

hello!

Issue #2 - The "but surely that hurts?" edition

September 2007

Free
Lip Tattoo
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yellow!

PLUS!

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**Are you going
to be there?**



0161 228 6700

yellow![™]

the future
of internal
communications

Video

Red Bee Media get it together



As part of a multi channel induction project for Red Bee Media (formerly BBC Broadcast) we recently completed a video that takes the audience on an amazing journey around this many faceted company. Narrated entirely by and starring their own people it's a fascinating insight into the talent and culture of co-operation that makes TV Broadcast possible.

Internal brand

Fad or fab?



Internal brands are... FAB!

Properly aligned with the customer facing brand they give colleagues and stake holders something of their own, something that binds the various internal comms channels together and makes them instantly recognizable. We recently worked with Knight Frank to develop an internal brand that was born on their new global intranet – see over.

Print & design

The power & the glory



Print & Design is the internal communications medium most maligned in the multimedia age getting it in the neck from every quarter: uninspiring, not very 'green', old fashioned, not well received. Truth is... good Print & Design is none of these things. The power of successful above-the-line DM materials, magazines and advertising to influence behaviour and drive action is undeniable. It's simply a matter of shining that light on the inside of your business, bringing that level of talent and imagination to bear on your internal campaigns. It's this that will cover you in glory.

Free lip tattoo!

Go to any tattoo parlour in the UK and have your lip tattoo done. Send us the receipt and a photo of the work and we'll be happy to pay for it **+10% extra for the pain!**



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top tips

Colleague engagement

- 1. Take responsibility**
- 2. Be brave**
- 3. Spend money**
- 4. Smile**
- 5. Mean what you say**
- 6. Say what you mean**
- 7. Listen**
- 8. Don't play politics**
- 9. Make it happen**
- 10. Say thank you**

Events Info

Autumn is a busy time for the **yellow!** marketing team. Leaves on the line will be no excuse as they head out to the following events:

3rd Internal Communications Forum

12-13 September, Barcelona



By joining this event you will meet and network with leading corporations such as **SHELL INTERNATIONAL, UNILEVER, ABN AMRO, BBC, BASF, ROCHE, AKZO NOBEL, NORTEL, INBEV, DEUTSCHE POST WORLD NET, AHOLD, GE, O2** and many more...

yellow! clients and friends will benefit from a **10% discount on registration fees!**

For further information contact GBG at communications@gbg-europe.com or visit www.gbg-europe.com

6th Annual Strategic Communication Summit

16-18 October, London



As part of our commitment to working closely with Melcrum

throughout 2007, we are again their Official Partner on their Strategic Communication Summit.

We will be exhibiting at the event and look forward to seeing you there. If you would like to attend but haven't registered yet, as Melcrum's Official Partner, we can obtain a 25% discount on delegate rates.

For full event details visit www.melcrum.com

IVCA House of Lords Fellowship Lunch

18th October, London



We're delighted to be hosting a table at this prestigious bash. Last year Kevin Spacey was one of the guest speakers, Amanda, from our Projects Team, is hoping his mate Brad might be there this year... **We'll let you know.**

CorpComms Breakfast Roundtable

7th November, London



We're teaming up with our friends at CorpComms magazine to host a breakfast with key senior industry professionals in November. We'll report back the findings of the discussion in the next newsletter.

European Engagement Event

27-29th November, Amsterdam



We're partnering Melcrum on this one too! Promises to be a great couple of days in Amsterdam finding out how some of the world's leading companies have successfully transformed engagement strategy into ACTION. We love that!

Logon to www.yellowcom.com for more information.

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Intranet

Knight Frank comes to Life

Knight Frank wanted to launch a new global intranet inspired by their vision and values as a leading worldwide real estate business. At the same time they wanted to develop a brand for the site that could sit across all future internal communications. It was quite simple really, we created Life.

The site was to be built on the SharePoint 07 platform and we successfully navigated the tricky waters between functionality and an interface that made it a place you'd want to spent time.

yellow! have a truly flexible approach to our intranet project, always pushing the creative design and challenging us about what's possible. They show an in-depth understanding of SharePoint 07, and take the time to understand our business, which has led to a refreshingly productive relationship.

Owen Williams

Partner, Group Head of IT Knight Frank

NEXT ISSUE!

Christmas parties - do's & dont's

Blogging - tool or toy?

Work-life balance - myth or reality?