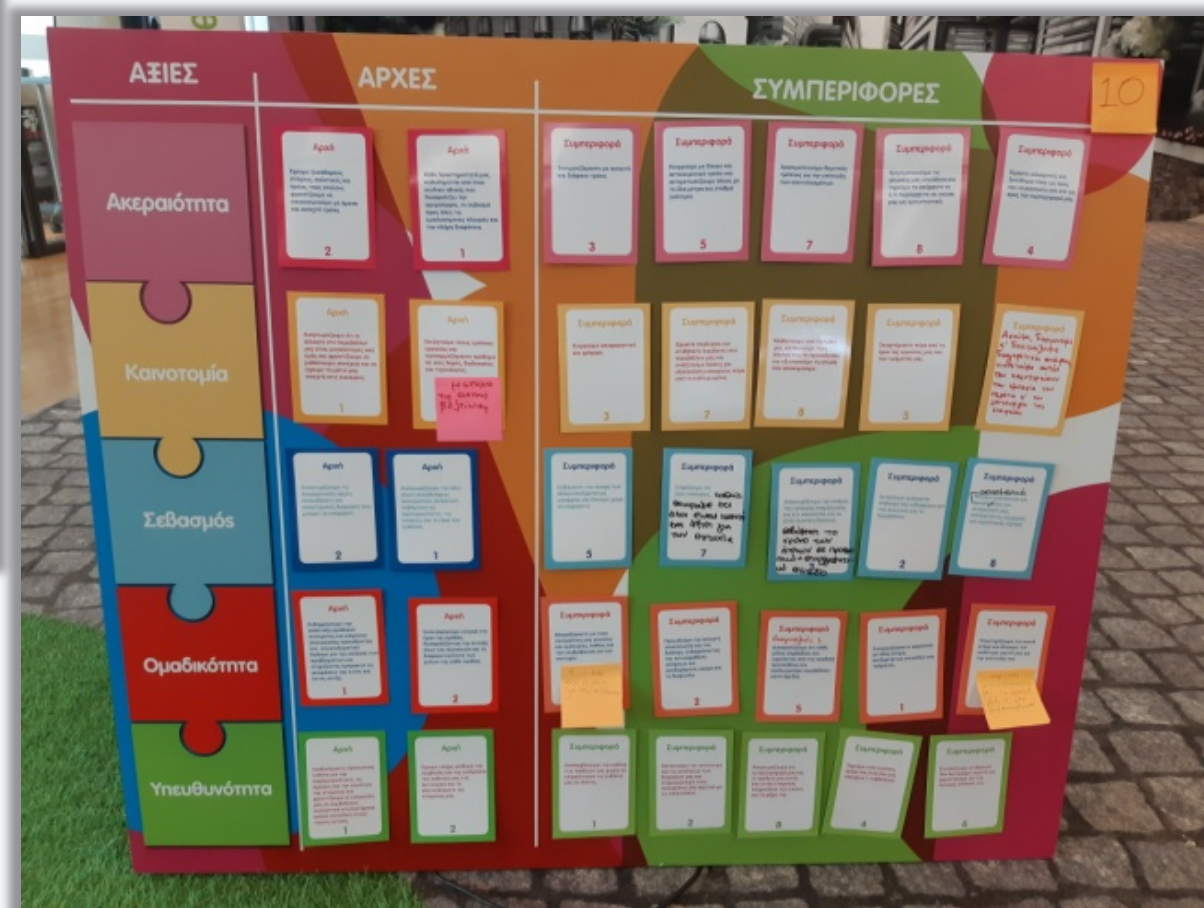
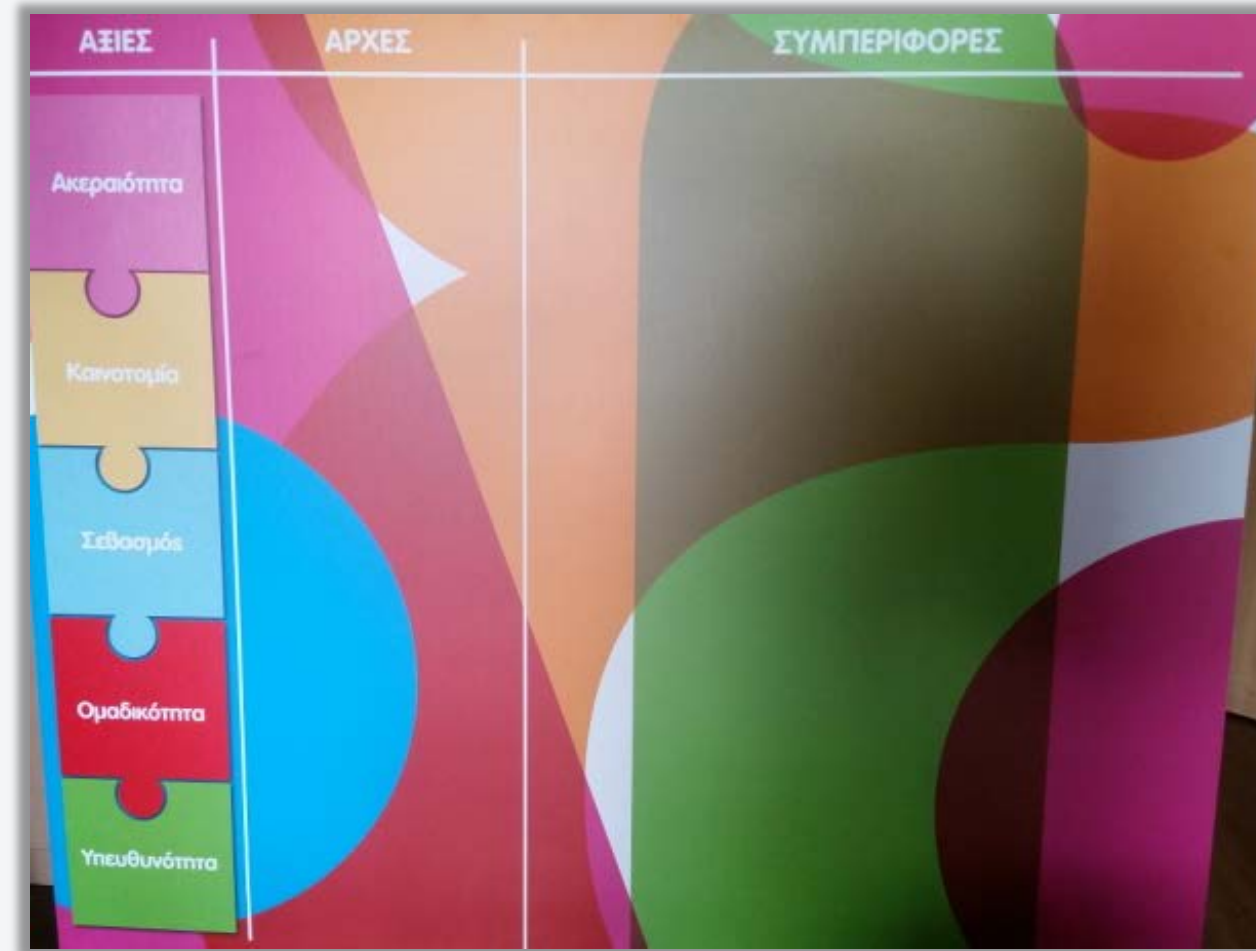
### The idea:

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.



# Sprint on Interamerican

Strategy  
Branding  
Concept  
Activations  
Training  
Communication material





# Sprint on JTI



*the*  
mana**G**ement  
*ctathlon*

## 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:

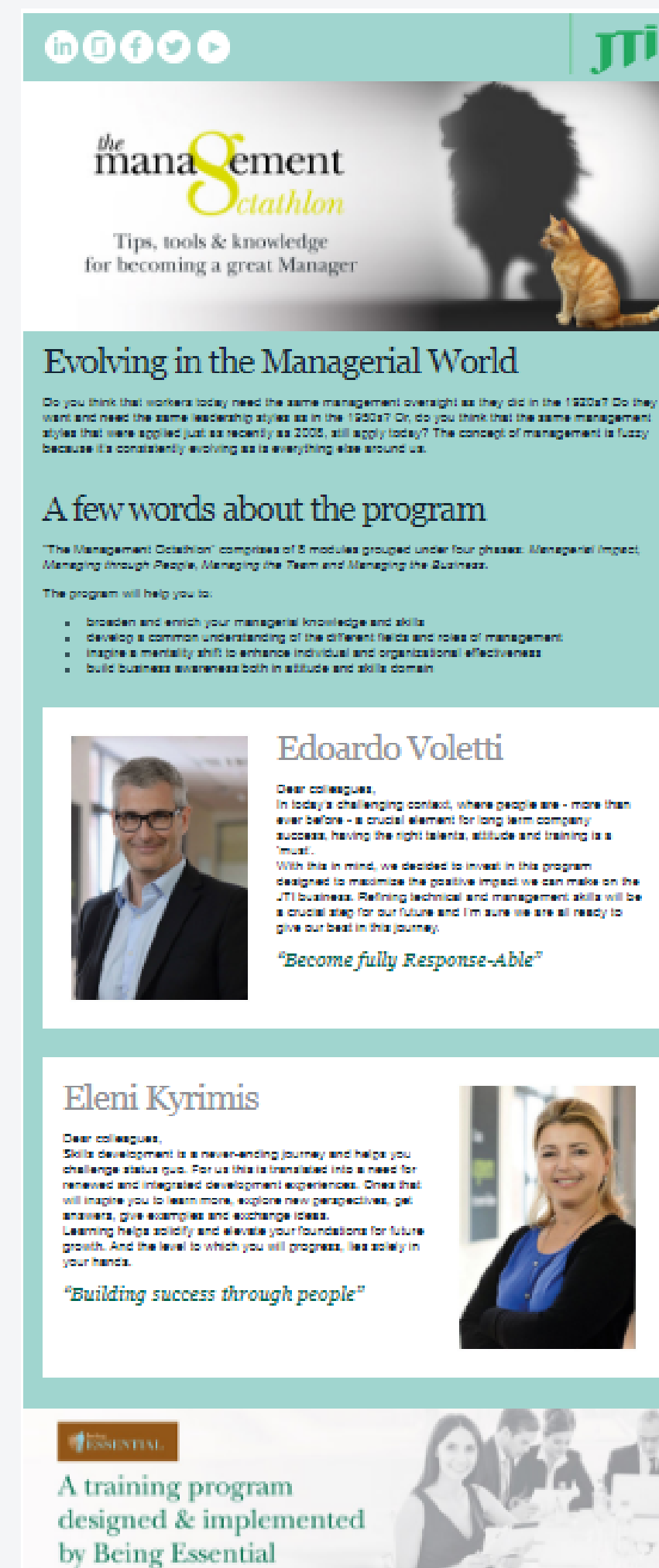
- Brand the Academy
- Introduce the Academy to participants and the rest of the JTI employees
- Create high value for the initiative

### The program:

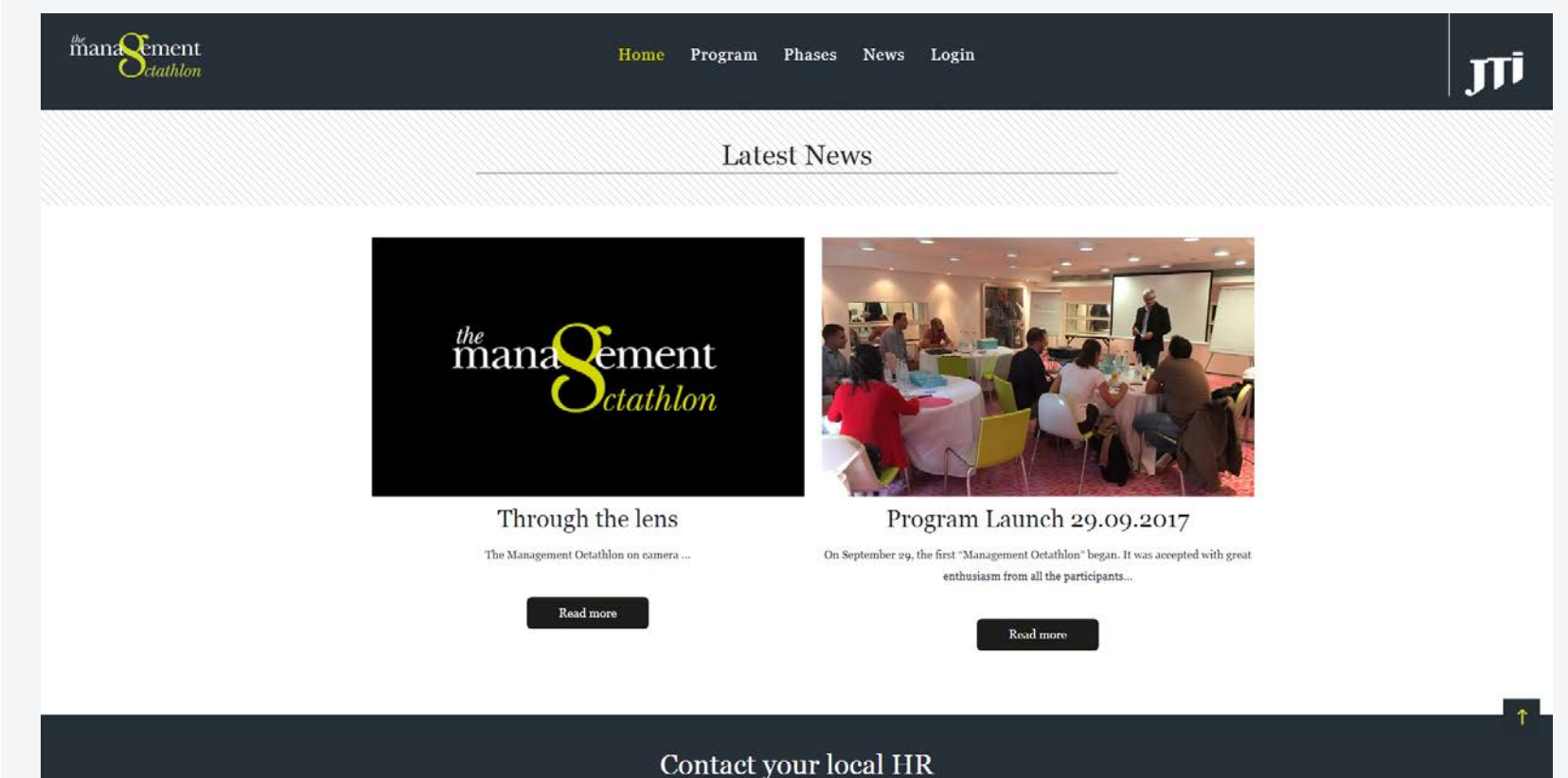
We created the identity (logo & name & motto, site), so as to make the academy tangible and memorable. We also designed and implemented the internal campaign - divided into phases – under an umbrella theme in order to introduce, inspire, and engage the participants of the training sessions throughout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



# Sprint on JTI Training academy launch



## Branding Communication material Microsite Creation & Development Mailer campaign





# 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.

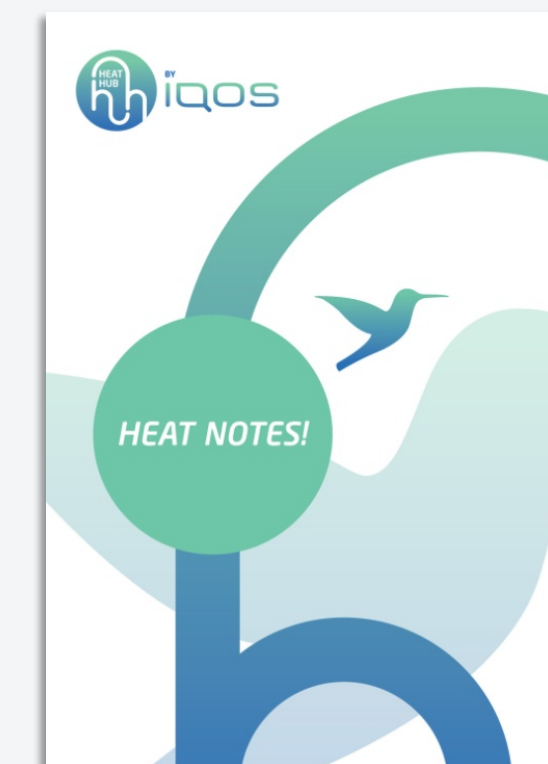




# Sprint on PMI

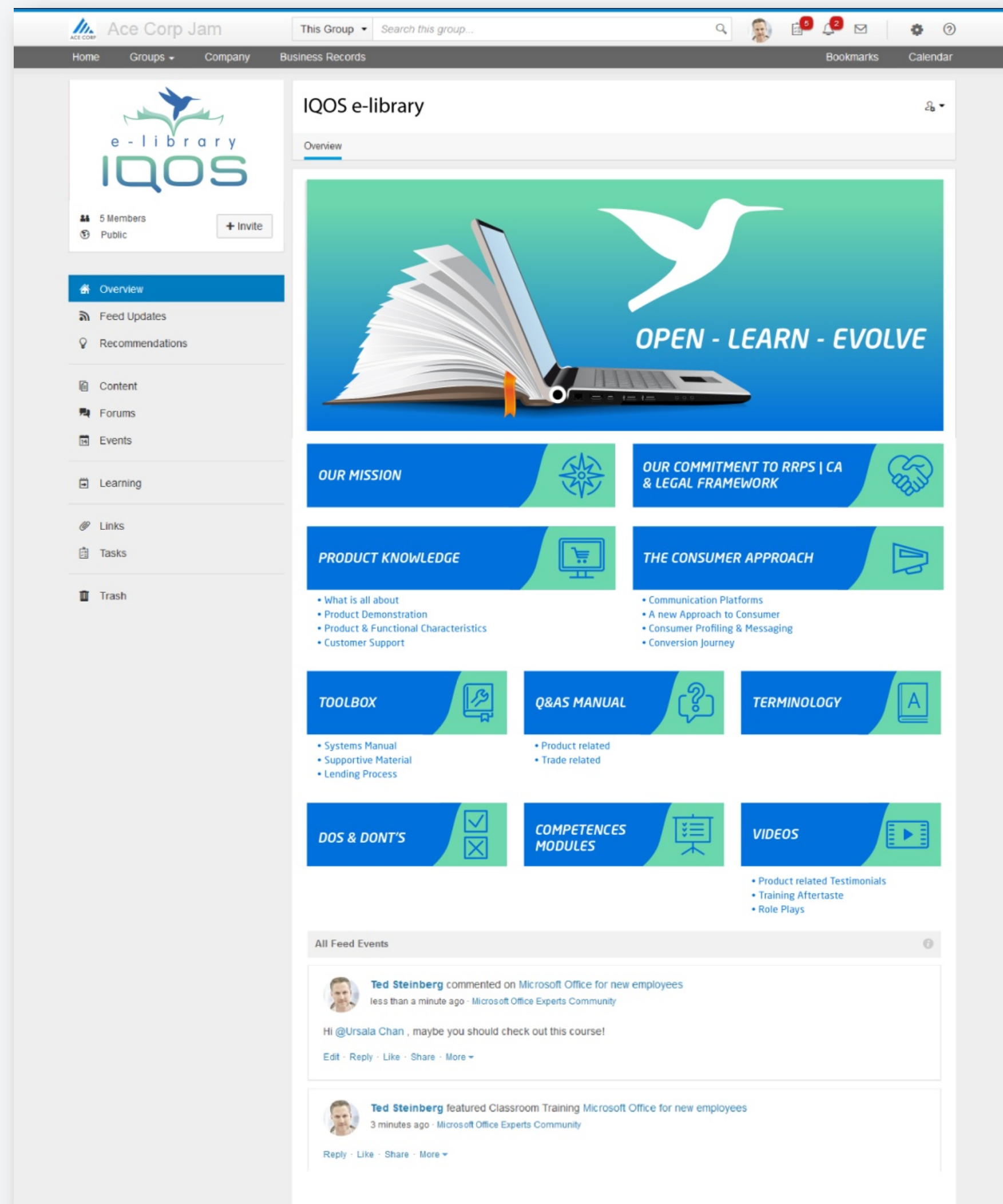


Branding  
Communication material  
Microsite design





# Sprint on PMI



OUR MISSION



OUR COMMITMENT  
TO RRPS | CA  
& LEGAL FRAMEWORK



PRODUCT  
KNOWLEDGE



THE CONSUMER  
APPROACH



Branding  
Communication material  
Microsite design





# CORPORATE EVENTS & ACTIVATIONS



# Sprint on Interamerican / Annual kick off event



## 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

Concept  
Branding-Motto  
Awareness campaign  
Event design  
Implementation  
Production



# Sprint on Michelin / Corporate launching event



## The issue:

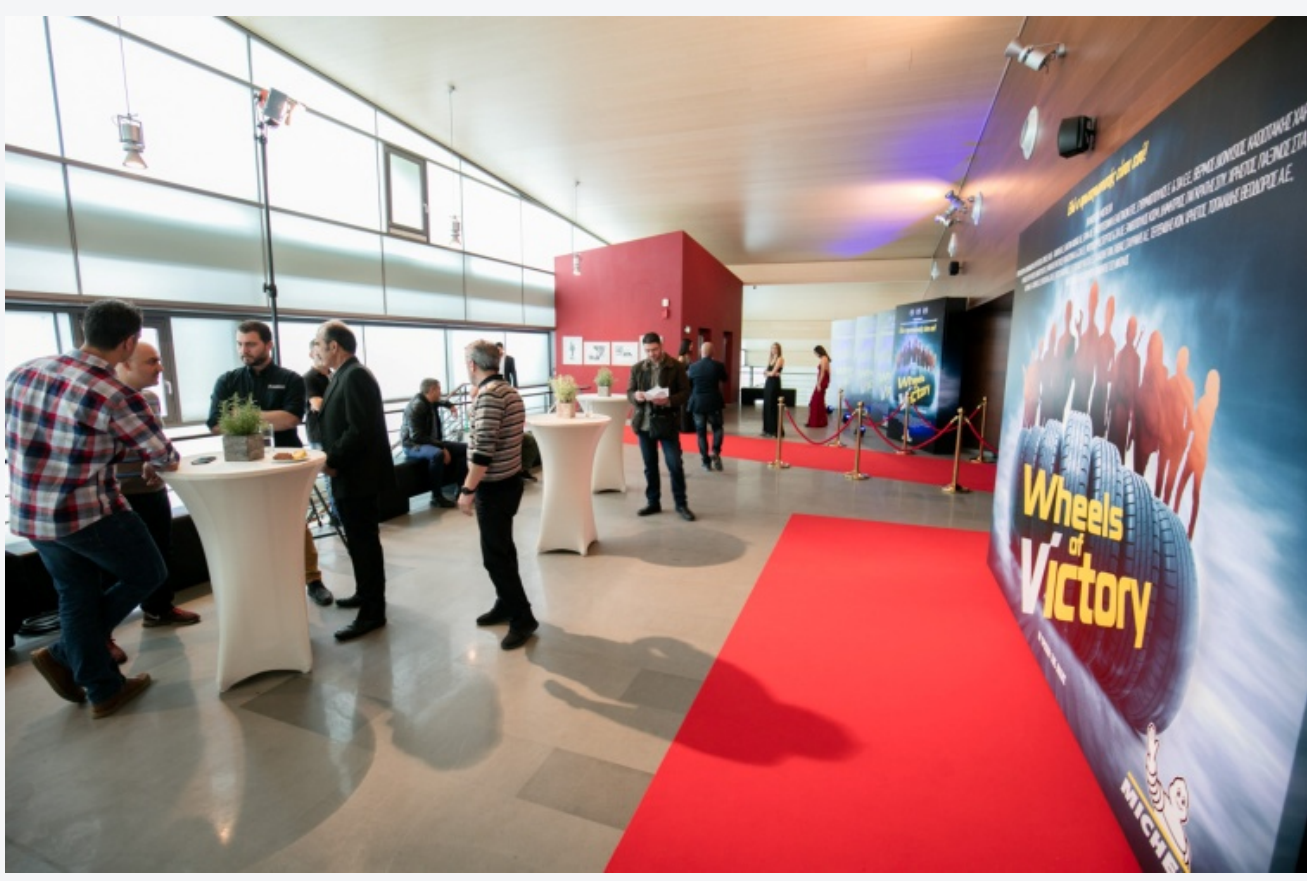
Michelin wanted to introduce a new club created for its high end franchisees. Through this club, they would have the opportunity to be a part of an elite team and enjoy exclusive services and privileges.

## 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  
Branding  
Awareness campaign  
Event design  
Implementation  
Production



# Sprint on Michelin / Corporate events





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OR WORKS IN OTHER FIELDS OF OUR SERVICES, YOU CAN  
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