

Capital Group

BACKGROUND One of the world’s most experienced and successful global investment management firms, Capital Group Companies has provided quality service and results for individual, corporate, and institutional investors for more than 75 years. In an effort to inform and engage Capital Group employees, the company enlisted Cause Communications to revitalize its leading employee publication, the bi-weekly “Insights.”

STRATEGY In an effort to better understand the best use for the publication, Cause Communications conducted an in-depth audit to assess the publication’s strengths and weaknesses and identify opportunities to better meet reader needs. We then used these insights to help Capital Group leadership define specific objectives and tailor content to resonate with readers. Our creative team distilled these into a well-designed publication that combined both text and data visualization tools to improve readability and maximize impact.

OUTCOME Since the launch of the newly redesigned publication, the Capital Group has seen an astonishing 25 percent jump in readership. With 7,500 associates across offices in Asia, Australia, Europe, and North America, the increased readership represents a significant improvement in Capital Group’s internal communications reach and engagement among employees across the organization.

TACTICS

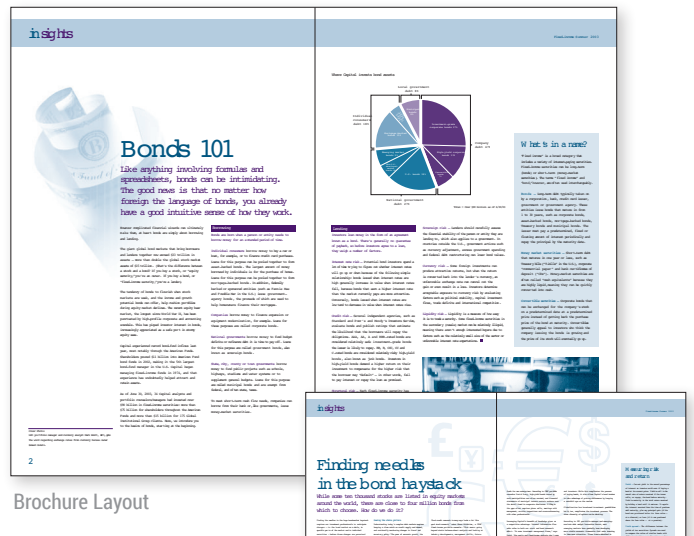
- Communication strategy
- Materials design and development

“Cause Communications understood both the project and how best to navigate our corporate culture for the success of all involved.”

Nick Durutta, Senior Communications Manager



Brochure Cover



Brochure Layout

