

STRATEGIC PLANNING AND COMMUNICATIONS MANAGEMENT



Spitfire can help you build a results-driven communications strategy, create a plan of action and manage all your employee communication needs.



DISCOVERY

We learn about your business, the challenges you face, what your vendors communicate, the channels you have available to you and we'll work together to implement a successful plan that will yield measurable and impactful results.



PLANNING

We hold a kick-off meeting with the entire team to set the stage for the job. The team builds the framework for the project once all your background information/requirements are provided and final budget is approved.



IMPLEMENTATION

The parameters are in place and the fire of creativity is lit! We develop the deliverables for you, review them both internally and with your team, creating effective pieces that will yield measurable results.



IMPACT

We analyze the data and create a customized Impact Report summarizing the successes against the established goals and objectives, laying the groundwork for next year's planning.

WHY STRATEGIZE AND MANAGE EMPLOYEE COMMUNICATIONS?

- Employees and employers are better connected.
- Internal communications remain consistent with the company's mission and values.
- All employees are on the same page when transparent and timely communication initiatives are implemented.
- Productivity increases when employees are informed and engaged.



DID YOU KNOW?

65% of the U.S. workforce does not feel engaged. Employees may or may not like their jobs, but they can put an organization at risk.

(Gallup, 2022)

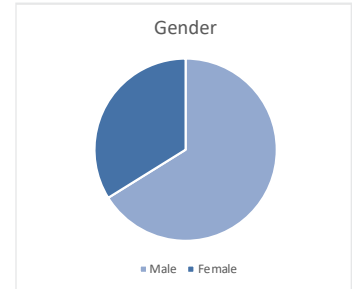
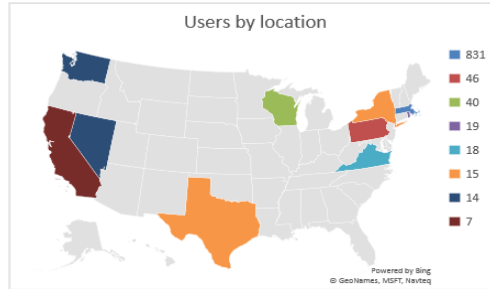
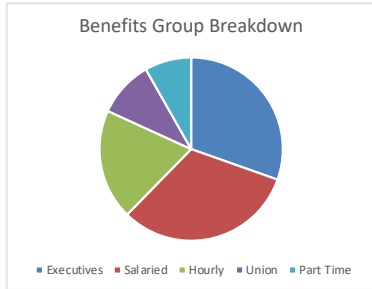
Engagement-driven companies consistently outperform their competition, with **81% lower absenteeism**, **14% greater productivity**, and **18% lower turnover**.

(Gallup, 2022)

Employers seem to **overlook the relational elements** that are key drivers for why employees are leaving, such as lack of belonging or not feeling valued at work.

(McKinsey & Company, 2021)

HOW CAN SPITFIRE HELP?



SEGMENTATION PROFILE

Learn more about your demographics, audience, goals and objectives.

CHANNEL ANALYTICS

Evaluate your communication channels analytics.

MANAGEMENT

Connect with vendors and other internal resources to ensure a cohesive message across all channels, taking the pressure to organize, schedule and release messaging off your plate.

COMMUNICATION AUDIT

Assess current available communication channels and vendor-provided resources to determine if there is missing information and where it coordinates with the overall plan.

STYLE STANDARDS

Create a style standard checklist for proofreading and quality control of your communication pieces.

IMPACT REPORT

Provide an Impact Report to highlight the success of your strategy and how to proceed in the future.

RECOGNITION

Looking to submit your work for a speaking engagement or award? We can put that together to help you get the recognition you and your department deserve.

OUR MISSION

To remove the impediments that limit Ocean Spray's employees' ability to bring their best selves to work.

OBJECTIVES

- Showcase the selection of benefit offerings and how they relate to employees at every stage in life.
- Build a greater understanding and appreciation for the wide array of benefits offerings.
- Increase employee participation in wellness programs.
- Improve communication between benefit resources, HR, and employees to help create a population of informed consumers.

GOALS

Build a communications schedule around the top 5 topics for 2019:

- Consumerism:** Inhibit employees to be smart and informed.
- Whole Self-awareness:** Promote the utilization of the total wellness offerings.
- Mental Health:** Reduce the stigma associated with mental health and promote dialogue and awareness.
- Life Events:** Educate employees that benefits can be utilized across a wide range of life stages.
- Financial Fitness:** Encourage employees to be invested in their financial security.

MILESTONE 1

Launch and drive traffic to new website.

- Launch date: October 5, 2018
- Fully customized to be intuitive, comprehensive, and engaging.
- Redundant navigation was implemented for an improved user experience.
- Vibrant images and branding with a modern look and feel.
- #CheckHereFirst was created to generate interest and encourage employees to make the benefits website their first stop for information.

RESULTS

Since the launch date:

- Pageviews increased by **93%**
- Average session duration increased by **64%**
- Overall user activity to the site increased by **18%**

MILESTONE 2

Ker's Corner

- A tool to help bridge communication gaps between employees and the benefits department, especially at non-corporate locations.
- A dedicated video blog page was created to host short videos that discussed benefit topics in an approachable and informative tone.
- The addition of a question submission form was added to offer employees an opportunity to quickly connect with the benefits team.

RESULTS

Since the launch of Ker's Corner, the page has grown to be the **3RD MOST VIEWED PAGE** in the second quarter of 2019.

MILESTONE 3

Rebrand EAP

- Rebrand the Fit for Life wellness brand in coordination with the introduction of a new EAP partnership with Beacon Health Options.
- New EAP specific brand, Fit for Life Care, launched with a letter and magnet mailed to homes.
- Supporting communications around the launch included digital signage for display on monitors and the website, and updates to the EAP: What's New and Ker's Corner pages.

RESULTS

- Current numbers show that utilization of the EAP through May is at 13 employees. These case numbers only reflect life counseling services and do not indicate work/life or financial/legal consults.
- Over the last 3 fiscal quarters we saw the EAP page on the benefits website steadily increase in traffic.

Traffic to the EAP from Q4'18 to Q2'19 increased by **87%**

Quarter	Pageviews	% of overall website traffic
Q4'18	82	10.3%
Q1'19	125	12.0%
Q2'19	154	12.4%



If you'd like to learn more, please contact:

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