

BUILDING A BETTER BRAND ARMY

In the age of brand transparency, it's critical for an organization to communicate common ideals between employees and consumers. Like great marketing campaigns that inspire and emote, internal comms deserve attention and respect now more than ever. At MindHandle, we build brands that *attract* the right employees, help them *adopt* the company as their own, and convert team members to *champions*.

HOW WE'LL WORK TOGETHER



DISCOVERY

Research to learn how well the brand is performing in communications today



MAGNETIC SCORECARD

Diagnostic tool that highlights opportunities and obstacles, leading to strong plans



MAPPING

The detailed plan and narrative that strengthens the messaging and creates measurable results

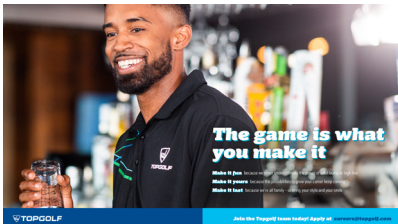


CREATING

Award-winning creative development and activation frameworks that inspire



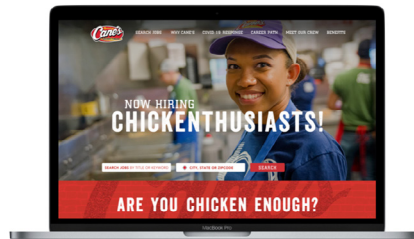
ASK: Galvanize a strong internal culture and refine messaging from the inside out



RESULT:
Multi-channel employment brand campaign built on theme line "The game is what you make it"



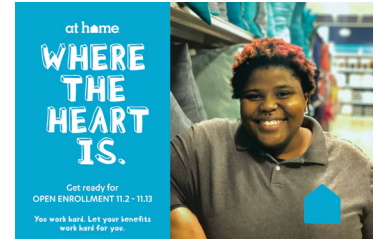
ASK: Help identify and attract high-achievers as employment targets



RESULT:
External-facing employee attraction campaign styling Cane's ideal targets as "Chickenthusiasts"



ASK: Highlight unique employment benefits for attraction & retention



RESULT:
Employee-centric campaign "Where the heart is" that emphasizes organizational passion



ASK: Optimize internal communications & intranet mechanics



RESULT:
Employee intranet overhaul and LMS optimization paired with internal campaign theme "Lime Life"



ASK: Unite 25,000 employees under one banner that emphasizes accountability



RESULT:
Employee-facing campaign compelling personal reflection and action, paired with executive communications training to turn leaders into thought leaders



CONTACT:
Jeff Begert
Jeff@MindHandle.com



MindHandle.com

All content property of MindHandle, LLC ©2021