

# “I didn't know that.”

## Situation

Keeping employees engaged and productive is a challenge that all businesses face, no matter what the industry or what is happening in the company. The manufacturing division of a global healthcare leader was quick to recognize the need to align employees around meeting targets when aggressive goals were issued to offset a major product going off patent.

## How VTLO Helped Our Client Succeed

VTLO was asked to create a steady stream of informative articles for the manufacturing division, focusing on themes of core business growth, launches and innovations, safety and compliance, customers, and employee engagement. Leveraging existing news channels, VTLO applied a fresh, succinct, newsy approach to the articles, providing links for readers who wanted more information. Where possible, stories were presented as parts of a series and linked together.

## Results

- Established a regular cadence of communications on the division-wide intranet channel.
- To broaden reader appeal, care was taken to highlight different facilities around the world. VTLO created a map to track this effort.
- Provided strategic additions to the division's editorial calendar gleaned from information gathered in interviews with subject matter experts.
- In addition, stories with broad appeal were published on the company-wide intranet site.
- Readers gave the articles five-star ratings and positive comments.

---

**A regular cadence of communication aligns employees around meeting targets.**

---

## Contact Us

VTLO's full-time account staff and field consultants are located in major metropolitan areas throughout the United States. Our headquarters is located at 825 Georges Road, Suite 6, North Brunswick, NJ 08902. We invite you to give us a call, email us, visit our website, and engage with us on social media.