Building a consistent and efficient corporate communications system

[→ Corporate Communications]

Problems in global corporate communications

One of the world's leading cosmetics manufacturers had been trying to expand its corporate communications for some time. Having experienced various difficulties in implementing its plans, the company called in CNC for advice. An analysis of communications policy identified various problems. In many countries, communications was treated simply as an added responsibility of the marketing team, global communications lacked guidelines and the communications database had a low level of employee acceptance because it was not user-friendly.

Global guidelines

Reorganisation of reporting system

CNC adopted a two-track strategy to make corporate communications more consistent and efficient. Firstly, global guidelines for corporate communications, investor relations and local communications were drawn up, and a new reporting system was made compulsory for individual branches. Secondly, the database was revised and better integrated into day-to-day business, linked to commonly-used applications and established as a central platform for all communications staff. Relaunch took place after just two months as part of a global PR day.

Successful introduction of new tools

The client implemented CNC's recommendations in full, and now form the basis for the group's global corporate communications.