

DIGITAL

Friendly Connections Promote Universal Connectivity at Telecom



THE CHALLENGE

Digital's exhibit at Telecom, the world's largest telecommunications trade show, had to be smart, friendly and make a point for new technology.

THE JACK MORTON SOLUTION

Create a two-story multimedia exhibit space and use everyday situations to demonstrate universal connectivity and 64-bit technology.

THE RESULT

An exhibit that clearly communicated Digital's mission and products generated record-breaking traffic and leads.

Expertise, Access and Advanced Technology

Digital Equipment Corporation called on Jack Morton to assist them in designing an exhibit space for Telecom, the world's largest telecommunications trade show.

The exhibit needed to accomplish two goals. First, position Digital as an accessible, customer-oriented provider of sophisticated communications technology. Second, demonstrate Digital's advanced 64-bit technology and its vital role in the newest multimedia telecommunications applications.

Making a Friendly Connection

Using Universal Connectivity as its theme, the two-story exhibit took visitors into the world of telecommunications from the ground up—literally. On the first floor, whimsical, interactive exhibits were designed around such everyday situations as in the home, at the office and on-the-go.

In this friendly setting, people could experience the benefits of video on demand, video conferencing, distance learning and mobile computing, all without needing to know how it works. Qualified and intrigued, visitors then went upstairs for a more in-depth demonstration of the enabling technology.

Running Faster, and Better, with Digital

Wherever possible, Jack Morton featured Digital's software partners in a dominant role throughout the exhibit, creating a showcase for Digital's industry-leading 64-bit technology. The hands-on demonstrations clearly made the point that today's sophisticated multimedia applications run faster and better on Digital hardware.

New Image, New Business

Digital's Telecom exhibit proved to be a real turnaround for its image. Its fresh and friendly true-to-life approach to using multimedia applications put visitors at ease and ready to learn more about Digital. The featured partners lent outside credence to Digital's proposition that 64-bit technology is the new standard in telecommunications. As one visitor said, "This is a side of Digital I've never seen before."

DUNKIN' DONUTS

Reinventing the Brand With Revitalized Franchisee Commitment

THE CHALLENGE

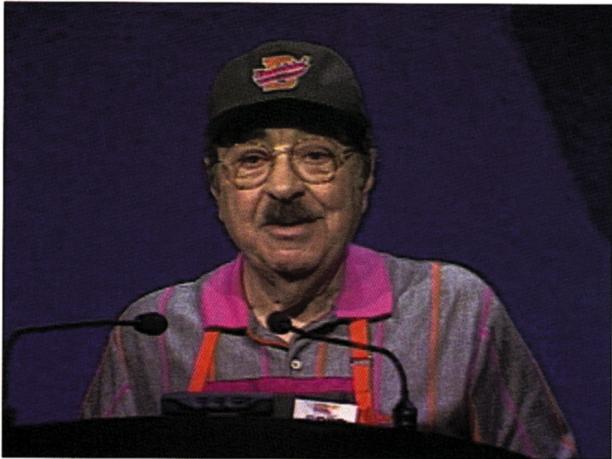
Dunkin' Donuts had moved away from a manufacturing mentality to become a service-oriented retailer. It needed to get its franchise family and corporate employees behind the effort.

THE JACK MORTON SOLUTION

Make the upcoming National Convention a focal point for galvanizing company employees, communicating to franchise owners, and motivating all parties to adopt a new mind-set.

THE RESULT

An enthusiastic force is now at work, implementing the sweeping changes with excitement and commitment.



The Need for Change

Dunkin' Donuts recognized the need to reinvent its brand in the face of changing customer needs and increased competition in the coffee/baked goods category. Revitalizing the brand would mean a considerable investment on the part of the company and individual franchisees. Just as important, the new Dunkin' Donuts would require a change in mind-set, on everyone's part, as they moved from thinking like manufacturers to thinking like retailers.

Maximum Impact

Dunkin' Donuts asked Jack Morton to help design a communications strategy to deliver this critical message and make sure it was heard and understood by all. Working as a consultant, Jack Morton targeted the upcoming national convention as the focal point for delivering the news. A series of special mailers urged all franchisees to attend the convention – the first in over 17 years – and get ready for the future.

Doing it Right

Jack Morton, as the producer of the convention, knew that getting the message right, and making it powerful, was critical to the success of the revitalization, as was integrating the franchisees themselves into the program for both credibility and inspiration. Two key franchisees, who had already implemented many of the major changes, directly addressed the audience and attested to the power of the new concept – a powerful and convincing agenda highlight.

The convention began by paying tribute to Dunkin' Donuts' past and the strength of its brand. Then, corporate executives set up the imperative for change. Finally, they delivered the plan for implementing the changes which included new retail shop design, new merchandising and information systems and training programs for the new retail mind-set.

Jack Morton produced eighteen videos to support the speeches and exhibits and designed a 65,000 square-foot space filled with exhibits of the new systems and a full-scale Dunkin' Donuts store in the new design.

The Momentum Builds

Though an impressive 70% of the shops were represented at the convention, a follow-up campaign to reach those unable to attend is underway. The campaign will also continue to inspire and motivate those who did attend. A completely overhauled training program, emphasizing the importance of retailing and business management, has been incorporated into the follow-up.

Dunkin' Donuts is now looking at a bright future – one filled with franchise owners caught up in the momentum of change and an energized company staff eager to implement the new systems in the field.

PFIZER

Living and Learning on Planet Pfizer

THE CHALLENGE

Rapid growth and a pipeline filled with new products spurred Pfizer to create Powers Rx, a new 600-person fieldforce. To get them up and running in record time, an intensive, highly effective training program and environment was required – right away.

THE JACK MORTON SOLUTION

Five waves of enthusiastic trainees lived, learned and built alliances among themselves and with their new employer on Planet Pfizer, a totally immersive training environment.

THE RESULT

An industry-setting record for the quickest-to-market training and stronger performance, at earlier stages, than previously-trained forces.

The Big Bang Theory

in Action

Pfizer had a pipeline loaded with promising new drugs and a number of blockbuster products already on the market. With its accelerating growth and even greater market opportunity, Pfizer decided to create Powers Rx, a new 600-person fieldforce. All that was needed now was an intensive training program and the right environment to get the new representatives up and running in the fastest-to-market fieldforce launch in the history of the pharmaceutical industry. That's when Jack Morton was called on board.

Planet Pfizer is Created

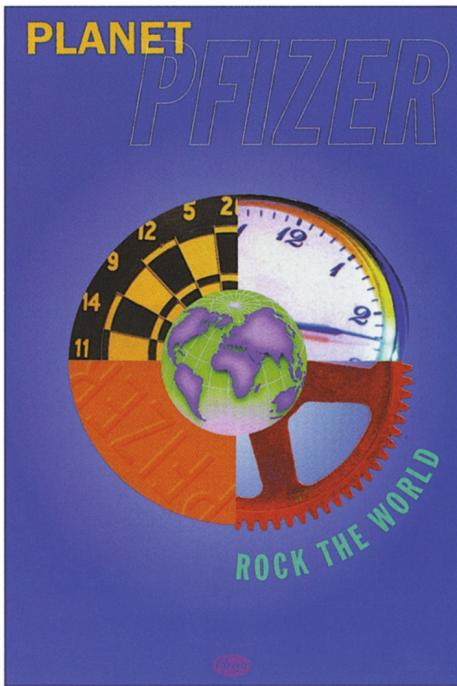
This mandate convinced both Pfizer and Jack Morton that a new training environment was required. One which not only reflected the youth, vitality and enthusiasm of the trainees but was also conducive to having them absorb and retain massive amounts of information in a short period of time. And so, Planet Pfizer was born. Jack Morton took a bare bones training center and created a completely "Pfizer-ized" environment. All living and learning areas, all accessories, books, note pads, pictures – everything that touched trainees' lives – carried the theme, the look, the logo. And all contributed to the participants' understanding of Pfizer's products and culture. Five waves of participants, over a five month period, lived and learned on Planet Pfizer.

New World Knowledge

Jack Morton branded the entire experience with big, bold imagery and a futuristic, hip approach. This environment reinforced a solid learning experience created by Pfizer about the global nature of the company, its people and its products. Making the learning fun were opening and closing ceremonies, a daily general session talk show called "Pfizer Live," individual and team competitions, quizzes, games and recognition of outstanding achievements. A themed Study Hall provided a relaxed atmosphere for study groups and individual review and the Exhibition Hall reinforced Pfizer heritage and history as well as product knowledge.

Powers Rx Goes Into Orbit

Planet Pfizer not only met the goal of maximum learning in minimum time but became a true demonstration of the effectiveness of experiential communicationssm. By understanding not only the participants' needs but their tastes and enthusiasms as well, Planet Pfizer provided its students with the tools and the confidence they needed to achieve their best performance. As a result, these new representatives are turning in a stronger performance, at an earlier stage, than other previously-trained forces.



"Catch the Spirit"

THE CHALLENGE

The merger of Pharmacia and Upjohn required the two companies to swiftly unify their employees into a motivated and educated force, one that embraced the fundamental principles of the new company. But how?

THE JACK MORTON SOLUTION

Celebrate the union with an event that built a cooperative spirit and left all attendees excited about the new chapter for Pharmacia & Upjohn.

THE RESULT

The currents of change successfully navigated by Pharmacia & Upjohn's enthusiastic, joint work force.

Putting the People in the Picture

Big mergers are often headline news—but it's the people at work behind the scenes who really make them a success. So when industry leaders Pharmacia and Upjohn merged, they turned to The Jack Morton Company to assist in unifying their respective employee forces. The result: four high-energy days of action, repeated on three different occasions, for over 2,400 employees in total.

General Sessions Made a Lasting Impression

The high points of each event were four general sessions. Designed to motivate and inspire all employees, each session included unique elements created just for the occasion. For the grand opening session, Pharmacia & Upjohn's corporate mission, and newly designed logo, were dramatically revealed with an indoor laser and pyrotechnic display. And a Broadway-caliber show, complete with original songs and music, brought the audience to its feet.

During subsequent sessions, attendees took part in a true team-building experience as they played "Ode to Joy" on individual tone bars. And, in a moving grand finale, a children's choir and specially erected "signature walls," of employees' brightly colored hand prints, reinforced the message of unity.

The Incredible Journey

One special evening, a vast, empty space was transformed into a super-dazzling

arcade. Filled with swirling colors and dancing lights, the fun and games focused on knowledge enforcement. Hot spots included the "Pharmaceutical Pheud" and "Dr. Know" games, while Karaoke and prizes added the right "just for fun" element to the occasion.

The Boggy Creek Experience

Dedicated to "caring for those who depend upon them," the companies forged a link to a humanitarian cause. Teams of employees landscaped the grounds of the Boggy Creek Gang Camp for chronically and terminally ill children—cheered on by spokesperson Captain Kangaroo and camp founder Paul Newman. This meaningful task lifted spirits and generated positive media coverage for the corporation.

Learning at Work

With knowledge of the new company's portfolio crucial to future success, special emphasis was placed on the training sessions. Under Jack Morton's direction, the salesforce learned about key products and participated in role-playing and Harvard-style case studies, all led by sixteen doctors and medical experts.

Proud, Happy and on the Team

The new team left with high spirits and the confidence to take on their new challenges. And the Boggy Creek humanitarian adventure continues to generate tremendous good will—and good press—bringing a lasting glow to four unforgettable days.

