Organising communications for a new umbrella brand name

CNC
Communications & Network Consulting

[→ Multi-Brand Communications]

Reorganisation of structures and processes necessary

A group which had in the past been highly diversified decided to concentrate on the core area of consumer goods and to bring the remaining parts of the group under a new umbrella brand name. The new focus on end-consumers changed the group's communication needs and priorities. However, the group's entities had been independent for many years and were opposed to the reorganisation of their outmoded structures. CNC was brought in to refocus the group's communications structures across corporate, product, finance and brand.

Benchmark study

Assessment of existing structures

CNC carried out a benchmark study of several large companies in order to achieve the basis for a successful structure acceptable in all areas of the business. The functions, size and reporting systems of the individual units were reviewed. CNC also looked at the client's existing organisation to see which structures and processes might be used to respond to the new challenges. The findings contributed to a new organisational system which was more closely linked to operating business. CNC also advised the client on subsequent implementation work.

New structure improves efficiency

The client implemented the new structure in full. A realistic approach to implementation enabled the dominant subsidiary to be included in the new company-wide corporate communications system. Reorganising group communications also speeded up information flow and decision-making and greatly improved efficiency.