



Contact us:  
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The work we've done  
with Words&Pictures  
has not only been fun,  
creative and engaging  
for our people, it's  
made a very significant  
difference to their  
understanding of what  
our airline is trying to  
achieve...

Kate Connolly, Head of Internal  
Communications, easyJet

### Words&Pictures Case Study

# COMMUNICATING STRATEGY

Successful companies adapt to the markets they operate in, and the communications strategies they employ are critical to the success of these transformations.

This may range from communicating a new brand strategy internally to helping a new business forge its own identity following a merger or divestment from another organisation. Words&Pictures' approach has always been to become an extension of our clients communications team, and to work closely with them to understand their vision and the messages they need to convey.

In the case of **Direct Line Group**, the former insurance arm of The Royal Bank of Scotland Group, we helped them to communicate the complex process of moving away from RBS. Through a slow-build campaign featuring magazine content, online resources, animations and more, we helped first to

raise awareness and understanding before helping colleagues feel like active participants in the transformation.

Also, the cultural change work we carried out with **Everything Everywhere (EE)**, the business formed from Orange and T-Mobile, remains one of the most impressive IC projects in recent years. The digital magazine we produced for EE – described as an “online magazine for the next generation” by IoIC judges – helped them to emerge from the two legacy organisations, and inspired their colleagues.

**easyJet** is a business that has been hugely successful over the few years. We were excited to have the chance to help transform the way they talk about their strategy to their diverse audience through multiple channels. Take a look on the next page to find out how we approached this challenge.

Continued... >

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...In a recent survey of our people, we saw the score for them supporting our ambition and the strategy that underpins it jump from 63% in 2013 to 89% in 2014. And people understanding how their role relates to our success rose from 72% to 89%. Fantastic stats that demonstrate the success of a brilliant campaign.

Kate Connolly, Head of Internal Communications, easyJet

Continued... > Case Study: easyJet strategy and customer experience communications

**The challenge**

easyJet has only been around since 1995, yet in that time it has grown to be the UK's biggest airline in terms of passenger numbers. During such a period of growth, easyJet has had to change how it operates in the marketplace. How? By keeping the start-up principles that define its culture, but also by introducing more rigorous strategic ideas to fit its new position in the market.

**The approach**

When the easyJet team came to us, we took the chance to look again at the way they talk about their strategy internally, to tighten up some of the strategic tools they were using, and to come up with new ideas. Because easyJet has such a diverse audience – from pilots to admin staff – we took a multimedia approach to engagement from the beginning.

Together, we reimagined their strategy and looked again at how it is presented visually. We began the process by producing a scene-setting booklet that gave managers an overview of easyJet's strategy and values. The booklet was handed out at conference, and then used to cascade the information throughout the rest of the business. We then supported the booklet with an innovative multimedia campaign that included a game app, a physical board game, posters and animations. easyJet has been very impressed by the impact of this range of activity.

