



Client Case Study



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the creative
act is the
defeat of habit
by originality.





Branding with a Common Voice...



Overall Objective: Centralize communication efforts and create a “Common Voice” using a consistent internal brand theme to unify both internal and external teams. Our aim was to create an understanding of how FedEx Kinko's field sales representatives prefer to receive information from corporate headquarters and the selling tools they believe to be the most effective to support their selling efforts. By conducting a comprehensive survey, we planned to optimize the communications to support and improve overall selling efforts.

Quill Advertising recommended the creation of a “Common Voice” internal umbrella brand to unify all groups. This approach was leveraged to promote the value of one team supporting a common goal. The messages we deliver project a unified image of one support team that is backing sales efforts, versus the value that each group can deliver independently. The communications we deliver are consistent in their appearance and tone. These communications are also consistently scheduled and distributed each day, week and month.

The accessibility of timely and accurate information and tools saves both time and money through the reduction of duplicative efforts. The creation of efficiencies increases productivity for both internal employees and field sales individuals and teams.

This unified approach was established to promote a single password-protected/one-stop-shop online resource, designed to ensure that information is accessed easily and quickly. This helps to reduce navigational click-through and the amount of time spent searching for information and tools while increasing the amount of time dedicated to selling products and services.



Client: FedEx Kinko's Commercial Document Solutions

Assignment: Create methods to communicate effectively and consistently with the field sales force

Space: Business-to-business

Target: Commercial Document Solutions field sales force, internal sales, operations and marketing support staff and executive management

Scope: Survey analysis, needs assessment, recommendations and communications delivered over a sustained period of time

Business Issue: Determine the information the field sales force wanted, needed and actually used, and how they preferred to receive information.

Recommendation: Place all sales communication and support under one umbrella theme called "teamOne". The key message promoted by teamOne will be "Supporting One Common Goal". Each support group will be identified by a name that promotes their areas of focus, but will be subservient to the overall teamOne message and goal. The overall appearance and tone of teamOne will be consistent.

Solution: Implement an overarching strategic communication plan to drive efficient information to the sales force and drive new profit. Enhance and expand sales communications tools consistently both visually and verbally. Create a unified sales communication approach. Create a "Common Voice" using a consistent internal brand theme. This internal brand direction will offer "one" resource to the field. Consistent content and visuals will provide both internal and external teams with a unified identity.

Approach:

- Phase one: Conduct a survey to evaluate the communication needs of field sales representatives. Analyze survey results and build communications plan
- Phase two: Create a unified/common voice integrated communications platform and theme
- Phase three: Prioritize, schedule and distribute unified/common voice communications
- Phase four: Build and distribute overall teamOne communications:
 - HTML e-mail invitation for roll-out conference calls (4 individual regions)
 - Weekly HTML e-mail conference call reminders
 - Templates for PowerPoint presentations/conference calls
 - Field Guide – Portable book communicating new procedures for Sales Operations
 - Deliver themed internal launch materials: Coffee mug, hats, bags for internal launch party
 - Single-source/password-protected online repository
 - Quarterly sales success story/profile eMericals – "How They Landed the Deal"
 - Weekly HTML e-mail Sales Action Checklist
 - Monthly HTML sales brief newsletter
 - Monthly Webcast presentations and on-demand presentation access
 - Quarterly themed sales promotions
 - Downloadable presentations and tools
- Phase five: Track and measure communication use and effectiveness

Result: *"The services and deliverables are fantastic. The fact everyone was immediately energized and wanted to talk about the new communication approach is a compliment to solid planning and the understanding of the information and tools used in the selling process."*

Mavis Arambula – Sales Communications Manager, FedEx Kinko's Office and Print Services, Inc.