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Project: Communications Toolkit
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BACKGROUND TO THIS PROPOSAL

These recommendations have been suggested following our recent visits to Alton and Kirkham, and the discussions held with key members of staff.

BUSINESS OBJECTIVES

With the recent acquisition of UPL at the forefront of the communication requirements, the objective of the project is to communicate Laleham's increased capabilities across both sites to the industry as well as current and new customers.

In addition, the communications pieces need to be relevant to both external and internal audiences – such as staff, including those based in the manufacturing areas through to management and the parent company, DCC, and it's wider employees.

OBSERVATIONS

In order to gain a better and more thorough understanding of the business and the industry, the WCG team visited both the current Laleham site in Alton and the UPL facility in Kirkham.

During these visits, we met with key members of staff - from both sites - across the main departments, including:

- Manufacturing and technical
- New product development (NPD)
- Sales Account Management/Customer Service
- Compliance

WCG's objective from our meetings was to learn how each department fitted and worked within the business and also determine their requirements for the communication piece/s.



RECOMMENDATIONS

When we set out to fulfill your initial requirements, with the level of knowledge we had at that time, we proposed that the most appropriate/effective tool for communication would be a folder, aka – the 'brand book' – containing information about the company, each site's capabilities and services, plus an index of production i.e. filling methods and machinery as well as listings of products and vessels. This would act as one communications piece for both the external and internal audiences.

However, following the site visits, we believe there is a requirement to create a 'toolkit' of items tailored for both external and internal use. Our recommendations therefore are as follows:

EXTERNAL COMMUNICATIONS

We understood from our meetings that each of the departments require presentations and information for customers, which needs to include a wide range of information. From this, we propose producing:

1. Sales presentation deck

Using the current sales presentations and with further input from all teams, we propose producing a comprehensive and clearly branded presentation pack.

Estimated at around 40x pages, this document will encapsulate all company information, services and compliance details, but in a sectional format which will offer the opportunity to 'pick and mix' as required – but ensure consistency of both the brand and messaging. This will then be satisfying all the departments' requirements and alleviate the need to create their own presentations – which can lose the brand look and feel.

2. Sales piece/folder

A printed sales piece will provide a tool for Laleham to send out to current and prospective customers, communicating the key information from both sites in an easy to understand format. The piece will include relevant information from all departments, presented on individual sheets within a branded folder – allowing for easy changes and additions overtime. The benefit of the sales piece is that this can be sent out on its own, or taken into meetings.

Alongside this, we also noted a number of variations in individuals' business cards, from branding, logos and layout. In order to keep a consistent and united look and feel when talking externally, we would suggest creating one master business card and roll this out across both sites.

INTERNAL COMMUNICATIONS

Below outlines our recommendations for internal communications items for both immediate distribution and consideration at a later date.



3. Staff introduction piece

We propose producing a communication piece in the form of a more detailed version of the recently produced trade-show sales leaflet for staff. This would aid in communicating a united message to both sites and ensure there is no unease at any level about the acquisition. This will include areas such as:

- Background behind the acquisition (if relevant/available) and what it means for the business
- Overview of the business now - offerings across both sites
- What will change and why i.e. the brand name (UPL will become Laleham), distribution of sales and how it will work and an outline of time expectations for change
- Future plans - such as the development of the Kirkham site
- Overall what it all means for them, and where they fit in

4. Bi-monthly staff newsletter

A regular printed staff communication (distributed via pay slips for example) would give the company the opportunity to relay key information to staff in a formal, yet light-hearted manner. This also ensures that all levels of staff feel involved, contributing to the success of the business and the morale.

We create similar pieces for a number of our clients, such as Carnival UK, which has gone from strength to strength and become an important part of their staff's working life, with many contributing to and feeding back on content.

Initially, we propose a small piece (up to 8 pages), within which we can include latest company updates such as expansion plans at Kirkham, along with some regular features, such as:

- Department focus – each issue we include an update from a particular site and/or department
- Client and product updates – new clients and products
- Meet... a brief interview with a chosen member of staff – we would suggest not limiting this to senior management
- Safety updates
- Employee of the month

As a note, content for the newsletter would need to be driven by and supplied by a contact at Laleham. We will however work closely with this contact, helping them with planning and creating content.

5. Internal campaign

In order to continue the focus on internal communications, we propose a visual presence on both sides, which can take the form of posters, postcards and pop up banners for the canteen and staff areas.

6. Staff event

To further enrich the staff support, we felt that it would be good to gather both heads of departments along with a selection of staff from all areas of the business from both sites to come together to meet and learn. This can take the format of team building as well as communicating the internal projects.



PROJECT COSTS

SITE VISITS

- time and materials £1,200

COPYWRITING

To build content for all items (off and online) in an easily communicated, sales/marketing/technical format, based on information supplied by key contacts during the two site visits. This content will be from scratch and will follow a lean and coherent format. Note: Laleham will need to review all of the copy supplied by WCG.

- time and materials £3,250

EXTERNAL COMMUNICATIONS

1. Sales presentation deck

Based on producing a 40x page presentation in PDF format. Inclusive of providing PDFs for client feedback, making two rounds of amends and supplying final artwork in PDF format.

- time and materials £4,200

2. Sales brochure/folder

Based on producing an oversize A4 folder with two pockets, plus eight inserts. Inclusive of providing PDFs for client feedback, making two rounds of amends and supplying final artwork to print.

- time and materials £2,187

- print (x250/x500 copies) £2,498/£3,215

INTERNAL COMMUNICATIONS

3. Staff introduction piece

Based on producing an 4-page A5 leaflet using agreed style, design and produce a 4-page staff leaflet. Inclusive of providing PDFs for client feedback, making two rounds of amends and supplying final artwork to print.

- time and materials £787

- print (x500 copies) £208

4. Staff newsletter - issue 1*

Based on producing an 8-page A5 leaflet using agreed style and client supplied content, design and produce a 8-page A5 staff newsletter. Inclusive of providing PDFs for client feedback, making two rounds of amends and supplying final artwork to print.

- time and materials £1,400

- print (x500 copies) £315

**Further issues estimated at £1,295 (£980 + £315)*



5. Internal campaign

Based on producing three poster artworks and one roller banner design to support the internal communications pieces. Inclusive of providing PDFs for client feedback, making two rounds of amends and supplying final artwork to print.

Posters

- time and materials	£595
- print (estimated 30x A3 print outs)	£300

Roller banner

- time and materials	£350
- print (3 per site – 6 total)	£834

TOTAL (excluding staff event) £18,841

6. Staff event

This is an estimation based on previously run client events.

- time and materials	£10,000
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TOTAL (including staff event) £28,841

