



Inspire, Don't Require

How thinking like a consumer transforms internal comms into can't-miss content



Comms

Landscape

Comms

Landscapes

Your Employees



Mindsets & Trends



**Walk in
their shoes**



**Mirror the
Magic**



**Dive
Deeper**



**Drip the
Drops**



**TikTok-ify
your comms**

Mindsets to guide you

Trends to drive impact

Mindsets & Trends



**Walk in
their shoes**

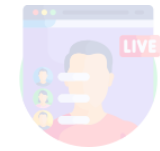
Connect on a deeper
level by addressing
what really matters
to employees



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Deeper**



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Engage employees by
answering what really
matters to them

9 ways to put customers first



Understand your
customers' POV



Know your
customers



Deliver proactive
experiences



Clearly define
success



Execute employee
training



Establish action
plans



Stay on top
of trends

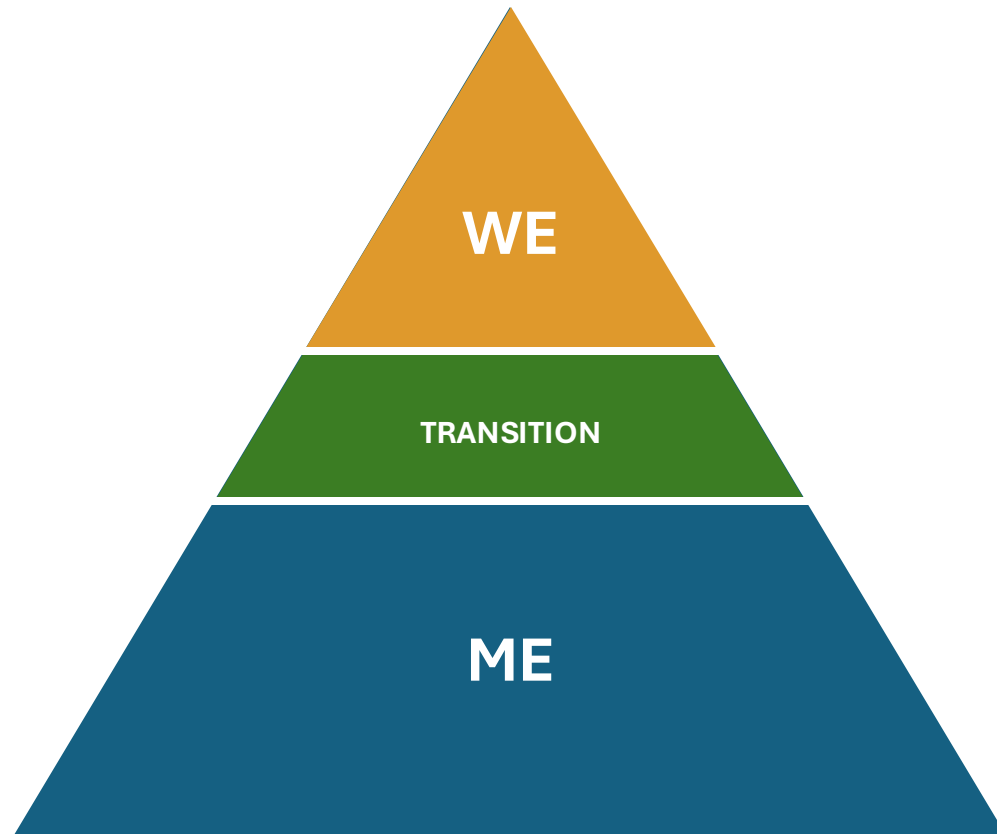


Pivot when
change is needed



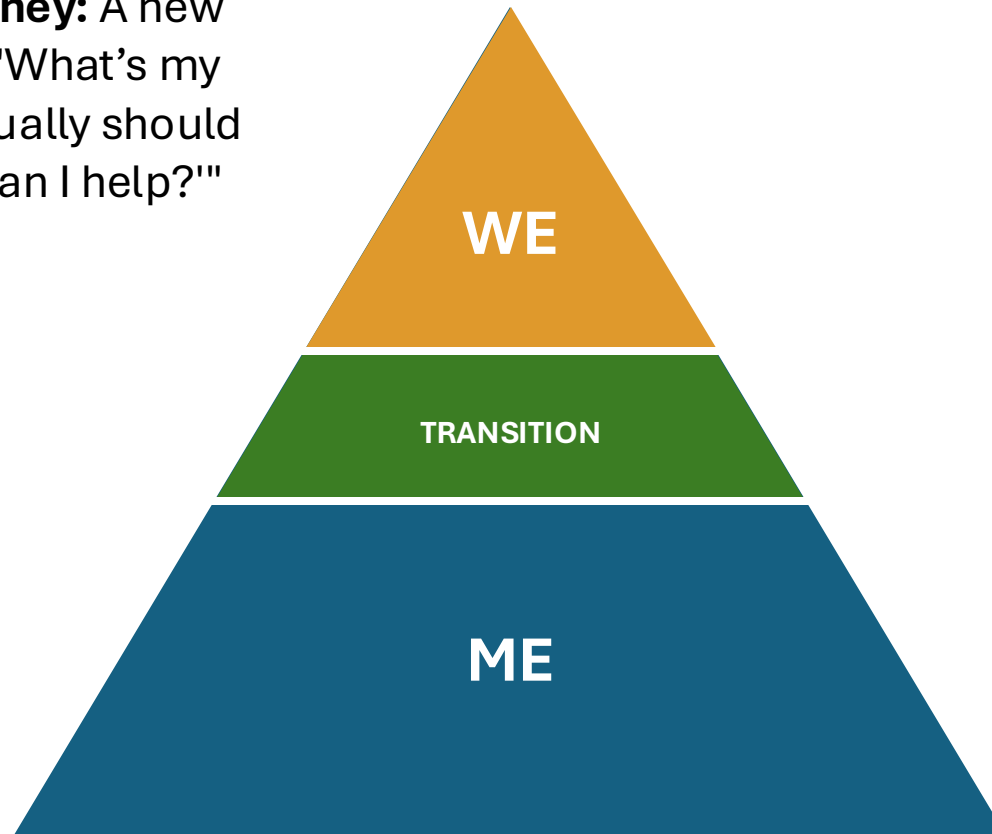
Always assess
performance

From ME to WE



From ME to WE

Employee Journey: A new hire starts with 'What's my job?' and eventually should reach 'How can I help?'"

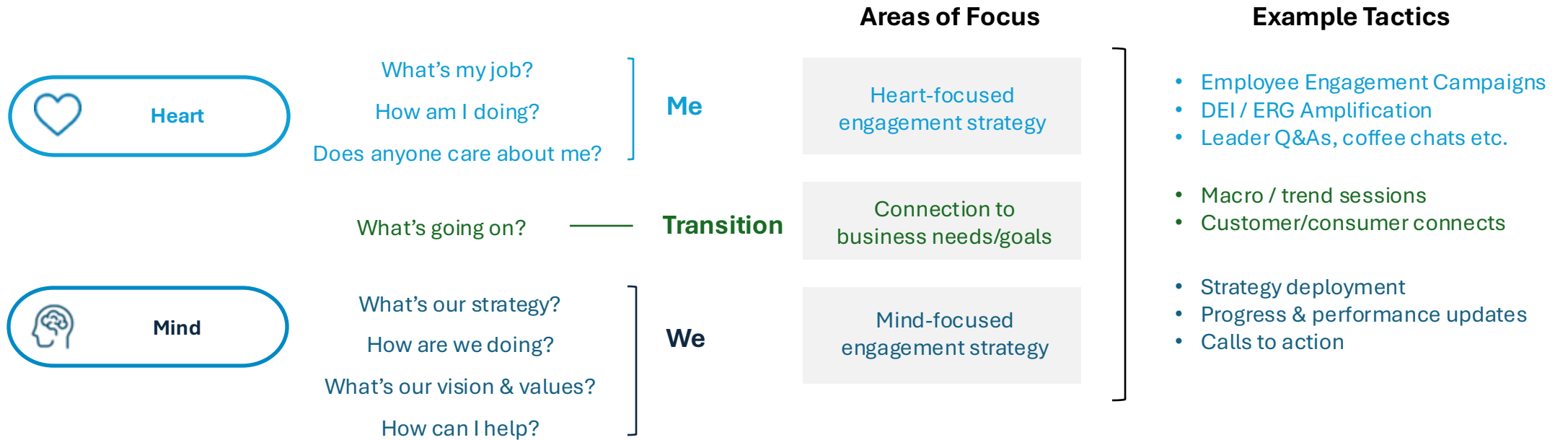


8. How can I help?
7. What's our vision and values?
6. How are we doing?
5. What's our business strategy?

4. What's going on?

3. Does anyone care about me?
2. How am I doing?
1. What's my job?

Example strategy framework





Start your comms strategy by answering the Eight Questions in different ways

Focus on messaging that first addresses individual needs before moving into team alignment and organizational goals



Different employees may move through this progression at different speeds

Consider flexible timing and follow-up content that revisits these questions for newer employees or key transition points

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Mirror the
Magic

Use the power of
engaging, familiar
content to make
messages memorable



Drip the
Drops



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Steal from the best: Upcycling consumer marketing trends for the inside

"The best Super Bowl commercial in years" **THE TODAY SHOW**
 "Won the Super Bowl" **GQ**
 "★★★★★" **AdAge**
MICHAEL CeraVe
 "An ultra-meta multipronged marketing campaign" **The New York Times**
 "Absolutely bonkers and simultaneously brilliant" **allure**
 "Very, very, very stupid" **-MICHAEL CERA**

THE CONSPIRACY THEORY THAT WAS REALLY A SUPER BOWL CAMPAIGN.
 CeraVe skincare was going to its first Super Bowl. The goal was for everyone to know it, developed with dermatologists. But the Super Bowl is packed with A-List celebrities. And Dermatologists are how do we put this nicely... not as alluring as celebs.
 So, we needed to re-write the Super Bowl Playbook. Most brands lease their spot a week before the game. We spent a month leading up to the game spreading a conspiracy theory that CeraVe was developed by a celebrity actor Michael Cera. (Any problems? Michael Cera both on social media. How could we get this all over the internet, when our celebrity had no presence online?)
 We leaned into a robust PR, social, and influence plan: 800+ publications from Daily Mail to New York Times. Partnering with meme accounts, podcasters, skinfluencers, you name it. The more CeraVe used their channels to deny it, the more people were invested.
 We put out all the information. Then let the internet, internet. People didn't just watch, they participated in a conspiracy about a skincare brand! "Michael CeraVe" was everywhere. It became a global hot topic debate which led to 9 billion impressions BEFORE the commercial even aired.
 We revealed the truth during the most ever watched Super Bowl. Our commercial wasn't the hero like most Super Bowl spots. It was the conclusion to a month-long, fully immersive campaign. Comedy legends Tim & Eric directed a bizarre, hilarious, fever dream which was billed as "Perfect" (2024). In the spot, dermatologists reject Michael making it clear once and for all: CeraVe is developed with dermatologists, not Michael Cera.

30 BILLION EARNED IMPRESSIONS
#1 MOST EFFECTIVE SUPER BOWL BRAND (Twitter)
#1 SUPER BOWL CAMPAIGN (AdAge, Forbes)
2000 EARNED PUBLICATIONS
25% INCREASE IN SALES (1 week following game)
2200% INCREASE IN SEARCH FOR CERAVE
15B EARNED IMPRESSIONS PRE-SUPER BOWL

4 WEEKS BEFORE SUPER BOWL: "Is that... Michael Cera?" @HayesHayes (15M followers)
"Boring" PR Ate from Michael Cera
Speculation from Dermatologists
"Did you or did you not create CeraVe?" @buckshelton (1.1M)
CeraVe calls out Cera
"I could be from CeraVe." - Cera to Dr. Shah (20M)
SUPER BOWL SUNDAY: Super Bowl commercial reveals the truth
"The social marketing was brilliant" - Jimmy Fallon

USA TODAY **GOOD AMERICA** **CNN** **VOGUE** **THE NEW YORKER** **Rolling Stone** **HIGH SOCIETY** **Esquire** **Daily Mail** **CUT** **US** **AdAge** **THE TODAY SHOW** **ELLE** **GLAMOUR** **News** **Call of Duty** **Forbes** **NEW YORK POST**

Variations on the format: Video



Variations on the format: Recaps



10 Notable Things that happened in June

Short intro

 Performance update

 Key Dates & Events

 Region Highlights

 Progress Pulse: Sustainability

 People Announcements

Variations on the format: End of year results





Replace regular updates and newsletters with scannable, fun updates that are visually engaging and interactive

Try listicles, roundups to revisit messages or interactive infographics for key achievements



Be mindful of content overload; while scannable content is great, too much can still overwhelm

Aim to pilot test a few high-quality, attention-grabbing pieces as pillar tactics for the year

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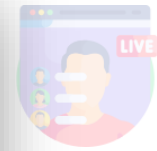


Mirror the
Magic



Dive
Deeper

Captivate employees
with binge-worthy,
long-form content

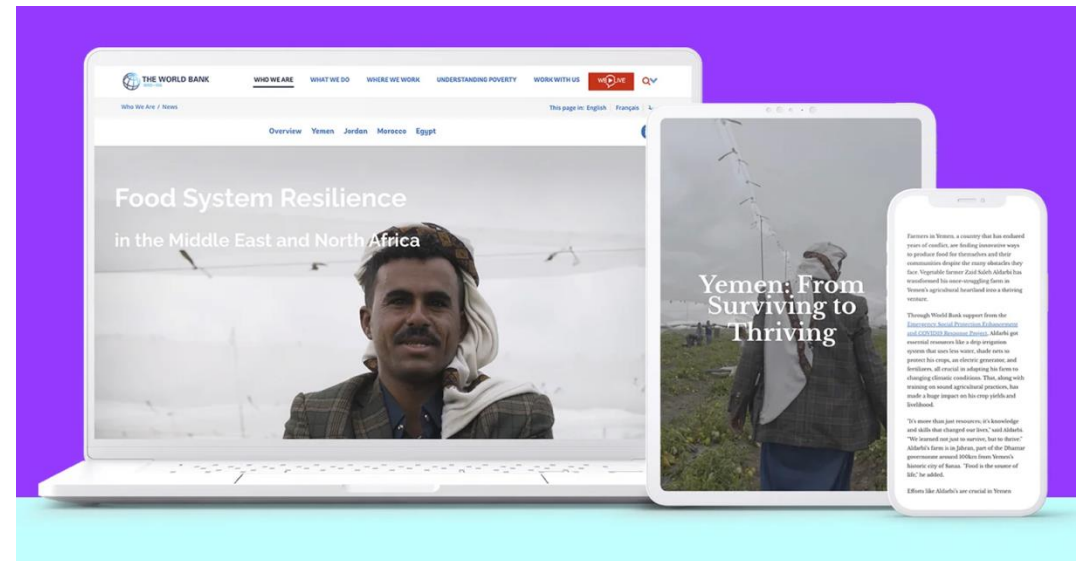


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The rise of long-form



Behind the trend

77% increase in blog post average word count
over the past decade

Increase in searches for video essays
among Gen Z for videos 25+ mins

**Increasing serialized content and binge-
watching consumption**
particularly among Millennial and Gen X



THE UNHINGED CONSUMERISM OF "RESTOCK"
INFLUENCERS, SO UNREALISTIC! | Influencer...

3.8M views • 9 months ago



why aren't romcoms "romantic" anymore?

1M views • 2 months ago



Into the Wild & The Urge to Escape into
Nature

38K views • 6 months ago



Use long-form content to give employees a complete view of high-impact projects or updates

Leverage visually engaging, serialized stories or video-essay-style deep dives that keep employees hooked and coming back for more



CONSIDERATIONS

Long-form content demands attention, so ensure the topics are high-impact and meaningful to employees.

Not everyone will commit to long-form content, so complement it with scannable summaries or TL;DR recaps for broader reach.

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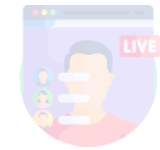


Mirror the
Magic

Drive engagement over
time with serialized,
automated content



Drip the
Drops

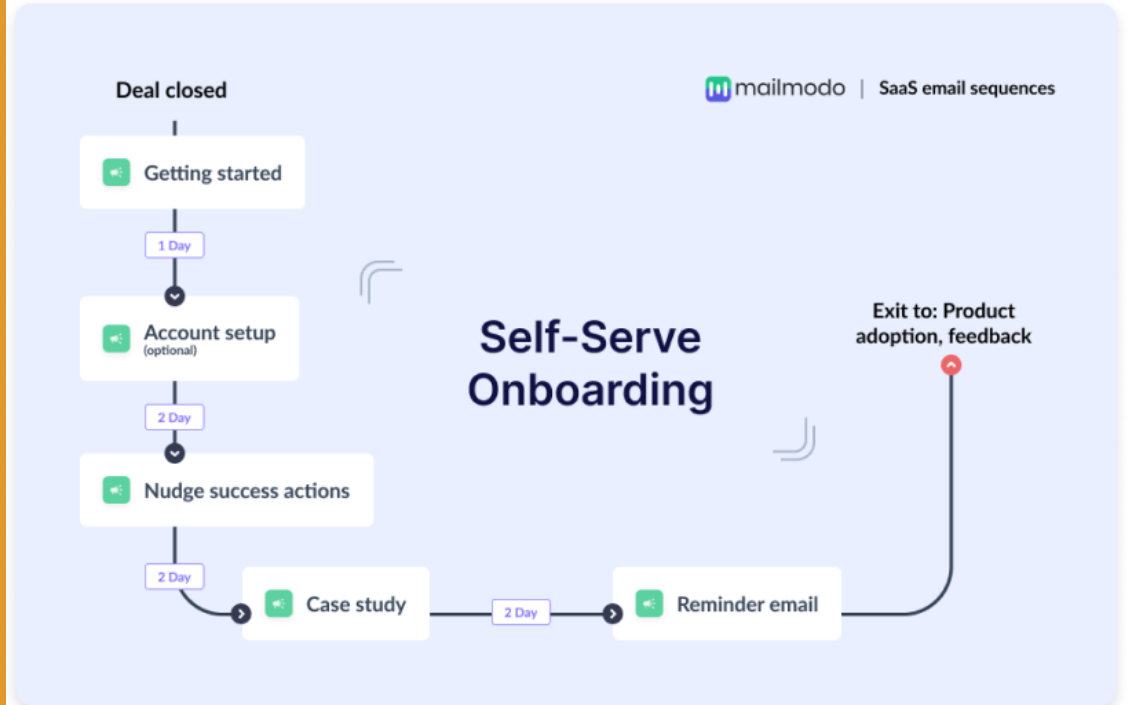


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Keeping teams
tuned in through
timed content



Behind the trend: Automated campaigns

80% higher open rates
vs single-send emails

3x higher clickthrough rate
vs single-send emails

**Welcome emails, which are often part of
drip campaigns, have 86% higher open rates**
compared to bulk marketing emails

[Manage your Starbucks profile](#) | [View online](#)



[Rewards](#) [Stores](#) [Shop](#)



Make the most of your experience



Manage your Starbucks profile, and contact info and preferences ▶



Options abound with a Starbucks Card: reload it, pay with our mobile app and more ▶



Join our loyalty program to earn free drinks and exclusive member offers ▶

STAY
CONNECTED
WITH US

my
STARBUCKS IDEA



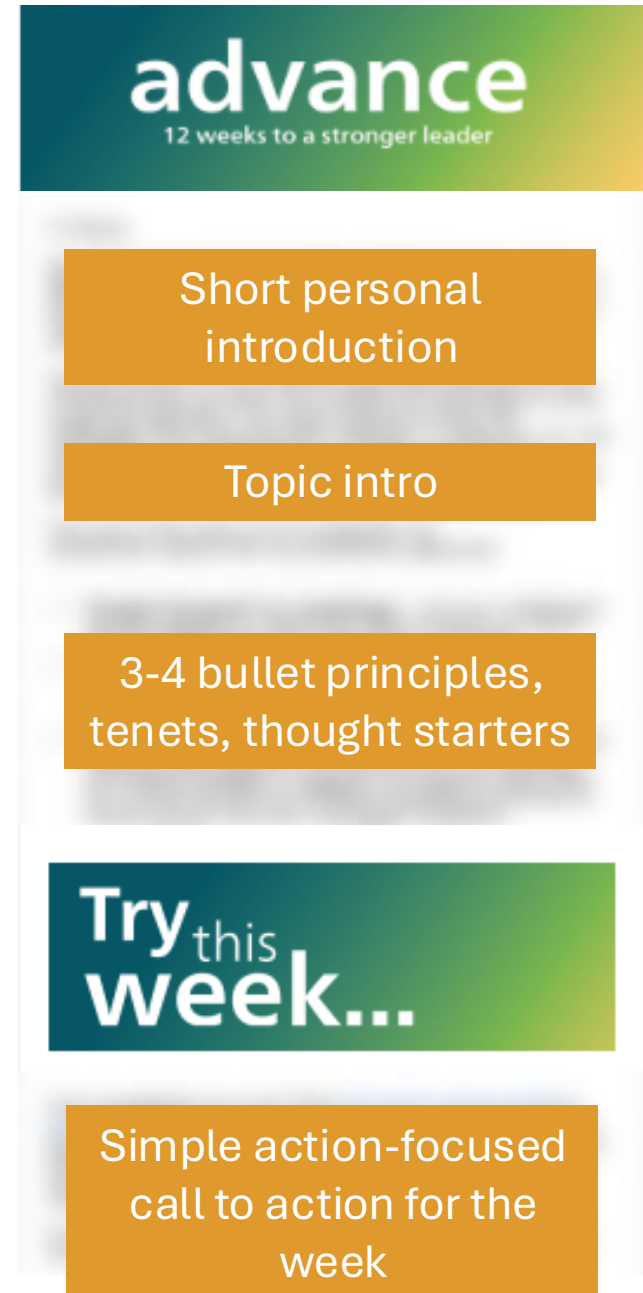
Source: Starbucks.com

Variations on the format: Leadership training

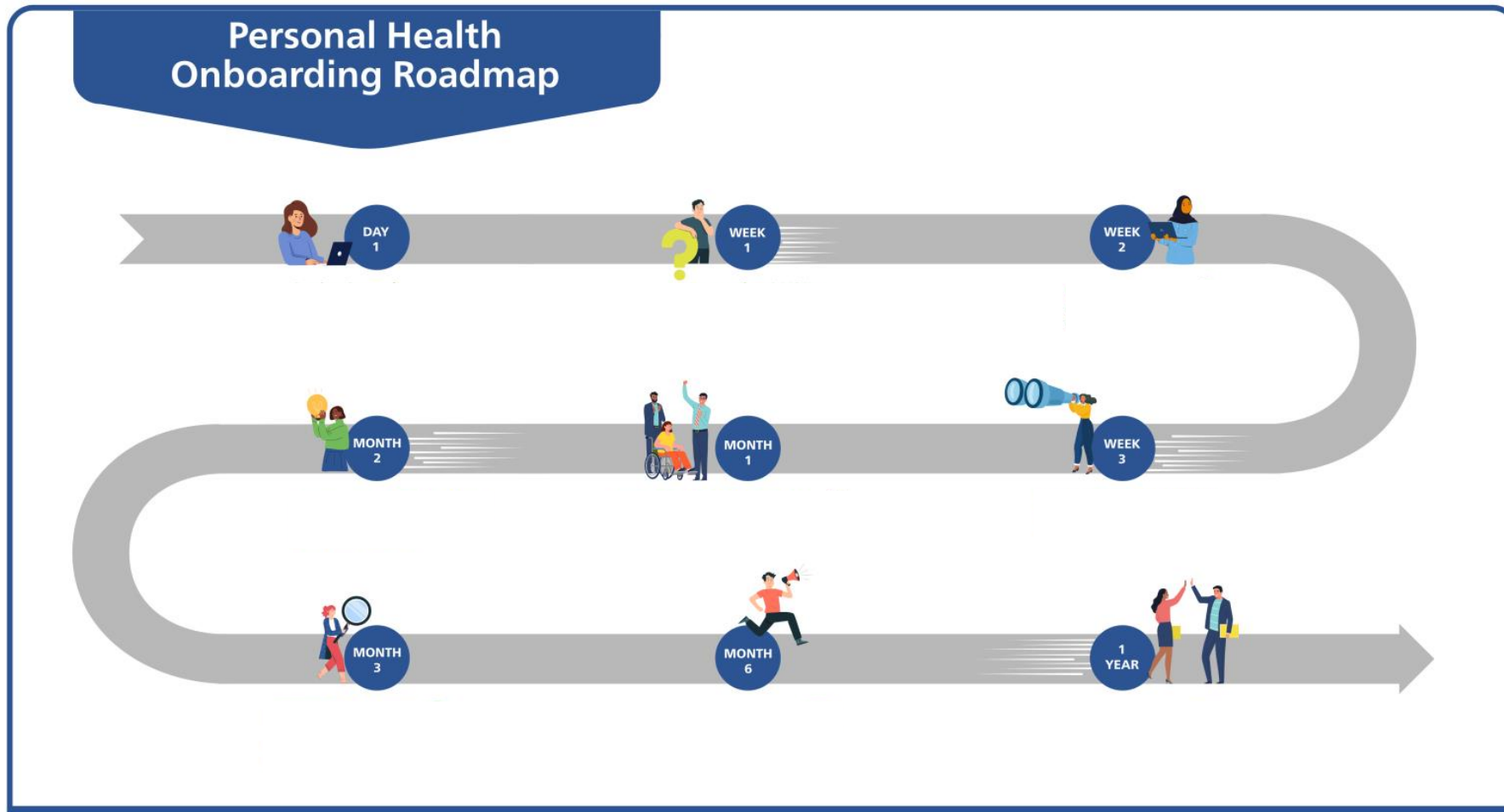
Topics included empathy, talent management, career growth, communication skills, development and mentoring etc.

Results:

- **84% open rate** avg over 12 weeks
- **300% average forward rate** to non-list subscribers
- **100% 'useful content' rating** in post-survey



Variations on the format: Personalized employee onboarding tracks





Leverage serialized content campaigns and automation for longer-term initiatives or training programs.

Deliver short, actionable content each week, spaced to build on previous messages and keep interest high and barrier to entry low.



It's crucial to make each drip piece valuable, visual and relevant, or employees may lose interest.

Test different **intervals** (e.g., weekly vs. bi-weekly), **formats** (video vs text only), and **hooks** (quizzes, GIFs, polls, cartoons) to find what best sustains engagement.

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Mirror the
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Diving
Deep

Build trust through
unfiltered, real-time
authenticity

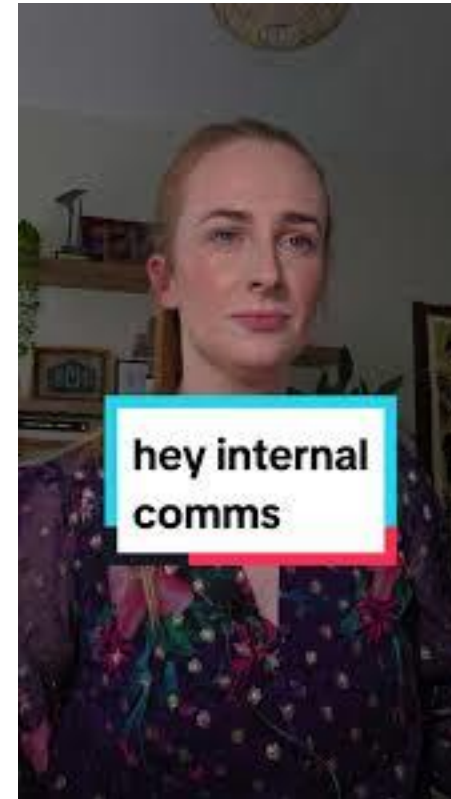


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Personal,
real-time approach
to leader
communications



Behind the trend

Perception on production value matters

Low-level production in personal videos is often perceived as more authentic, while high-budget productions can seem stuffy or impersonal

Selfie-style clips can humanize content & leader

While also fostering a sense of familiarity and build trust through facial expressions and tone of voice

Trust in leadership increases significantly

When employees perceive transparency in communication from leaders

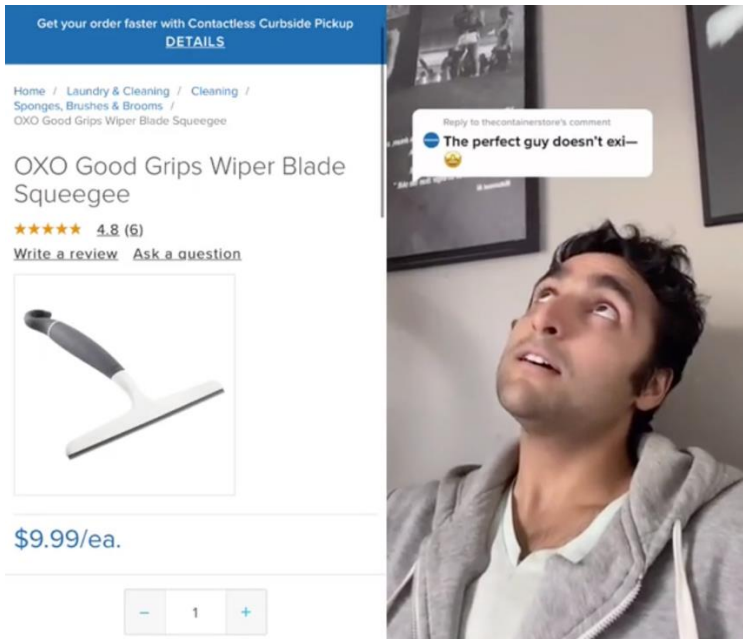


 **biggretchwhitmer** ✓
BigGretchWhitmer · 6d ago Follow

My priority will always be supporting Michiganders and their families. You can always reach out to me and my office for help, and to share your views about the things that matter most to you.

 Call 517-335-7858 to speak to a member of my team
 Visit Michigan.gov/Whitmer for more resources and information

Variations on the format: Video



Leaders react:

to product launches, campaigns, press coverage, team events, etc.



Event recaps:

Town hall takeaways, annual sales kickoff, tradeshow floor vibes, etc.



Use casual, self-recorded updates to bring employees closer to leadership in a personal, relatable way.

A quick iPhone video or a candid “reaction” post from a leader can break down communication barriers and humanize leadership, making employees feel part of an ongoing conversation.



Casual doesn't mean careless. Balance authenticity with polish.

While this approach works well for light-hearted updates, reactions, or informal messages, major announcements or serious topics will require a more polished presentation and formal tone.

Ready to start?

Employee Centricity:

Start where employees are — get to know their priorities, challenges, and motivations to design communication that resonates

Reimagine Connection:

Leverage formats and channels you interact with yourself on a daily basis – that helps to create an engaging employee experience

Lead with Experimentation

Start small but think bold. Pilot an idea that challenges conventional comms and measure its impact in new ways.