

Word of Mouth Marketing Association

TBWA \ CHIAT \ DAY

Customer:

TBWA

Location:

Worldwide

Industry:

Advertising

Business Challenge:

TBWA wanted to help its thousands of employees worldwide to communicate, collaborate, and innovate.

Results:

Movable Type has helped TBWA:

- Provide a repository for knowledge management and a forum idea exchange
- Deliver company news to employees every day
- Shift the company's internal communication paradigm

For more information, visit:

TBWA

www.tbwa.com

Movable Type

www.movabletype.com

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— Laurie Coots, Chief Marketing Officer Worldwide, TBWA

Movable Type Connects 258 Worldwide TBWA Offices

Leading advertising agency adopts Movable Type to foster collaboration, provide a forum for idea exchange, and open new lines of communication among its 9,700 employees.

Customer Profile

TBWA is a global advertising network that provides brand management, communications and marketing solutions. The company is a recognized leader in the industry, winning countless awards for its innovative work. Named Global Agency of the Year 2006 by ADWEEK, TBWA's clients include Absolut, Adidas, Apple, Mars, McDonald's, Michelin, and Nissan.

The Challenge

Knowledge management is a key challenge for global companies. With 258 offices in 77 countries, TBWA continually strives to fully grasp and harness its collective knowledge, communicate effectively, and encourage collaboration. “We believe that the more you close the distance between people, the more you create a stimulating work environment,” says Chief Marketing Officer Laurie Coots. “We want working at our 9,700-person company to feel like working at a 25-person company, with the same level of intimacy and connection.”

Until adopting Movable Type, TBWA communicated internally in a way similar to that of many large organizations today: with a lot of duplicative publishing. Employees spent hours compiling work data and thought leadership articles which were then copied and distributed to peers around the world. To conduct coordinated employee meetings, the company shipped DVDs and talking points to every one of the agency's 258 offices, at a very high cost. “It felt very one-way,” says Coots. “Plus, it didn't allow us to tap into the pool of talent we have in our company, or to inspire authorship roles.”

The Solution

To shift the company's internal communication paradigm, TBWA selected Movable Type to create a new online communication portal comprised of different channels. Coots says, “I liked the fact that there was a big family of developers making plug-ins. That was an important part of our decision to go with Movable Type.”

Another reason was Movable Type's authentication controls, which are popular with the project's administrators. The robust permission tools make it easy for large companies to identify different types of users, and give the various groups custom, selective access to the channels.

Just four months after adopting Movable Type, TBWA launched its new internal communication hub with 27 channels and several hundred posts on each one — almost 5,000 pages of information.



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The Bottom Line

"Compared to the intranet that we had a few years ago, which took over a year to build," says Coots, "Movable Type has given us a better solution in a fraction of the time, and we have a 20-fold increase in participation." Movable Type has provided a format that employees really like for their new collaboration system. Coots says, "And we see evidence that the more we encourage our people to publish, the more they contribute."

The method TBWA used to create its worldwide, choreographed meetings carried a price tag of approximately \$70,000 annually. Coots says, "Thanks to Movable Type, we'll save several hundred thousand dollars in this first year on the physical publishing we didn't have to do, and the meetings we didn't have to have."

What's more, TBWA has achieved a new level of interactivity and community engagement among its employees, as well as provided a creative outlet. Movable Type now provides the structure for the "virtual hallway" that TBWA employees pass through every morning on their way to work.

The number of employees participating in the new portal has exceeded TBWA's expectations. Just a few weeks after the project's launch, 100 TBWA employees were already trained and regularly contributing as authors. One reason for the high adoption rate is that Movable Type has been easy for employees to learn and use. Other factors include the consistent navigation TBWA uses across all its channels, and the cheat sheets it made that explain how to insert pictures, format the text, and add pop-up windows, among other customization tips.

"Our CIO, Ted Colgate, has a very strict rule we all live by around here, and that is - any technology solution we introduce must simplify and amplify the use of what we already offer. Additionally, every new solution must add value to the "digital fabric" of our corporate culture. Everyone experiences the portal every day," says Coots. "They come in, get their coffee, log in, and can access all the tools they need to do their job, from gathering real-time information and intelligence to launching a web conference. What was once a myriad of bookmarks and applications is now a unified experience and destination."

Client Access and Other Unforeseen Uses

TBWA is now conducting a test: involving clients in the channels dedicated to them within the online communications portal. The clients don't experience the same "virtual hallway," but they do have access to TBWA's idea exchange forum for their companies' campaigns. "What clients find most impressive isn't so much that we have this tool. They've seen tools before. What impresses a client is when you log in and they see that there have been a great number of postings, from around the world in the last 24 hours. That's more than a tool, Moveable Type helps us build a community." Coots says.

With the unlimited number of blogs that Movable Type can support, the sky's the limit for what's next. "What I like the best is that it always feels fresh," Coots says, "Because it's easy to publish, there's always something going on."