

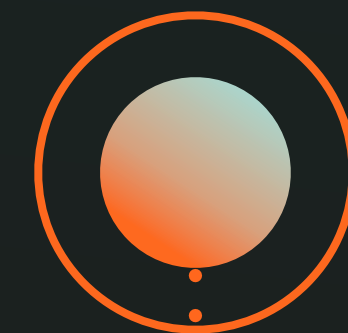
Two men are sitting on concrete steps. The man on the left is wearing a dark blue zip-up jacket and grey trousers, holding a small white cup. The man on the right is wearing a blue button-down shirt and grey trousers, holding a small notebook. They are both looking towards the right.

Meet LOCAL

Three women are sitting on concrete steps. The woman on the left is wearing a white long-sleeved top and brown pants, smiling and looking at her laptop. The woman in the middle is wearing a white short-sleeved top and dark pants, laughing and looking at her laptop. The woman on the right is wearing a white short-sleeved top and a white skirt, smiling and looking at her laptop. A red tote bag is visible behind the woman in the middle.

Employee Marketing for Changemakers

LOCAL OVERVIEW 2025



**Our mission is to help
every company
value its employees
as much as its customers.**





• LOCAL by numbers

47
Words

LOCAL is an employee marketing consultancy working with Changemakers at some of the world's biggest and best companies.

We are the pioneers of Change Marketing™ — a unique, proven methodology that treats every employee as a customer, and retools customer marketing to engage employees from recruitment to retirement.

9
Years

20
Change Marketers

40+
Fortune 500 Clients

3M
Employees reached so far

We exist because...

Every leader needs to drive growth and efficiency

CEO

CCO

CMO

CHRO

CLO

CIO

COO



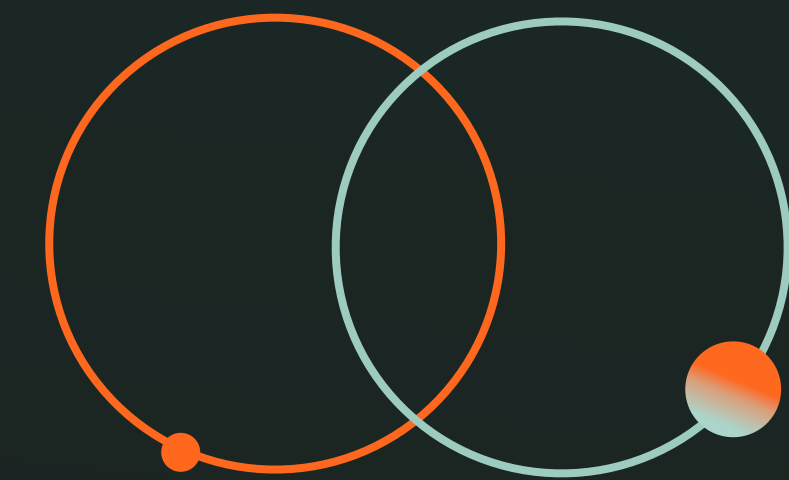
New strategies
(i.e. Vision & Values)



New skills
(i.e. AI Capabilities)



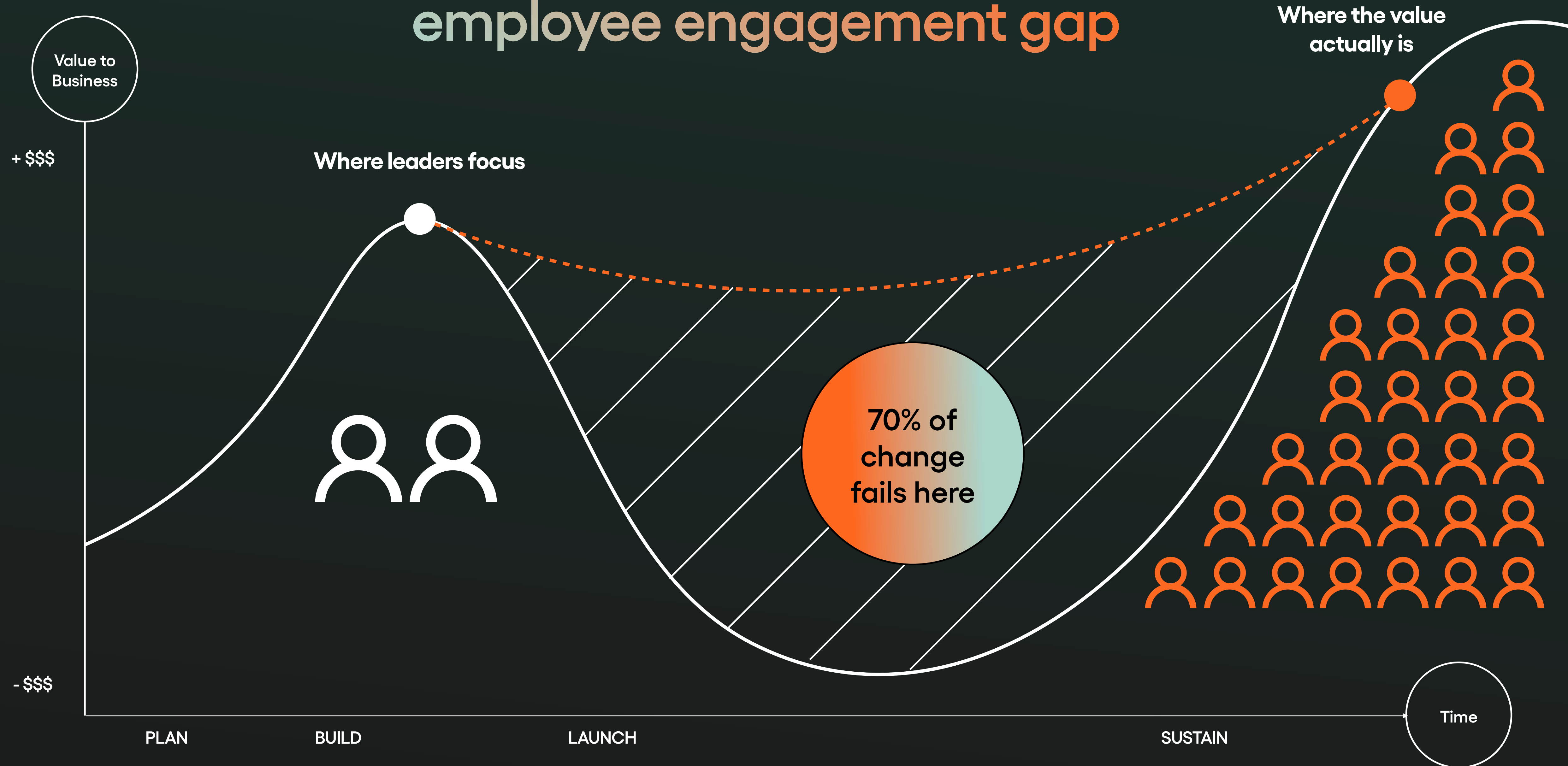
New technologies
(i.e. HCM Platforms)



New ways of working
(i.e. Customer centricity)

But most employees aren't interested

We work in the employee engagement gap





Our Value Proposition puts a
unique marketing lens on employee engagement

Your Employees are your

First Customers

For every new initiative.

You need Marketing to reach them

Change Marketing™

Customer marketing retooled to
engage employees from
recruitment to retirement.

Introducing... Change Marketing™

Turning complex strategy into powerful stories to engage internal customers - from c-suite to frontline



Insight

Understanding the problem from your employees' points of view



Story

Starting with belief, building through adoption to opportunity and ownership



Craft

Creating content and experiences that your people want to spend time with

Product
workflow

Change
Summary

Insights
Guide

Insight
Readout

Case for
Change

Go-to-
People
Plan

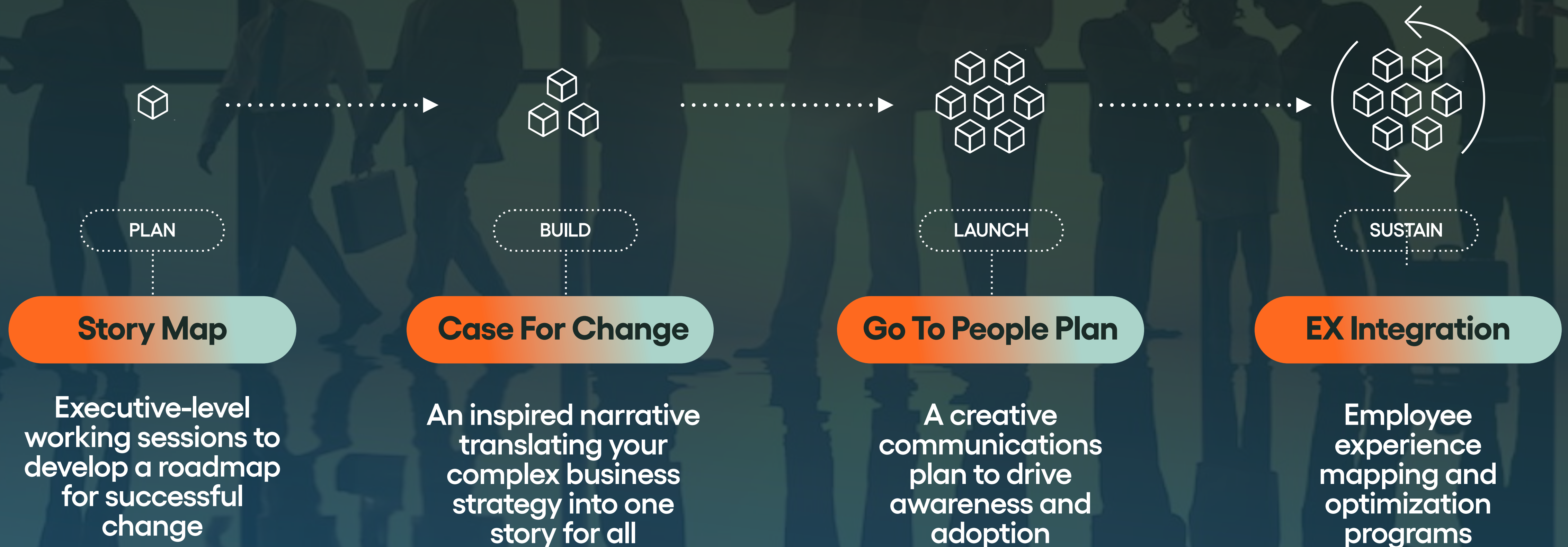
Creative
Brief

Program
Playbook

EX
Integration

**Program
Launch**

Productized services for every step of the change journey

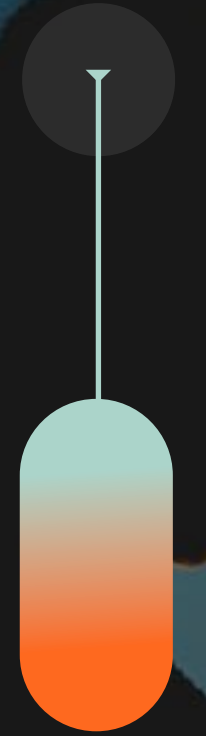


Our change communications toolbox is flexible and can scale up/down for different budgets and levels of in-house capabilities.

Keeping employees happy unlocks powerful business drivers

23%

More Profit



Companies with engaged employees make 23% MORE profit.

18%

More Productivity



Engaged employees drive 10% MORE productivity.

10%

More Customer Loyalty



Engaged employees drive 10% MORE customer loyalty

70%

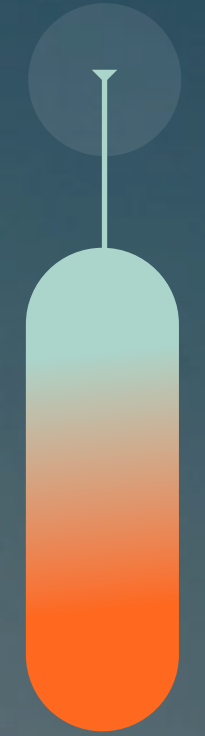
Higher Wellbeing



Engaged employees report 70% HIGHER wellbeing.

51%

Less Staff Turnover



Companies with engaged employees see 51% LESS staff turnover.

32%

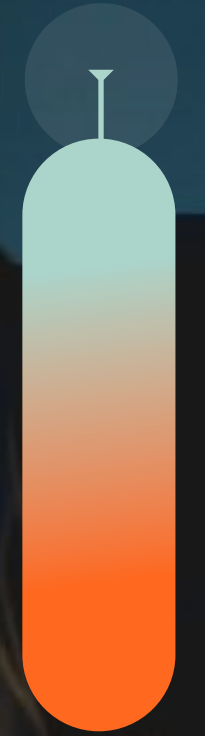
Fewer Quality Issues



Companies with engaged employees see 32% LESS quality issues.

78%

Less Absenteeism



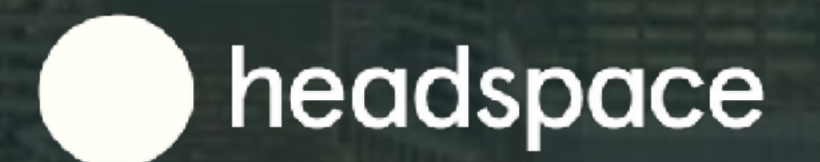
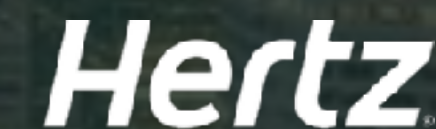
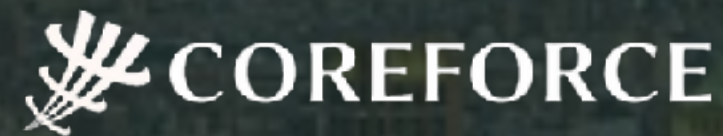
Companies with engaged employees see 78% LESS absenteeism

Change Marketing™ works inside some of the world's best companies



Client NPS

“LOCAL is my favorite
meeting of the week”





localindustries.com