



Contact us:

01943 854 800

commercial@wordsandpics.co.uk

“ This is an outstanding production with great content... clearly a step above most internal communication material. The Da Vinci Dimensions achieves its primary objective of being picked up due to its engaging design - a critical first step to any broad-scale communication.

Trial Innovation Leader, Procter & Gamble



Words&Pictures Case Study

PROCTER & GAMBLE – DRIVING GLOBAL INNOVATION

With 140,000 employees and operations in more than 80 countries, P&G is one of the world's largest corporations. It researches, develops and manufactures a wide range of consumer goods under well-known brands such as Ariel, Pringles, Lenor and Fairy, and aims to 'touch' more than 4.5 billion consumers within the decade.

Needless to say, its major challenge is to unify employees behind its key strategy – to 'touch and improve more consumers' lives in more parts of the world... more completely'. This is

where Words&Pictures has helped to make a difference.

Working as an extension of P&G's Western Europe Fabric Care team, we developed a number of communication solutions to bring colleagues across the region closer together.

These include helping people 'share and reapply' innovative ways of working (*Re-invented here*), develop a clear line of sight between their individual roles, the product and the ultimate consumer experience (*Da Vinci Dimensions*),

and cultivate a shared sense of community, pride and celebration in the wider team's achievements (*Fresh* magazine).

These, along with other concepts and supporting material, have formed the spine of a series of award-winning, targeted campaigns that have improved knowledge, broken down silo thinking, and created a more engaged workforce.

The bottom line? A dynamic organisation whose branded products consumers not only try, but continue to buy and benefit from.