

# “How can I engage people around the acquisition?”

## Situation

R&D and product development are the core of many companies. It was, therefore, clear that the industry-acclaimed biologics and vaccine unit of a company acquired by the world’s largest research-based pharmaceutical company would become the focus of integration efforts. The new president needed to hit the ground running to engage employees around the integration and, in particular, the significance of this business unit.

## How VTLO Helped Our Client Succeed

VTLO was brought in to develop and implement a comprehensive communications approach spanning months before and after Day One of the acquisition to position the new president and his leadership team, and to announce and advance their goals for the biologics and vaccine unit.

## Results

- Managed the project from concept to completion, conducted research, drafted all communication deliverables, monitored version control among allied organizations, directed the work of graphic artists, and supervised a video production crew.
- Created a “voice” for the new president and his leadership team, with pre- and post-Day One speeches, video scripts, employee updates and presentations highlighting the BU’s results.
- Equipped BU leaders with communications tools to conduct town halls and global messaging to reinforce with their teams the BU’s alignment with overall corporate objectives.
- Produced materials that helped BU employees understand the unit’s immediate strategic imperative and feel positive about their role in driving business success.
- Provided a 90-day post-Day One executive communications plan to maintain momentum with the global BU workforce.

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**Consistent communication is vital to maintain a high level of engagement among employees.**

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## 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.