



FEIEA
GRAND PRIX 2014

BEST CHANGE COMMUNICATION STRATEGY – INTERNAL

Banchevolution – taking action for the future





CONCEPT

The institutional campaign ***“Banchevolution – taking action for the future”*** has been designed to guide Banca Etruria Employees through the process of evolution that the Bank is undertaking to manage a situation in which you need to act and react to overcome difficult times, to fully seize the opportunities for change and welcome the future. The campaign’s objective is to reinforce the positive perception of the Bank’s Employees, by emphasising the Bank’s founding values and its excellent qualities, using creative, appropriate language they can relate to.



DESCRIZIONE

- *Banchevolution* Evolution is the key concept: action is proposed as a dynamic response to the current situation. The Bank can achieve its objectives only through the coordinated efforts of all parties involved, symbolised by a team game.
- *The future...* The images feature children, because they represent the future: children that play in the streets and the squares of the cities in which the Bank has set down its roots and become an important part of the local community.
- *...the center of the action!* Action is the dynamic response to the current situation and with the coordinated efforts of all Employees, symbolised by the metaphor of a “team game”, the Bank is able to look towards the future and see positive results being achieved.



IMAGES FROM THE CAMPAIGN





PROMOTION

The metaphor used is “football”, given that this is Italy’s most popular and mutually fulfilling sport: the ball, which represents the value that is always the focus of every “action”, is golden, to express one of the Bank’s founding values: gold, the element par excellence that characterises it.

What’s more, the game of football means that symbols and catchphrases can be used in the Sales Network such as golden ball, pass, winning assist, goal, scheme of play, changing room, throw-in. A gold coloured football has been used as the gadget and features the campaign’s slogan and the Bank’s logo, distributed to the children of all Employees at the traditional *Etruria Family Day*, to reinforce the concept of a team summoned to work towards achieving a shared objective.





INTERNAL COMMUNICATION - in Branches and in *“Etruria Oggi Informa”*.



Posters showing the golden football, the campaign's slogan and the Bank's logo are displayed in the 200 or so Branches, with a view to using the Branches' window displays to spread the news of the launch of the campaign even further, arousing the curiosity of passers-by and encouraging Customers to come in to ask for further details;

“Etruria Oggi Informa”, a supplement to the *“Etruria Oggi”* magazine, is drawn up by Banca Etruria Employees and focuses on the main events in company life. A cover of this important house organ was dedicated to the *“Banchevolution”* campaign.





INTERNAL COMMUNICATION - on *Stile Etruria*.

Based on the conviction that strengthening the values within an organisation is the key to its external recognition, Banca Etruria has created "*Stile Etruria*", an internal portal that seeks to share the company's ethics and to inform Employees on successes, events and initiatives.



BANCHEVOLUTION - Il futuro al centro dell'azione, al via la nuova campagna istituzionale



Therefore, due importance has been given to the "*Banchevolution – Il futuro al centro dell'azione*" campaign on the portal by publishing specific articles that boost the coverage of the campaign even further within the Bank and by personalising the home page.



INTERNAL COMMUNICATION - on the *Banca Etruria You Tube channel*.

The advert for Banca Etruria's institutional campaign, distributed on *Stile Etruria*, is also on air on the Banca Etruria YouTube channel and on numerous regional and local TV stations.



Direct link:

<https://www.youtube.com/watch?v=WodpoOxb9bE>



INTERNAL COMMUNICATION – Events.

The values conveyed by “*Banchevolution*” have been the focus of numerous events set in place for Employees: At the ***Etruria Family Day***, which is held every year, all Employees were able to welcome their children to the office, who, as well as visiting their parent’s workplace, received the Banca Etruria golden football gadget and spent an entertaining day with their parents.



At the ***Sports Day***, which involved 35 Sports Associations, sponsored by Banca Etruria, once again young athletes took centre stage: also on this occasion, the children were able to spend an afternoon focusing on the values of teamwork.