



CLARIFICATION STATEMENT

Marketing Objective

In the Fall of 2022, Primera partnered with Knowledge Architecture (KA) to develop a new intranet that would revolutionize the way our employees accessed information. Our firm had still been using an antiquated SharePoint site that was lacking pertinent information and was far from user friendly. While our marketing team was heavily involved in the development of the overall tool, a critical component of the larger internal communications project was an effective launch campaign with the following goals:

1. **Honor:** Create an identity for the site that was authentic to the firm, but unique to the new intranet.
2. **Inform:** Let employees know what to expect and when to expect it.
3. **Excite:** Build interest and anticipation for the new platform.
4. **Engage:** Beyond creating excitement for the tool, get people actively involved in the process and preparation.

The target audience was our staff of 300 employees. Results were measured by monitoring analytics, user adoption, and employee feedback.

Research, Planning, and Implementation

Beginning in February as the site began to take shape, we started meeting to discuss plans for the roll-out tentatively scheduled for June or July. We talked with our project manager from KA about a launch schedule and planned our campaign from there. The majority of the research was done utilizing KA's internal user community where we were able to see what other firms had done and what other intranets looked like. We pulled examples and developed a two-pronged approach: first, create a unique identity for the site that would be introduced through the campaign; and second, build a communications plan and schedule for the time leading up to our launch date. We aimed to develop a name and logo in March so the campaign components could follow in April, prior to a May roll-out of our internal communications campaign.

We intended to use all internal resources for this project to keep the budget small. We engaged four employees from the marketing department to brainstorm names and very quickly settled on a favorite - Alma - that honored our Hispanic heritage and current female ownership. In brainstorming and field testing ideas, we needed something that paired well with our firm name and was easy for people to say and use, the result did both and personified our intranet. The main issue our intranet redevelopment was working to solve was the lack of a central place for employee information; where could they find answers? Alma would function like another employee, one with all the answers!

That name and concept led to theming our launch campaign 'Ask Alma' similar to *Hey Siri*. As far as the rest of the identity, we set out to develop something obviously Primera, but uniquely it's own. With only one graphic designer on staff, we tasked three individuals with concepting options for discussion. After dozens of iterations and refinement, we developed a landmark for Alma that consists of two interlocking dialogue boxes with three gradient dots representative of an active conversation. It incorporates the five colors of our internal divisions and introduced a new yellow that is uniquely Alma.

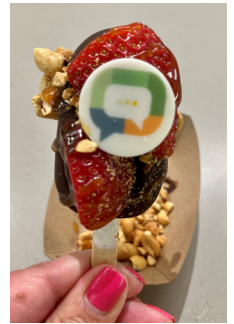


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With a logo and an identity settled, we set out to build the campaign. Given our goals, we had to inform, excite, and engage. We chose to use short video teasers, a launch party, and a beta testing program to build anticipation in advance of our now-set June 5th launch date. The three teasers would highlight each of three key benefits: the ease

of the site, the idea that information would be updated in real time, and the conversational/social nature of the platform. A fourth video would walk users through the platform in more detail. We planned to re-purpose our monthly happy hour with the leadership team as a June 1st launch party. The only added expenses for the entire campaign were custom-branded ice cream bars and Alma signage to elevate the regular happy hour event. For beta testing, we planned it in two tiers, one to include managers and supervisors, and another to include a cross section of employees across offices and divisions. The videos, event invitation, and other emails related to the campaign were sent out every five days in May: the 5th, 10th, 15th, 20th, and 25th. And then our June 1st launch party was followed by a detailed overview video on Friday, June 2nd. Our final teaser was emailed on Monday June 5th - it featured the message *Join the Conversation* - highlighting the social and interactive features of the platform. That communication then invited employees to start experiencing it for themselves!



Results

- Honor:** the Alma name simultaneously honors the firm's Hispanic-founders and current female ownership and leadership. The logo colors mimic our circle brandmark and feature the colors of each of our five internal divisions in a playful way that depicts two dialogue boxes illustrating an active, ongoing conversation.
- Inform:** Our team's four videos regularly reinforced the June 5th launch date and introduced the main features over a 31-day timeframe. The videos received nearly 500 views. The beta-testing group had a hands-on chance to learn what the platform was all about. One of our change management experts said: "Your campaign was a fantastic example of how you do change management."
- Excite:** The videos and launch party were shared to build excitement in the month leading up to our launch. Employees share sentiments like "wait until you see the new intranet," "Alma is awesome," and "it will be great when we can Ask Alma" in all-employee town halls.
- Engage:** 50+ employees interacted with the site as early adopters and champions to provide feedback as part of the finalization process. This got team members from across the U.S. involved. Likewise, the attendance at our launch party (75 people) was the highest of any monthly leadership happy hour this year. This was a significant accomplishment because, like most firms, we're constantly looking for creative ways to bring people back to the office as attendance is not mandated. We typically see between 15-35 people in the office on a given day. The party featured the not-yet-live intranet on a 55" Surface Hub so attendees could interact with it. Lastly, more than 130 posts were added to the social feeds on the Alma platform in its first 30 days, showcasing high engagement.

Budget / Actual Cost

We budgeted \$2,500 for the launch campaign outside internal labor hours and spent \$1,200 for branded ice cream bars and two table top banners. The launch party was a re-branded monthly happy hour with leadership that's not associated with the marketing budget.

\$2,500
ANTICIPATED BUDGET

\$1,200
ACTUAL COST

Outside Consultants Used

Intranet Developer: Knowledge Architecture,
knowledgearchitecture.com

Ice Cream Bar Vendor: Dipsy Desserts,
dipsydesserts.com

EXHIBITS / EXAMPLES

Video Links

- **Teaser 1:** <https://vimeo.com/823858169/15886e4f7a?share=copy>
- **Teaser 2:** <https://vimeo.com/825208946/b0fa7ca41e?share=copy>
- **Welcome to Alma Overview Video:** <https://vimeo.com/832757020/56a123f5a6?share=copy>
- **Teaser 3:** <https://vimeo.com/832381472/9a48b01282?share=copy>

Photos from the Launch Party



Our team re-purposed a standing monthly happy hour with the leadership team as our Alma launch party. The event featured custom ice cream bars with the new logo on them, an interactive Surface Hub where employees could engage with Alma for the first time, and the unveiling of our Welcome to Alma video which was shared with the full company the following morning.

Email Communications

Emails were sent from our Primera News account every five days for the month leading up to the launch. Four of those included custom videos created by our in-house team.

