



TIM case

Carpool Jobs

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FEIEA FINEST CONFERENCE
A TOUCH OF INSPIRATION

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TIM

TIM is the leading Telecommunications and ICT group and Italy's digital partner. Abroad it is one of the most important player on the Brazilian market.

Operations in fixed, mobile and convergent telecommunications, internet, digital content, office and systems solutions, research and development.

Core markets: Italy and Brazil

- ★ Customers: 100,8 million:
 - ★ 30.3 million TIM customers in Italy
 - ★ 11.1 million retail connections to the fixed network in Italy
 - ★ 59.4 million TIM Brasil lines

- ★ Employees: 59,961 including 50,337 in Italy
- ★ Revenues (€): 14.7 billion
- ★ Investments (€): 3.9 billion

All figures are as at September 30, 2017

INTERNAL COMMUNICATION IN TIM



Target

- ★ All employees in 750 buildings (65% in ten cities)
 - ★ **9,000 technicians**
 - ★ 10,000 operators in the call center



Aims

- ★ Spreading the strategy in a complex and changing scenario
- ★ Strengthen the sense of identity and belonging, bringing on board people with very different knowledge, stories, ages and professions
- ★ Reaching everyone and creating different accesses for a satisfying and inclusive user experience

CARPOOL JOBS – AN INTERNAL WEBSERIE

Carpool Jobs is a new video format to discover people and their jobs.

During a ride in the «red panda», two colleagues speak about:

- ★ their jobs
- ★ their professional paths
- ★ their territory

Each character reveals his/her personality and tells the characteristics of TIM world.

The two colleagues meet each other the day of the shooting, to preserve spontaneity.



CARPOOL JOBS – THE FORMAT

Format: each episode describes a role, 5 minutes per episode

Concept: each episode in a different place. Naples, Rome, Perugia, Turin, Milan, the cities chosen for the episodes . In every episode, a technician with «red panda» drives a colleague through the city in which they both work and live.

The protagonists: two colleagues in every episode. A technician is always present in his/her «red panda». The other person comes from other structures.

The trip: they drive through the city while speaking about their jobs, their lives and passions. The trip is also the opportunity to show the city's beauty.



CARPOOL JOBS – INTERNAL FEEDBACK

«Great initiative! In this way, **we have the opportunity to know the various jobs** and realities of our large company»

«The video is very useful to those who, like me, live a bit far from the most operating activities»

«Very useful to stimulate integration between us. **People in our company make the difference and the smile of the colleagues in this video, it is always the winning card**»

«Really well done and useful to understand professional figures sometimes not well-known»

«The video is well-built and colleagues were very good. **I also volunteer:** I'm an architect of HW systems on which TIM's internal applications run»

«Strong and constructive signal to the whole company... **message that brings together inter-business diversity and opens up to dialogue**»

«The video **describes perfectly the daily work of TIM technicians. This mythical machine that sprouts every territory from sea to mountains**, full of facets and even personal moments to remember»



THANK YOU

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