

Võistlustöö nimi / Entry Title

Nordea New Beginning road show

Võistlustöö lühikirjeldus (max 300 tähemärki) / Describe the event or the campaign in short (max 300 letters)

Nordea Bank launched a repositioning image campaign in May 2010 – from a small credit bank to a great home bank. Before the launch of the campaign the message had to be communicated to company's employees. The solution was five talk show-style events across Estonia, where the mentioned topics were addressed and possible fears removed.

Mis oli ürituse ülesandepüstitus (max 500 tähemärki) / Describe the purpose of the event or campaign (max 500 letters)

Nordea's New Beginning has to be understandable to employees - in which case they are able to implement it in their daily work and to communicate it to customers. During the events all the questions in the minds of employees had to be answered. Why New Beginning? Why the most personal?

At the beginning of the repositioning process, Nordea's market share was considerably greater than its reputation. In order to facilitate further development of business, New Beginning was necessary and it was essential that the bank's employees were the first to believe in it.

Millised olid seatud ootused ja eesmärgid (turunduslikud ja kommunikatiivsed)(max 500 tähemärki) / What were the measurable goals for the event or campaign (max 500 letters)

- to introduce pre-repositioning story and the need for change
- to introduce New Beginning image campaign and its activities
- to answer all possible questions
- to present New Beginning in a very emotional and interactive way, so that the change would feel positive in every way

Ürituse elluviimise kirjeldus (max 1000 tähemärki) / Describe the implementation of the event or campaign (max 1000 letters)

The events of New Beginning started in the Puppet Theatre in Tallinn, the same kind of info days were later organised in other bigger towns in Estonia. The event was built up as a talk show; the open studio was on stage, where the show host (Veikko Täär) interviewed the bank's CEO Vahur Kraft, other members of the executive board and a psychologist-trainer Mare Pork, who talked about the psychological aspects of change and new beginnings. One screen broadcasted the live show, the other screen displayed different visual aids supporting the topics under discussion. The employees could ask questions by SMS-s that were displayed on the third screen. The entire show was accentuated by a studio band that played signature tunes to mark the change of

subject.

Every leader gave his/her personal new beginning promise that s/he would do differently starting from the next day.

At the end of the event everybody had the chance to draw their new beginnings starting from the next day. The pictures were put on the wall – this created a new beginning, made together.

Mis juhtus ürituse tagajärjel (max 500 tähemärki) / What happened as a result of the event or the campaign (max 500 letters)

- employees understood the need for repositioning and the action plan
- employees became ambassadors of the new brand promise and deliverers of the message in front line
- employees were able to deal adequately with the discomfort that change brings about

Kas ja millises mahus said täidetud püstitatud eesmärgid (max 500 tähemärki) / Were the goals of the event reached? (max 500 letters)

- the preceding story to New Beginning and the need for change were recognised
- necessary information about the repositioning campaign and its activities was received
- many straight-forward questions were asked and answered about New Beginning
- successful emotional presentation of New Beginning and minimising possible opposition to necessary changes in company's communication

Kirjelda ürituse mootorikat. Mida uut suudeti ellu viia? (max 500 tähemärki) / Describe the event mechanics. What was there new and innovative about the event or campaign? (max 500 letters)

Internal communications launches of New Beginning in five towns in Estonia gave a thorough review in an emotional and interactive talk show format of the repositioning story of Nordea – from a small credit bank to a great home bank. Further action plan was explained to employees, many questions were answered and at the end of the day a symbolic new beginning was created in the form of a drawing collage

Pildimaterjal / Picture and/or visual materials

