

## THE ASK

As the COVID-19 crisis hit with immediacy and uncertainty, there was no playbook to guide corporate actions. Our team moved swiftly to help the Communications team at a national media company uncover creative ways to navigate the altered landscape while looking closely at all areas of the business to ensure the company was listening and engaging.

## THE TASK

In the early stages of the pandemic, we partnered with the team to swiftly disseminate information regarding the company's response to the crisis, its business continuity planning, and its evolving people and environmental safety measures. Communications included a steady drumbeat of:

- Daily company intranet posts
- Weekly newsletters with timely COVID-19 and business updates; team recognition; and health and wellness resources
- Weekly mix of audio and video messages from the executive team
- Ongoing digital learning library with guidance on remote working

We complemented business and health and safety messaging by developing and executing a varied mix of programmatic planning, which included the introduction of a new digital learning library, ongoing employee recognition and gratitude initiatives, cross-functional Future of Work guidance, and so much more. Efforts also tapped into the company's teams for user-generated content that was leveraged to share positive stories and create uplifting moments to inform, inspire, and celebrate.

## THE WIN

While the pandemic created many challenges for companies worldwide, it also helped to serve as a catalyst for innovative and enduring change. As a result of our efforts, the company successfully launched a steady cadence of communications and new programs that have endured beyond the crisis to round out existing programs, as well as to add and connect smartly across channels.

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