



Seen and Heard: Latest from Ogilvy in Asia

In a world of electronic communications Ogilvy Asia Pacific took a more traditional approach to communicating best practise and news to its staff and business partners.

Scope

Internal Communications

Deliverables

Literature Design
Design Expression

Issue

For any professional services firm the client communication is often a priority over internal communications. The corporate communications team decided that rather than a 'modern' electronic method of communication that only a physical newsletter placed on staff members desk would get the required attention.

Solution

Rather than create a 'top down' corporate communication vehicle as more human approach was adopted. Taking design cues from Sundaycolour supplements found in broadsheet newspaper, a approachable and clean look and feel was developed. Sections use different colours to aid readers navigation. Striking cover images are used as the magazine is placed directly on staff desks, to make sure it is not missed in the midsts of client deadlines.

Result

The current form of Ogilvy's Asia has been used successfully since 2002. In 2009, a new regional CEO will lead the next generation of Ogilvy's Asia forwards.