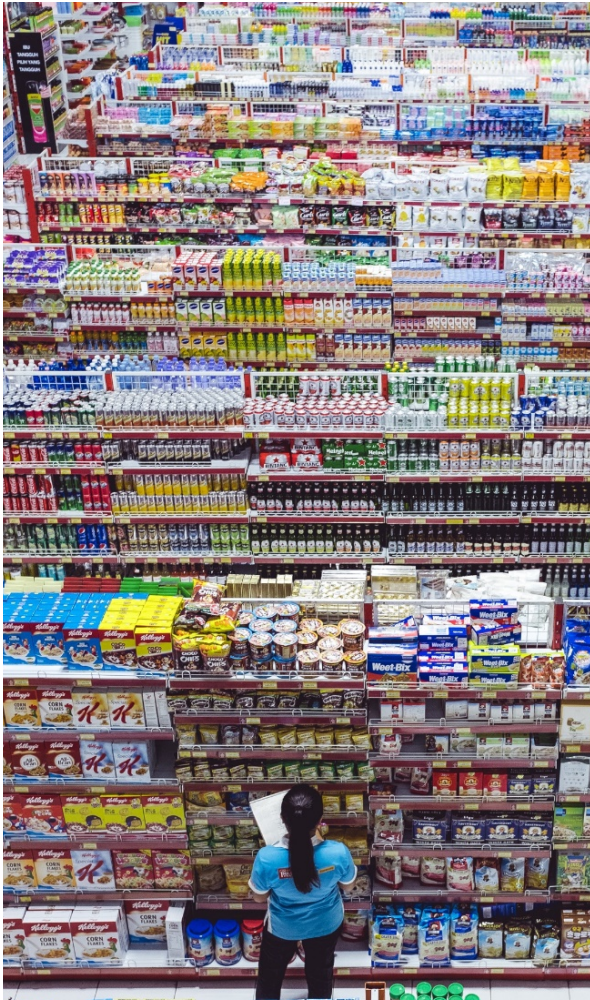


Case Study

Strategy and Hands-on Support
Global Food Manufacturer



SITUATION

An iconic food brand launched a major Global Business Services (GBS) initiative and needed full-time, temporary communications support to drive awareness and understanding across its worldwide functions and business units.



APPROACH

- Led strategic communications planning and implementation for the company's largest-ever Global Supply Chain information technology launch targeting employees and suppliers across regions, business units, functions and cultures.
- Identified target global audiences needing deep-dive messaging within multiple timeframes and created content across channels.
- Great care was taken to craft sensitive, empathetic messaging for the transformation.



OUTCOME

- With Herta Communications onsite as a trusted adviser (working closely with Purchasing and Supply Chain teams along with technical resources and suppliers), the new technology platforms for order-to-delivery and source-to-pay launched successfully, and employees knew what to expect.
- Leaders communicated openly and were well equipped with Q&As and other timely messaging materials, which offered best practices to users of the new platform,