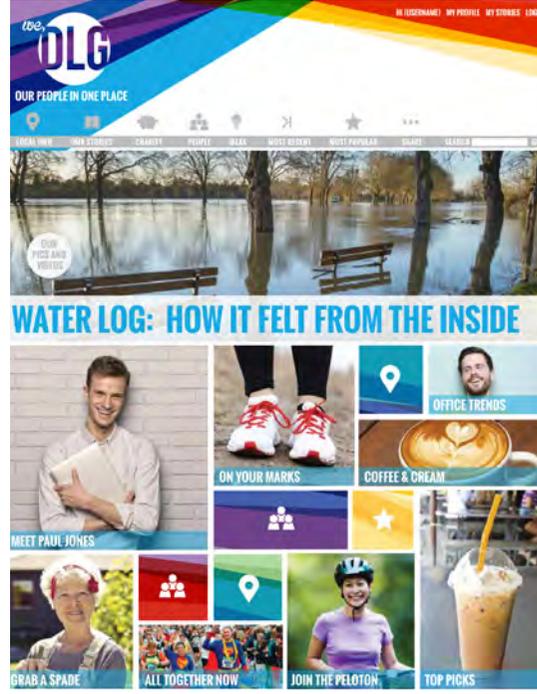




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Powerful brand identity for We, DLG



Initial home page design



T-shirts worn by advocates



Responsive design

Part of our
Portfolio information pack

“
 The response has been immense, and We, DLG proves how committed we are to letting our people live one of our key values by giving them an opportunity to 'say it like it is'.

Paul Diggins, Head of Internal Communications, Direct Line Group

Words&Pictures Case Study

We, DLG: 'A Sea change in Internal Communications'

Words&Pictures have a close and long-standing relationship with Direct Line Group (DLG), having produced *Cover* – the group's main internal news magazine – between 2011 and 2013. Although admired throughout the group – and beyond – *Cover* ceased publication due to structural change at DLG and budgetary challenges.

In *Cover's* wake, however, it was recognised there was still a need for communications that would celebrate the best of DLG's people, reinforce a sense of pride and connect DLG people across the brands, functions and business streams. As a result, DLG's Head of Internal Communications, Paul Diggins, tasked W&P and his own team to come up with something entirely new, not only to fill the gap left by *Cover*, but “to significantly advance” DLG's internal communications and help support the company's vision to revolutionise the insurance industry. Working in partnership with the DLG team, W&P have developed an ‘immensely

innovative concept' and, alongside it, a compelling vision of what the IC future may look like. The result is We, DLG.

We, DLG is an example of what's being termed 'third space' communications – it's neither a traditional intranet nor a social intranet. In essence, We, DLG is best described as a **'digital work-based social community'**. It's driven by user-generated and user-posted content, whether in image, video or written format. It's further supported and driven by core content, provided by the DLG team in partnership with W&P.

The new communication channel had to be cost effective, self-sustaining and supportive of two-way conversations between DLG's leadership and the wider employee population. It also needed to integrate with existing channels including the intranet and Yammer, acting as a complementary channel, rather than duplicating content.

Turn over

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Continued... > Words&Pictures Case Study: We, DLG

“ We wanted to provide an easy way for our employees to share their stories through a media that worked best for them – written or visual. Building We, DLG to work alongside other channels in the business allows our people to read and interact with content across the business in a seamless way, much better reflecting how we access, view and use news and information outside of the organisation.

Cathy Banks, Head of Campaigns and Delivery, Direct Line Group



Poster campaigns: “Saying it like it is...”

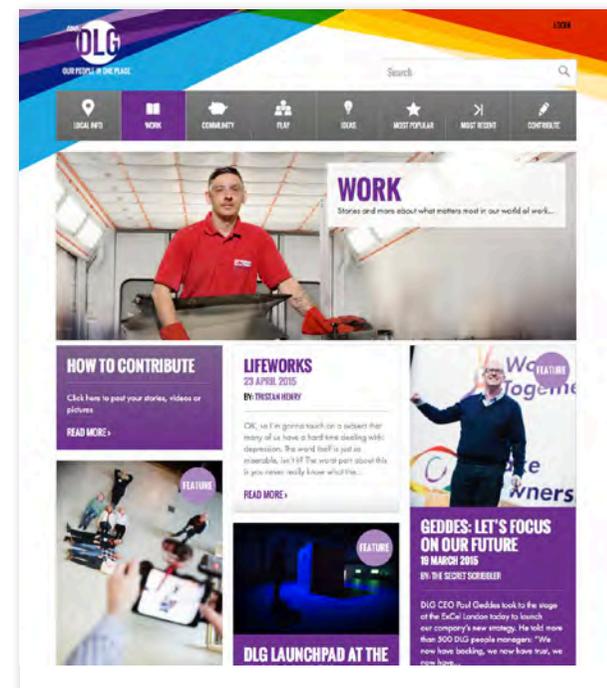


A key component of the introduction, and future success, of We, DLG was the need to create a core group of ‘advocate’ contributors. As the project neared completion and moved into the ‘test’ stage, W&P developed and facilitated workshops, where around 40 DLG employees (from various departments, brands and grades) were taken on a creative journey.

Topics covered Tone of Voice (ToV), how best to structure content, driving engagement with posts, as well as creative ways to bring content to life. These workshops included exercises designed to help employees overcome any fear of writing or engaging with social media. Workshop attendees became ‘pioneers’ of We, DLG, submitting a number of stories/posts pre-launch. W&P then edited this material and fed-back to the participants,

encouraging them to develop their own personal voice and empowering them to create their own personal blogs on We, DLG.

The response, according to DLG, has been “immense”, with all levels (from leadership to frontline employees), singing the platform’s praises. People love both the involvement and empowerment it brings. And it’s growing fast. The future success of the channel is in the hands of DLG employees, the current advocates, new content providers and the personality and preferences of employees. There’s a real buzz around the venture and a sense that the channel represents a ‘sea change in internal communications’ – a channel that’s genuinely by the people, and for the people. You’re likely to hear a lot more about We, DLG over the coming year.



Final home page design: “Sea change in Internal Communications”