



CLIENT: COMCAST BUSINESS / PROJECT: NUCLEUS BRANDING

COMMUNICATING VALUE THROUGH AN INTERNAL CAMPAIGN.

BRAND PROMOTION

INTERNAL COMMUNICATIONS

MARKETING TECHNOLOGY

Our Challenge

On a daily basis, Comcast Business employees had been sifting through multiple sites to find their sales and marketing materials. We solved this problem by building Nucleus — a user-friendly internal portal offering easy access to all resources for call center and field service professionals. With the creation of this custom database, we identified another challenge: communicating the value of this solution.

Employees needed to break old habits and embrace the Nucleus portal's role in making them more efficient and productive.

Our Solution

Our internal portal had the power to bring Comcast Business employees from the chaos of multiple resource locations to the clarity of simplified asset management. Not only would Nucleus boost productivity, but it would also make employees' daily lives easier. So we needed to elevate Comcast's employer branding in ways that would demonstrate this meaningful investment.

We created internal elements including a logo and messaging that would complement the external Comcast Business brand while standing out enough to command attention, generate interest, and communicate that asset management was a priority for Comcast as an employer.

GO2 delivered branded tactics before and after the Nucleus launch. Our work included a teaser video, posters, emails and a Nucleus launch kit packaged inside a branded cooler bag. This kit included a quick reference guide, monitor cling, fun giveaway items and, most importantly, a self-paced guidebook to help employees get to know this new portal and take full advantage of its features.

Our Results

By developing employer branding elements designed to generate awareness of a newly launched asset management platform, GO2 helped Comcast Business to attract an average of 1,849 employees to use the platform each month, increasing engagement by 96.7% from July 2016 to July 2017.