IMI plc.
Case Study.

IMI Precision Engineering

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An integrated campaign designed to explain a new vision and business strategy to IMI plc's customers and employees.

A FTSE company, the global engineering group IMI embarked on an overhaul of its business and brand strategy as part of a major business improvement programme. This involved a new brand identity, the restructuring of its operating divisions, and the introduction of a shared group vision and values. The two largest of these new divisions – IMI Precision Engineering and IMI Critical Engineering – commissioned Wyatt to help communicate these changes to its customers and workforce, the latter involving the engagement of 8000+ employees in over 100 locations and 75 countries.

IMI Precision Engineering

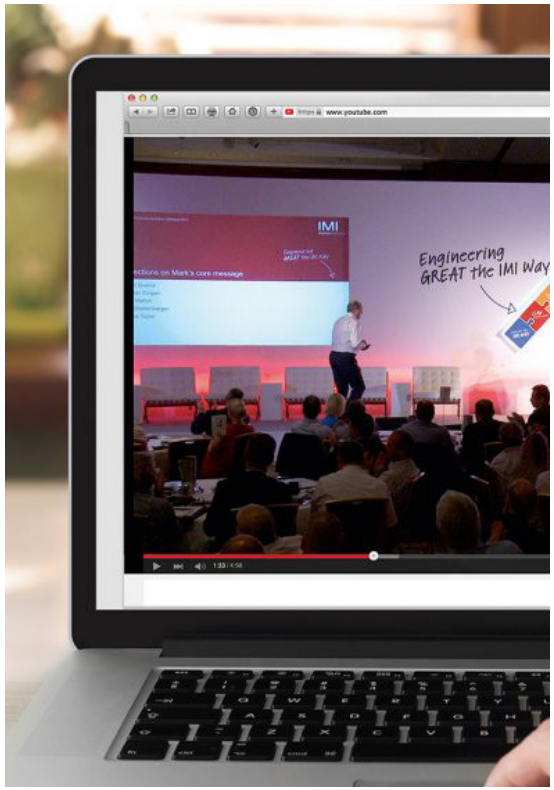
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Explore.

Our involvement began at a conference in Houston, Texas where the new branding was unveiled. During this conference, we liaised with senior management, interviewed employees and co-ordinated all photography and film.

This included creating a short refresh of Day 1 activity (edited overnight) and filming interviews of delegates in order to create ‘feel good’ promotions for the wider business. These assets were then used in ongoing communications.







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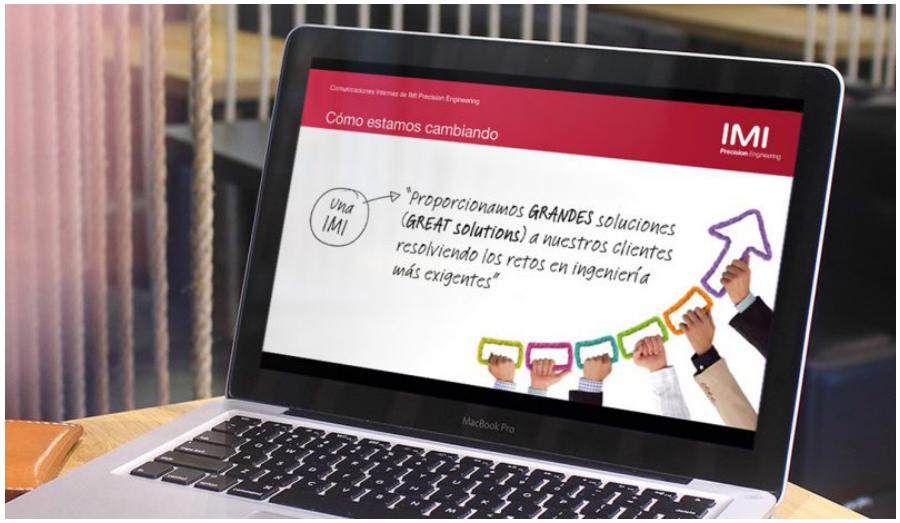
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Excite.

To help these two key divisions communicate change to customers and employees we created a detailed communications plan, together with a comprehensive campaign translated into 11 languages.







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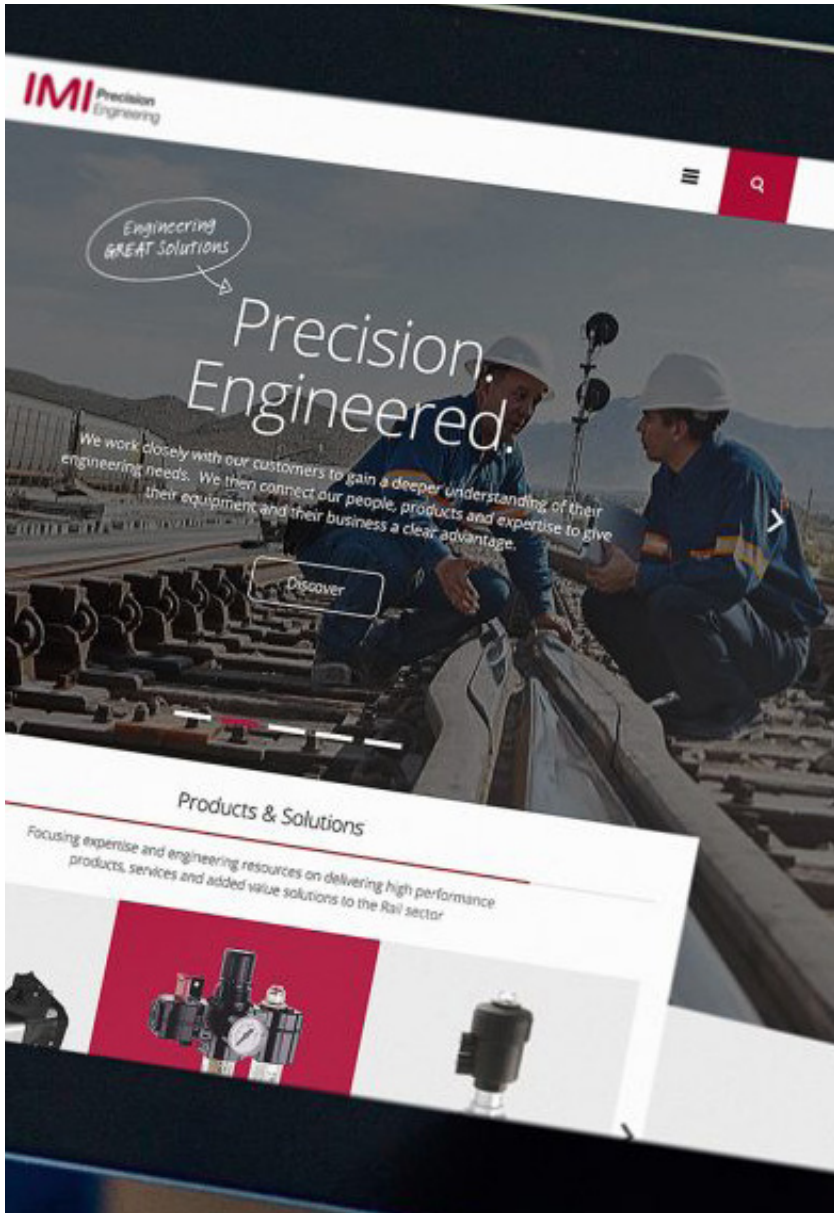
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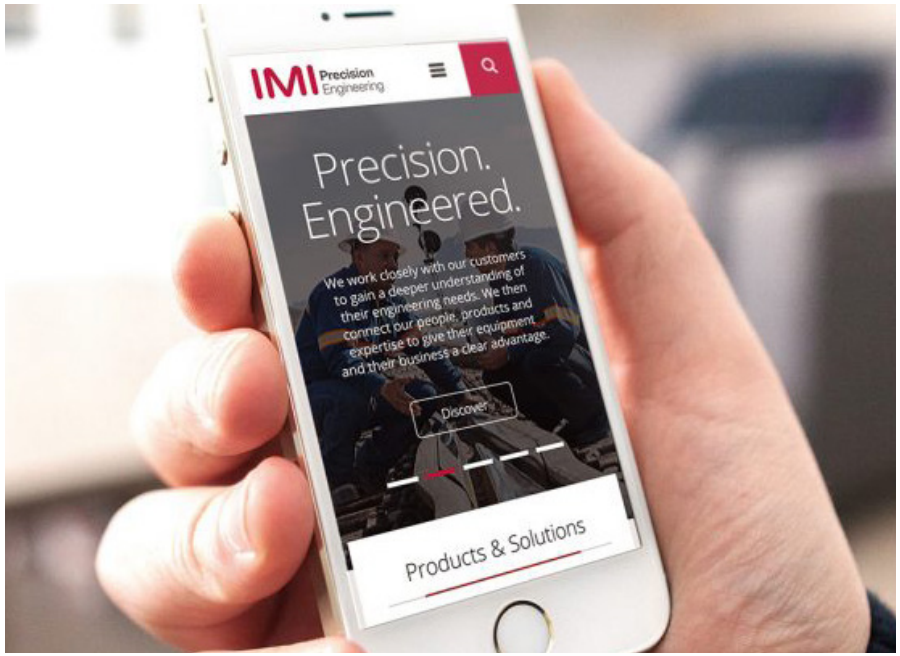
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Express.

The roll-out of the communications included:

- New brand stories for both of the divisions
- Brand advertising and e-marketing campaign promoting the new direction and strategy
- Detailed presentations, delivered at locations across the world by senior managers
- Videos, including an introduction to the new Group approach and a speech from the CEO
- Purpose-built 'training' for all employees, taking place at multiple locations
- Writing, design and production of a new website and printed collateral (IMI Precision Engineering)
- PR & content management
- Event design and support





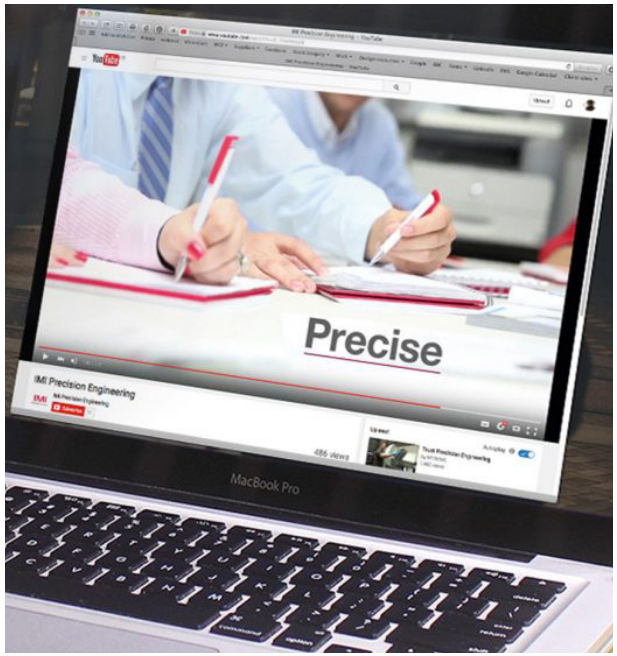


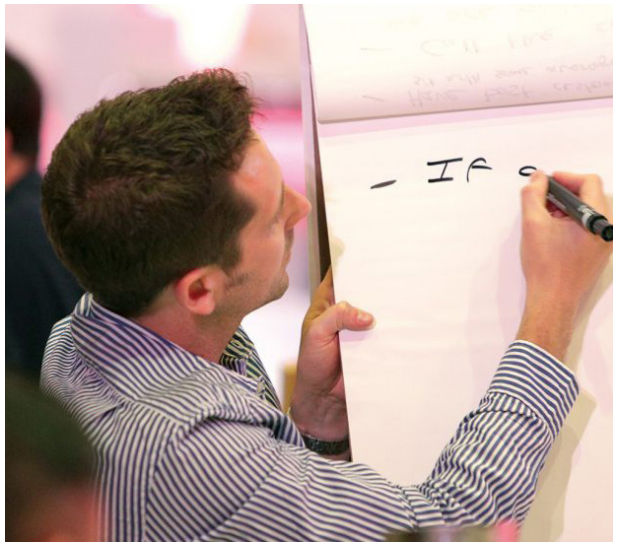
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Excel.

Feedback has indicated that the communications have proved successful, and Wyatt is currently engaged in providing on-going support – including communication of these changes to customers.







IMI Precision Engineering

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