

VIVAANCOM.IN

BRANDING | COMMUNICATION | STRATEGY | HR

INTERNAL COMMUNICATION OFFERING

We create incredible Brand & Communication Strategies and Mindblowing Designs.
For Customers and Employees.

Internal Recognition Programs - Theme Building

Includes analysis of existing recognition program, evaluation of effectiveness of the program, assessment of motivation, satisfaction and engagement levels, documentation of internal recognition program in other similar industries, creation of a sustainable and strategies management plan covering a period of one year, break of elements and activities that lead to recognition, documentation of measurements to validate recognition, monetising the recognition costs, establishing an evaluation program to ascertain the impact of new recognition program, key stake holder buy ins and creation of calendar.

Internal Feedback Automation and Management

Identification of key concern areas in the organization, aggregation of comments from senior and middle management to ascertain the factors on which opinions and feedback solicitation are required from general employees, creation of communication plans to roll out feedback solicitation, building of feedback platform, training of operational stakeholders, trial run and building of calendar to run the feedback process, building of Feedback evaluation and correction / course correction mechanism and protocols.

Internal Presentation Creation - Induction, Orientation, Training, Processes

Evaluation of existing employee intake model, collation of existing documents that are being utilised in the induction, orientation, training, process familiarisation. Evaluation of business goals in comparison with the documents being used, modification of content, standardisation of designs being used for presentation.

Employee Handbooks

Evaluation of existing employee handouts, assessment of inclusion / omission / deletion. Creation of revised digital / printable handbooks which are pictographic / infographic based for easy reckoning and access.

Internal Contest Programs - Aligned to Business Goals - Theme Building

Assessment of business goals on a YoY basis, linking of employee attributes / behaviour / activities that assist achievement of goals, building of internal contests / promotions that assist the proactive display of the desired employee attributes, getting the internal stake holder buy-in, development of activity calendar and communication schedule, finalisation of rewards for display of desired attributes.

ONE TIME ACTIVITIES

HR Recruitment Kit - Interview Invite Letters, Interview preparation letters, Interview Welcome package, Post Interview feedback templates, Referral campaigns

Building of complete HR recruitment kit including organizational profile, HR profile, interview preparation process, documents associated with the 360° interview process including pre - post activities of selection / rejection / shortlisting.

Campus Connect Program

Strategy creation Identification of numbers required and shortlisting of suitable campuses, development of connection channels with shortlisted campuses, creating of visibility elements in the campus, liaising with the campus in charges for regular interaction with prospective candidates, building a preference for the organization in the mind-set of students, designing and developing of non-traditional selection methods to ensure best intake of candidates.

Intranet Creation

Creation of Intranet dedicated to disseminate information within the organization, including business updates, policy storage, alternate communication channel.

Corporate Identity Materials - Visiting Card, Logo, Badge, Letter Head

Creation of Corporate Identity material including business logo, business cards, letter heads, envelops, covers, notepads, ID cards and other standard elements.

New Employee Welcome Mailers

eMail ready / Whatsapp ready Image containing details of new employee, past work history, skills, photograph, contact coordinates etc.

Celebratory Mails - Birthdays, anniversary, promotions

eMail ready / Whatsapp ready Image containing details of employee celebrations.

Contest / Internal Campaign Mailers

eMailers for internal contests / campaigns as decided in the employee engagement plan.

New Product Introduction Mailers and Posters

eMailers and Posters to make employees aware of the New products / services introduced by the organisation, to increase familiarity and awareness.

New Process Introduction Mailers and Posters

eMailers and Posters to make employees aware of the processes / procedures introduced by the organisation, to increase familiarity and awareness.

Façade Branding

Name Boards, Exterior Branding / Vinyl Sticker Designs for the Facade in Hi Res Print ready format.

Interior Branding: Posters, Standees, Wall Decals

Branded Motivational standees / decals / Posters related to work / process / product / campaign / contest.

Occasion Greetings: Regional, National, International & Religion

eMailers wishing employees on Regional , National, International, Religious occasions.

Company Social Media Page Organic Management for Recruitment & Internal Branding Purposes (FB, Twitter, Insta, Koo & Linked In)

Posts and Updates on Select Social Media Channels based on Internal Practices, working style, growth, curated celebration details / photographs and targeting the talent pool that the organisation is seeking to hire. This will also help in Internal Branding and sense of satisfaction and enhance engagement.

Certificates & Letter of Appreciation

Print ready certificates for achievements, service completions, generic contest / campaign winning. Letters of appreciation addressed to employees and families to enhance sense of recognition and bonding, encouraging optimal performance in coming days

Annual Event Invites

Print ready / mail ready creative invites for organisational gathering (offline / online), highlighting agenda and expectations with RSVP Links.

Internal Event Backdrops

Physical / Digital event backdrops that capture the theme of Event.

Intranet Management

Managing of Intranet with all the available communication elements including updates, movements, company / industry news, celebrations etc.

Employee Giveaway Designing

Gifting Design / Memento designing for recognition and awards.

Campus Connect Designs

Creation of campus placement materials - includes Posters, Standees, Booklets for prospective candidates and other elements as planned in the Campus connect strategy.

Job Advertisements - Digital / Ready to Print Formats

Digital / Print ready Job Advertisements, manpower needed graphics.

Screensavers and Wallpapers

Screensavers / wallpapers to denote the theme of the organisation / business themes / contests / campaigns / goals / targets / new products / services.

Work Motivation Posters

Print ready posters indicating theme of the month, leader board, leader messages, productivity enhancement tips, generic motivational content.

Work Process Posters

Print ready posters pictographically or in an infographic format depicting the right work process & procedure for easy understanding and focussed reference.

Safety & EHS Posters

Print ready posters pictographically or in an infographic format depicting the safety standards, procedure, action plan for easy understanding and focussed reference.

Mini Mailers - Letters from leaders, Thank you notes

Individual standardised mailers that celebrate the achievement or exemplary performance of the employee driven by the top management. Delivered as emailers.

Idea Boards - Illustrating Internal Best Ideas for global application

Posters that summarise the best practices in the industry vertical in a pictographic infographic format. Might include production based ideas, general administrative areas, cost saving initiatives, negotiation patterns and more.

Testimonial Campaigns from existing employees for New Talent Attraction

Collection and curating of text / WhatsApp video based testimonials from existing employees describing the work place, benefits, individual success stories and posting it on multiple approved channels for new talent attraction..

Inter Department Update Mailers

Mailers explaining the working process and policies of all departments and any change in the same.

Monthly Newsletters based on Employee Generated Content

Digital / Print ready Newsletters which source generic articles / experiences of the employees, vertical heads, business performance snapshots, miscellaneous articles, vacation / holiday highlights and some light activities like crosswords / quizzes.

Quizzes and Polls

Automated quizzes that can go as a question a day or as a weekly contest focussing on business environment, internal business processes and polls that can collect the opinion of employees instantly. Will be deployed via Intranet.

Target and Target Status Communication / Monthly Goals Summary, simplifying of goals and describing the need to achieve it and the impact it will have on all stakeholders

A monthly leader / vertical head driven digital communication that highlights the targets for the month, impact of achieving the target on business, rewards and recognitions that may be associated with the goal achievement, previous achievers testimonials, tips and tricks to achieve the target.

Market Watch - Curated content from the Internet - based on the competitor / product set chosen - to summarise information and changes in market

A monthly / fortnightly market watch digital document that summarises the trends and happenings in the industry, new competition information, new sales / promotion strategies being used by competitors / complementary organisations.

Management of Content on Public Display Screens

Management of content on Televisions within the premises of the business by adding business summary, recognising the leaders, new product / service updates, hall of fame and generic third party attributed training / learning content pertaining to the skills need to be developed by individuals in the organisation. Typically the content is displayed in break / reception areas and for public consumption.

Situational Mailers

Mailers that explain a particular issue from the leader perspective in scenarios like loss of a client / order, closure of a product / service line, exit of a senior employee etc.

ONE TIME ACTIVITIES

Based on scope of activity and discussion

RECURRING ACTIVITIES

INR 65000 Per Month
Plus applicable taxes

ADD ON ACTIVITIES

INR 35000 Per Month when
subscribed along with One Time
Activities
Plus applicable taxes

INR 65000 Per Month when not
subscribed along with One Time
Activities
Plus applicable taxes

STANDARD INCLUSIONS

All plans include use of Licensed
Stock Images and Vectors

All Print ready files will be mailed as
300 DPI Print ready files in multi
format of AI, PDF and EPS

All Mail Ready images will be mailed
as 72 / 150 DPI images

All web templates / App templates
will be licensed for single use by the
Client organization

All the work is created using
licensed Hardware and Software

MINIMUM RETAINER PERIOD

One Year (12 Months)

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