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### Results (for the magazine)

- 90%** of staff think the magazine is great (pride)
- 95%** enjoy reading it (engagement)
- 92.5%** say it's well written and designed (quality)
- 85%** describe it as open and honest (credible)
- 90%** think it reflects what's going on at EE (credible)
- 85%** believe the magazine helps them understand the business direction (knowledge)
- 37%** have used articles with customers (sales)

“ Working with the team at W&P has been a revelation. Your collective professionalism, dedication and 'can-do' attitude has been appreciated. Knowing there were several pairs of safe hands just a phone call or email away has been reassuring as our business went through a period of sustained upheaval over the past 12 months.

*Editorial and Publications Manager, EE*

### Words&Pictures Case Study

# EVERYTHING EVERYWHERE – CULTURE CHANGE

When T-Mobile and Orange UK merged to form Everything Everywhere (EE), we found ourselves facing an exciting communications challenge: how could we now help the new organisation bring together two different and once competitive brands? How would the new entity's IC solutions work, given such a heritage?

We developed a unique Tone of Voice

and style that would transcend both Orange and T-Mobile. We were also challenged to create a 'lexicon of design' that would be 'cutting-edge, innovative and stylishly edgy'. We successfully achieved that goal with *everyone* becoming an award-winning magazine. We went on to develop an internal brand that could function effectively across

multiple channels, serving multiple purposes.

We created *everyone* with fresh content developed and commissioned for online consumption, supported by competitions and interactive elements. The suite of communications was highly valued throughout EE and the sector, and went on to win several industry awards.