



HeRe! Campaign

Restructuring and communicating a new HR system

Coca-Cola Refreshments called Tribe in to help frame a major companywide change with its positive benefits for employees. For cost savings, CCR changed their HR delivery system from having an HR person in each field office to establishing a central call center and website. The goal was to help employees embrace the new system and appreciate both its 24/7 capabilities and its privacy, rather than feel their HR professionals had been taken away from them and replaced by an 800 number.

Another goal was to help the HR employees, who were moved to a call center in Tampa, feel like valued professionals and not some telemarketing group. Tribe created all branding for the project and managed a sustaining communications campaign designed to engage employees, create buy-in and serve as a recognition vehicle for the HeRe! Team.

Tribe was later engaged to develop a second phase of the plan, including an online tool kit for managers, videos, updates to the employee portal and strategies for improving the professional image of HR employees.



TRIBE

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Tribe is a corporate culture company working with national and global clients to build internal brands and employee engagement. We develop strategies, messaging, programs and communications to create better business outcomes.

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