



“Alive and engaging.”  
 “Relevant and current.”  
 “Eye-catching and colourful.”  
 “A massive improvement on previous magazines – love it!”



Part of our Portfolio information pack

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*In the Know* is a real step on from our previous magazine, and we now have a magazine that shows the passion of our people, our unique products and that's also a great fit with our evolving brand. Wilkinson has been on a big journey over the last few years and *In the Know* really reflects this transformation.

Communications Manager,  
 Marketing Department, Wilkinson

Words&Pictures Case Study

# WILKINSON – IN THE KNOW MAGAZINE

Over the last few years, one of the high street's most familiar names has been gradually transforming its brand. When they needed a new internal publication to reflect this journey, we created a fresh new look for their magazine – *In the Know* – one that puts their great products and their team members at the heart of every story.

The magazine goes out to over 24,000 of their team members across their store network, their support offices and their distribution centres. Products are now Wilko's number one strategic objective, and we use *In the Know* to show the very best of their ranges – for example, using real team

members to talk about their favourite products, or getting the human story behind the development of their own brands. We also include regular mini-supplements in the magazine for store team members, full of information on the latest products and trends in an easy-to-digest format. The aim is to create a real sense of passion and pride in the products Wilko sells.

And for Wilko it's no longer just about their stores – a multichannel approach is absolutely key to the continued growth of their business and we reflect this through *In the Know*. As well as jump off points to push people to find out more online and the pick of

social media stories, *In the Know* can be accessed online via a range of devices, with **each issue receiving over 2,000 views** by Wilkinson staff and articles being shared over social media sites.

We've been out to stores and chatted to team members to find out what they really want, and found that they're often time poor but passionate about the company and the products they sell. So, whether we're communicating major changes to their systems and processes, or picking out the highlights of their latest major category review, our aim is always to get across what this means for the team members who are selling their products.