

DBA Design Effectiveness Awards 2011

Driving business performance *By Being Brilliant Together*



Executive Summary

Global businesses are in constant flux, continuously developing propositions to meet customers' needs and investing significantly in consumer launches and advertising. But what about investing in people? All the data tells us that brands that invest in their people outperform others.

This is an exemplar case study in business best practice, proving how a global brand understood the importance of investing in its people to own and drive through a market-repositioning programme.

Logica is a business and technology service company, employing 41,000 people across 36 countries. It provides business consulting, systems integration and outsourcing to clients around the world. In April 2010 Logica launched a new brand position to its employees called Be Brilliant Together.

This is a demonstration of how the design of the engagement strategy, the look and tone of the campaign and the tools to support it delivered exceptional levels of engagement with employees that has led to improved business performance.

The objective for the design brief was to reposition the brand strategy in the eyes of every employee to ensure that the brand launch was not seen as an identity change and to ensure every employee had an understanding of the company's differentiating customer proposition they could live, breathe and action.

This campaign was delivered in under 12 weeks overcoming significant challenges:

- Differing cultures as a result of mergers and acquisitions
- Change fatigue and employee communication noise
- A challenging proposition to embed in the culture
- Tough business critical deadlines
- Creating new channels from scratch

It was design that made the difference and enabled Logica to ensure this change moved from being an internal communications cascade to a motivating employee experience. The key differences were in the design of the engagement strategy, the look and tone of the campaign and the design of innovative online social media tools.

The effects were rapid and even by November 2010 employees scored these high results:

- 80%** of people were aware of the values
- 76%** understood the brand concept
- 72%** of employees stated that they understood the role that they had to play in bringing the brand to life

Confidence in the business internally has improved with employees noting that their perceived job security had increased. Of the top ten improving scores in the November employee survey, the top six all related to issues surrounding brand proposition and business direction.

What We Delivered

80%

of people were aware of the values

76%

understood the brand concept

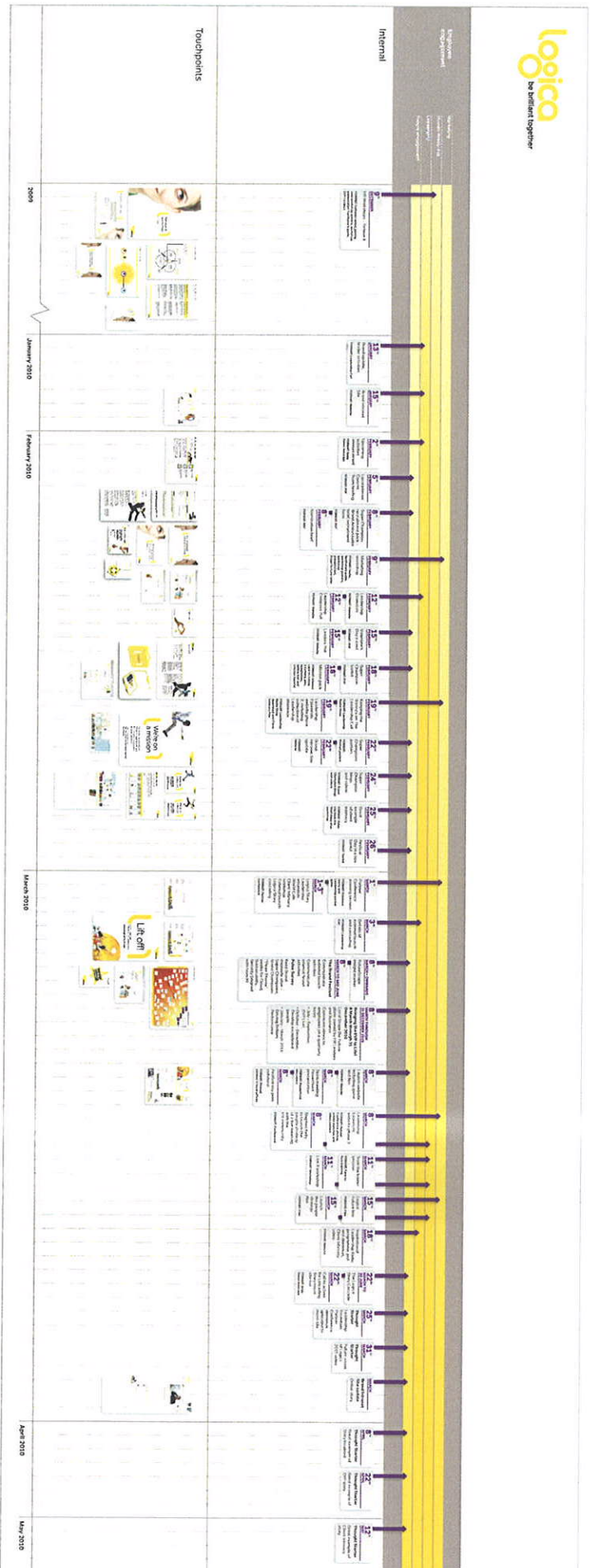
72%

stating that they understood the role that they had to play in bringing the brand to life



Be Brilliant Together Tapestry

We worked with natural advocates within the business and generated commitment to the brand message by designing a mix of face-to-face and digital tools that could engage employees to actively participate in the brand story. We brought this to life in a communications tapestry that illustrated the communications journey for all employees to understand where they were and what would happen next.



Be Brilliant Together mission packs

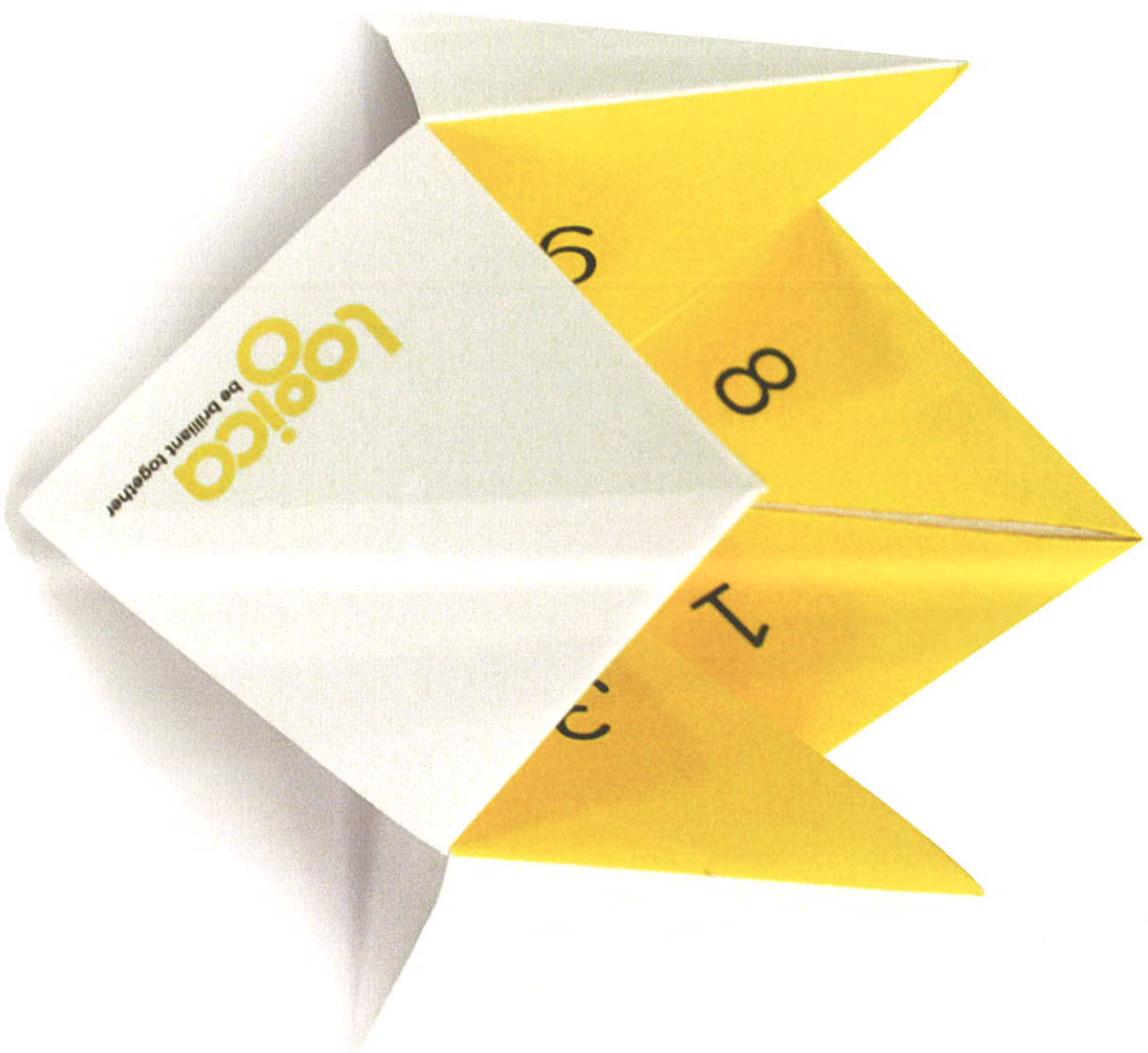
Super-champions were given mission packs containing briefing packs, special gifts and flip HD cameras to document their stories. They were invited to make films or write articles that typified the brand as they saw it. Each super-champion was given their own web space in which to post their views and content.



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Be Brilliant Together workshop games

We held employee workshops to help the Leadership and HR communities live the brand and created simple games for them to play. One example is based on the classic 'fortune-teller' game and was the perfect vehicle to pose eight key questions, prompting employees to think about how they would bring the brand to life.



Be Brilliant Together Online game

We provided the site with a compelling online game to attract users. The game became a huge hit and a powerful way of cascading the brand story through the experiences of its advocates. This functionality has since been replicated to the blogs section of the intranet as a way of tracking blogging activity across Logica.

The Champions League

Score: 00800

sound on off

1st Place	102,280	Mark Kennet
2nd Place	88,658	Pete Jupp
3rd Place	64,452	Carl's Oxlade

PEOPLE

BUSINESS

TECHNOLOGY

Logica league

Test your reflexes on this addictive game of skill and dexterity

Click to play

Instructions

1st Place	102,280	Mark Kennet
2nd Place	88,658	Pete Jupp
3rd Place	64,452	Carl's Oxlade

PEOPLE

BUSINESS

TECHNOLOGY

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Be Brilliant Together launch site

A dedicated site was launched to employees that aggregated all the super-champion content. To enable the Super-Champions to post back their stories the hub-site tracked their geo-graphic location and allowed them to upload videos, images and blog posts onto an easy-to-view map interface. By the end of week one over 50% of employees had accessed the launch site.

The screenshot shows a web browser window displaying the 'Be Brilliant Together' launch site. The browser's address bar shows 'Welcome Mark Kerret'. The site's navigation menu includes 'logica', 'My site', 'Tools', 'Latest', 'About', and 'Locations'. A 'Back to brand launch home' link is visible. The main content area features a world map with several location pins. A pop-up window for 'Steve Smith' is open, showing a profile picture, a bio, and a video player. The bio reads: 'We can be much better lipsum dolor sit ametelit consecetur adipiscing Lorem ipsum dolor sit amet, consecetur adipiscing elit, sed do eiusmod incididunt ut labore et dolore magna aliqua ut enim ad minim veniam...'. The video player shows a video titled 'Steve Smith' with a 'Play video' button. Below the map, there is a 'Filter' button and an 'Add your story' button. A vertical strip of profile pictures is visible on the right side of the map. The bottom of the page contains a section titled 'About Super Champions' with a bio: 'Lorem ipsum dolor sit amet, consecetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.' and a quote: 'Super Champions are amet ipsum sit for success: people.'

Latest Super Champion activity

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Posted 30 minutes ago | 23 views | [Add comment](#)

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Steve Smith
Account Manager

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About Super Champions

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Be Brilliant Together Intranet

Finally employees needed a destination to fulfil their brand experience. We created the brand experience and architecture for the global intranet to create the fulcrum of the new digital brand. The intranet sets the conditions for a more collaborative future and helps all employees be brilliant together.

Welcome Mark Kernot ▾ My links ▾ Site actions ▾ ? Search Keyword All sites ▾ q Advanced search

logica

My site Tools Latest About Locations

be brilliant together

Learn more about our new brand

1 2 3 4

Diamond Awards

Find out how The Diamond Awards recognise exceptional behaviour

A new intranet

Welcome to the new look Logica intranet

Seasons greetings

Wishing you all a very happy holidays!

Home

- My profile
- My blog
- More

My Logica

- My applications
- My HR
- Energise
- My dashboards
- My locality
- Contextual company info
- My workspaces

Tools

- Applications
- Brand & communications
- Workspaces directory
- Knowledge tools
- Other tools

News

- Logica news
- Blog
- Market news
- Discussions

About Logica

- Clients
- Industry sectors
- High growth areas
- Service catalogue
- How we deliver services
- Central functions
- Corporate information

Locations

- West Europe
- Nordics
- Central & Eastern Europe
- Americas
- Asia Pacific
- Middle East & Africa
- Offices