

Restructuring communications for a worldwide group



[→ Corporate Communications]

One of the world's largest mobile network providers was operating in a highly decentralised manner. Its communications departments were spread over five continents and six sectors and had no group discipline. This led to serious contradictions in the image which the group presented to the outside world and created a rash of branding and PR initiatives which caused confusion among analysts, investors, journalists and customers alike. A CNC Partner was made responsible for reorganising the group's communication activities.

Decentralised organisation lacked cohesion

An integrated communications planning entity focused on consistent corporate branding and strategy objectives through a new organisational set-up. The structure and processes of the various communications functions were also gradually standardised to ensure that the combined effect of all PR activities around the world would be to portray a uniform, contradiction-free corporate profile.

Integrated communications planning

The new structure and standardised story made it possible to coordinate communications for all target groups. This considerably enhanced the group's international profile. Moreover, following the restructuring exercise, overall communications costs were reduced by 30%.

International profile enhanced

Major cost savings