

Internal Launch Plan

COMPANY X

Your employees help put a face to your brand among customers (both current and potential), the community, and prospective employees. Engaged and motivated employees who understand the brand and where the company is going will translate into a successful brand launch. Helping employees feel equipped and motivated about Company X's new brand will be one of the most effective ways to help employees embrace the transition. A three-phased process is recommended to engage your staff.

- Phase One: Pre-Launch
- Phase Two: Brand Launch
- Phase Three: Beyond the Launch

Phase One: Pre-Launch (December meetings)

START THE BUZZ

Introduction to brand launch:

- **Brand language books:** To start introducing the concept of what a brand is, and to show employees the new look of Company X, we recommend providing each branch with a copy of the brand language book that was created. The work is done; they just need to be produced.

Investment: \$X (print production of 10 books)

- **Tagline one-sheeter:** This piece will be a simple leave-behind document for each staff member, outlining the brand position and defining what Tagline means. It can help educate and serve as a reminder in the days that follow, until more information is provided at the launch.

Investment: \$X (1-side, 4-color)

- **Talking points:** To ensure consistent information is shared at each branch, it's important to make note of what will be crucial to keep a record of what will be discussed at each location. This can be a simple checklist, to make sure the discussion doesn't get off track and stays focused on how the new brand is part of the strategic plan. Timing and next steps, along with employee expectations may be items included in this document.
- **More...**

Phase Two: Brand Launch (January)

RALLY THE TROOPS

Internal Distribution Recommendation

COMPANY X | November 18, 2013

Introduction to Phase Two.

- **Brand inspiration video:** A brief, inspirational video that will introduce the brand to employees (and customers in the future); will provide immediate impact, allowing employees to begin embracing the Company X brand. Moving visuals and music can set the stage for the presentation. It's a way to clearly communicate your mission and generate excitement visually. The video can also be used during new employee orientation, annually at staff meetings, or can be placed online for frequent viewing.

Investment: \$X (1-2 minute video, includes production)

- **PowerPoint:** Embracing the new brand is going to start at the top. It's important that managers are armed with tools to help them explain the new brand to their staff. Developing a presentation that managers can share with their staff that fully explains the vision, mission and brand and what it means to employees will help them better explain how Tagline relates to them.

Investment: \$X

- **Branded items:** Branded items that employees can touch and use throughout the day, act as reminders to go "Tagline." Ensure that branded items cross a variety of uses and job functions...think about items for non-desk staff: Pens, notepads, window clings, travel mugs, water bottles, lunch bags, etc. A more expensive item such as branded apparel can also excite and engage staff. It's recommended that any items given out would include the Tagline tagline and incorporate some of the new fonts and color palette.

Investment: TBD based on items selected and total quantities

- More...

Phase Three: Post Launch (March-ongoing)

CONTINUE THE MOMENTUM

Intro to Post Launch

- **Brand storytelling:** Start department or company meetings with examples of Tagline stories. Stories could be told by a member of the management team or by a fellow employee.
- **Company X intranet:** Create a Tagline forum within the Intranet where people may share their thoughts about the brand, vision, and where they have seen it happening.
- More...

All investment amounts shown are ballpark in nature and for planning purposes. Final estimates will be provided upon