



The Challenge

How can you transition from an old media planning tool to a more modern one and get everyone on board, especially those opposed to change?



Our Audience

X Media Planners across nine agencies at every level of the organization — C-level, VPs, Directors, Managers and Employees



Key Insight

To bring everyone along, people need to understand what's in it for them and know their voice matters in the transformation process.



Our Story

Understanding the needs of our audiences to communicate the emotional, rational, and practical benefits of the new tool to build credibility and trust.

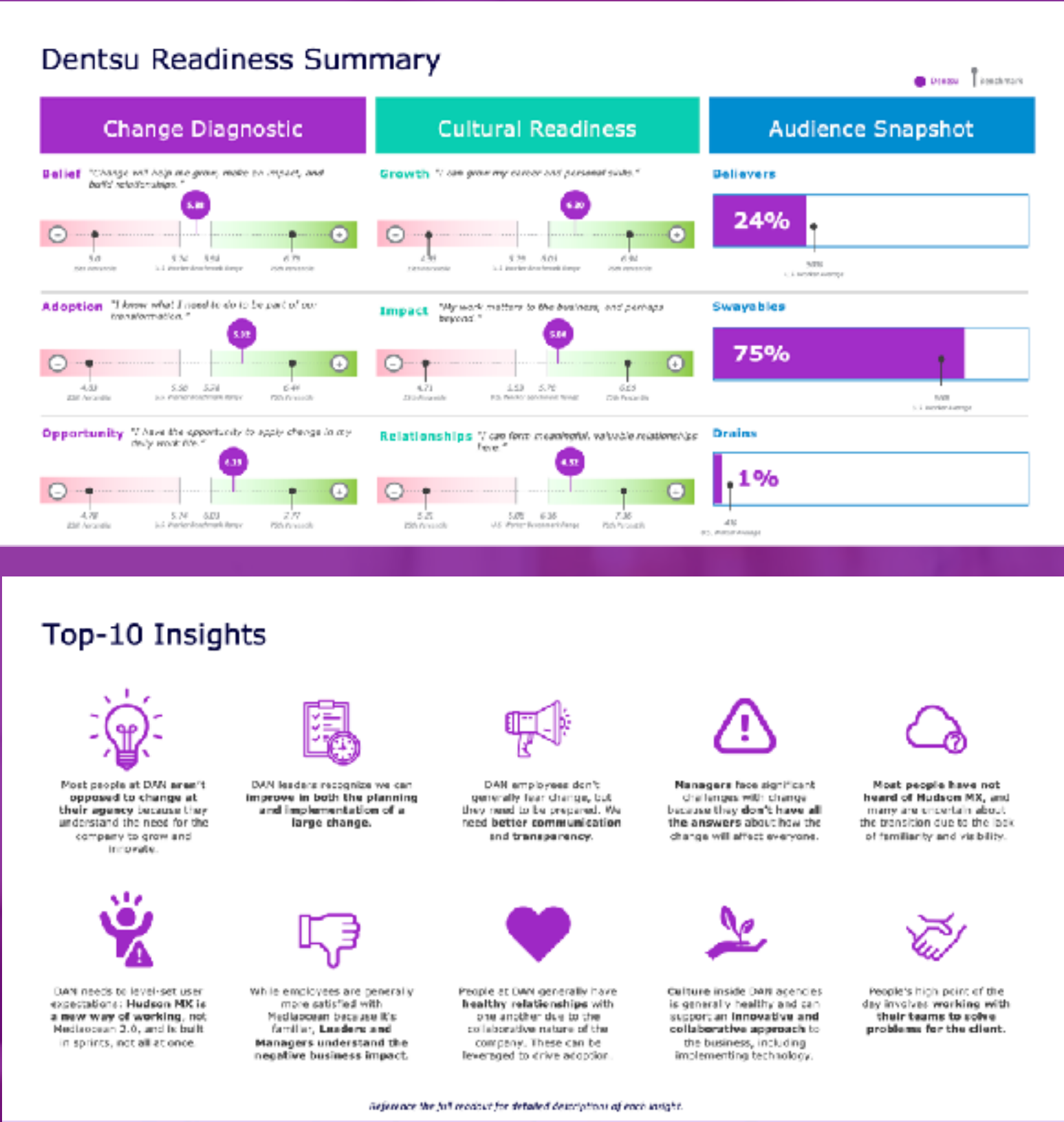


Creative Craft










Building an employee survey to better inform messaging and launching “Free Solo”- a comprehensive communications plan and creative assets to address needs at every stage of the change.



Let's
dive in



We combine these elements to create distinct personas for the Free Solo project

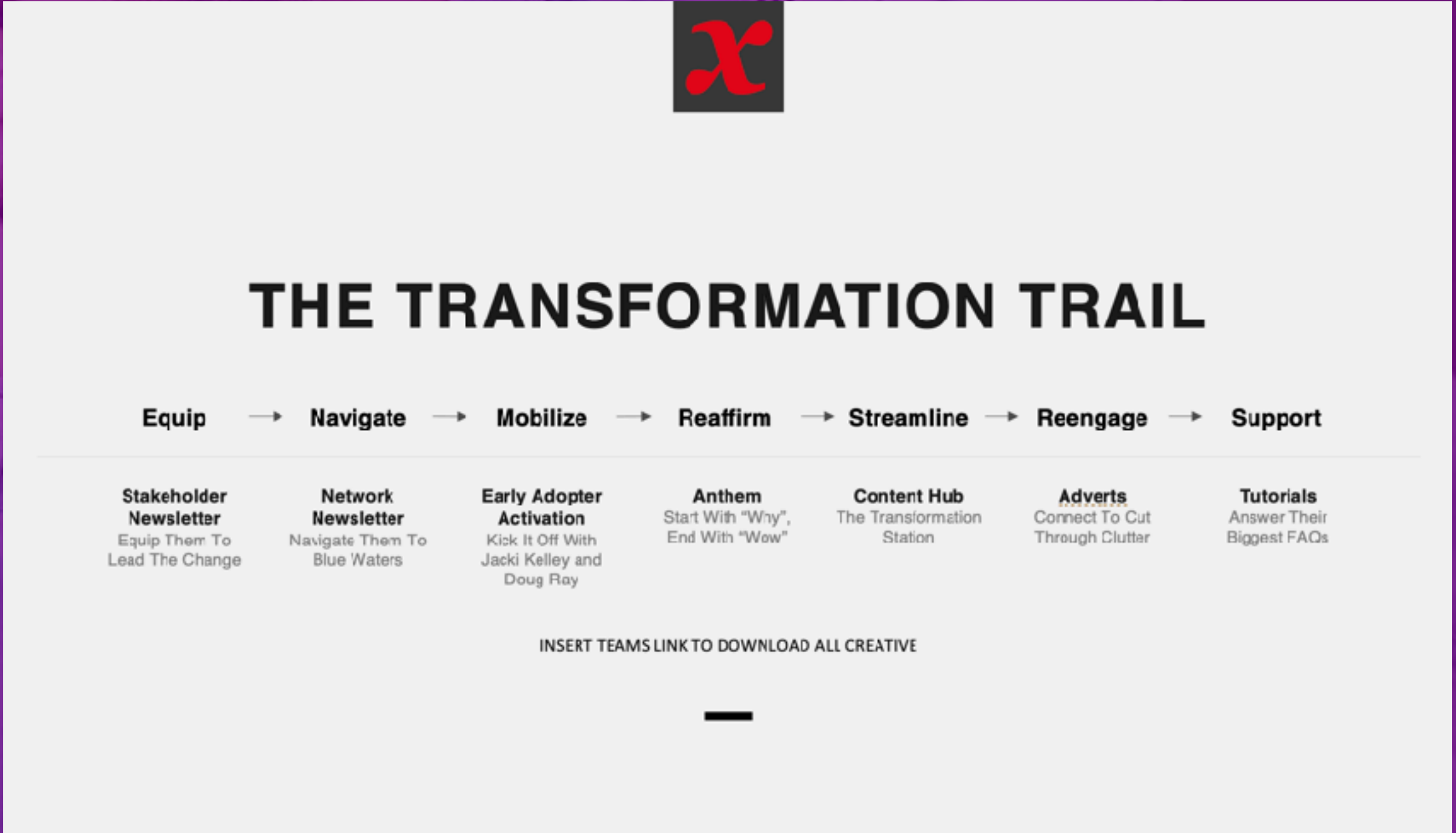
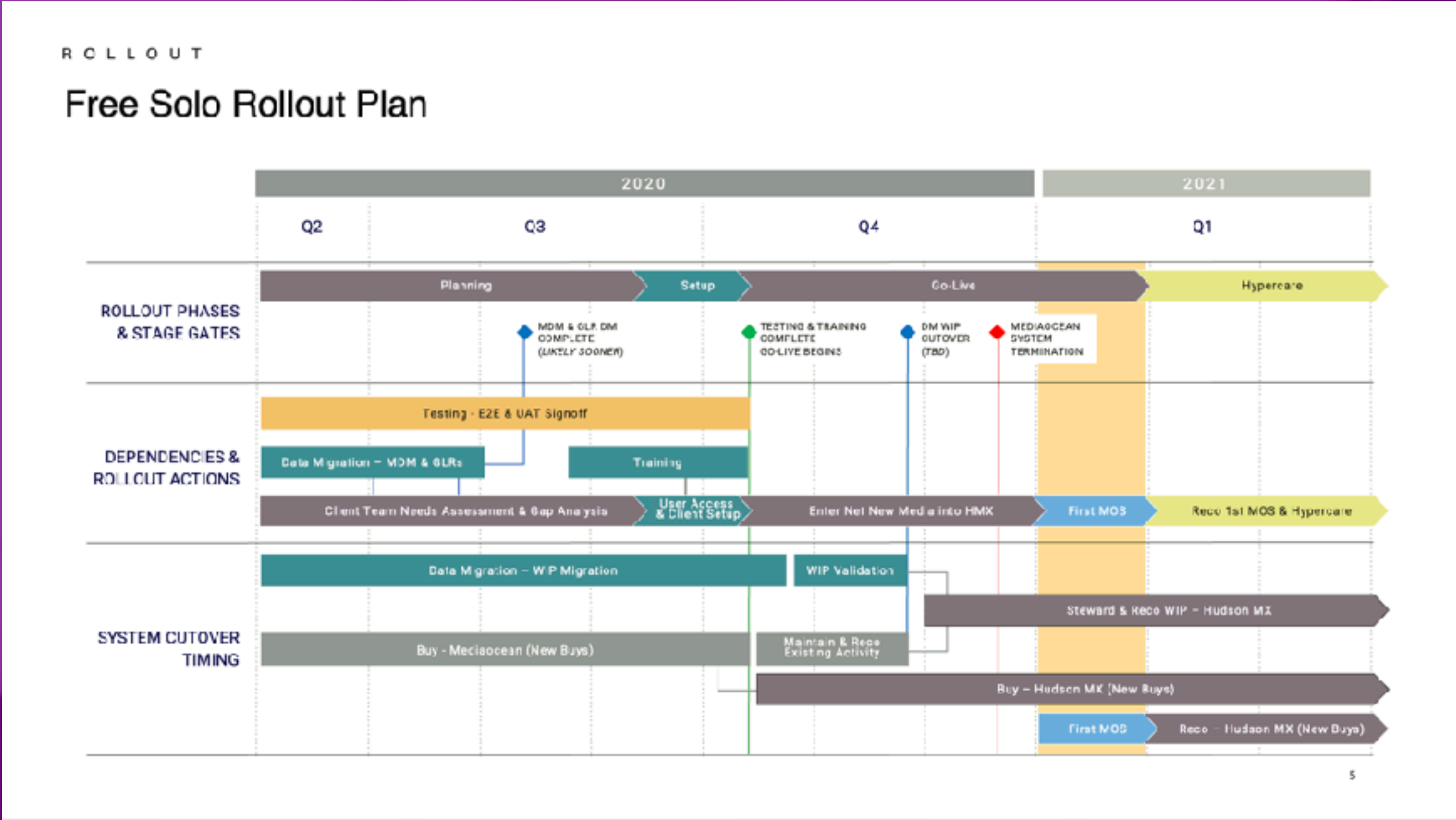
	Believers	Swayables	Drains
Leaders Agency C-Suite, VPs, department heads, and critical decision-makers	 LEADER. BELIEVER. John Bishop VP, Operations	 LEADER. SWAYABLE. Angela Hill VP, Finance	 LEADER. DRAIN. Simon Miller VP, Broadcast Buying
Managers People managers of employee teams	 MANAGER. BELIEVER. Morgan Bell Search Media Manager	 MANAGER. SWAYABLE. Justin Pierce Technology Team Manager	 MANAGER. DRAIN. Kim Simmons Manager, Media Accounting
Employees People executing the day-to-day core agency tasks	 EMPLOYEE. BELIEVER. Cynthia Mims Programmatic Buyer	 EMPLOYEE. SWAYABLE. Emily Evans Traffic Coordinator	 EMPLOYEE. DRAIN. Jason Ward TV Broadcast Buyer

Audience Research

Interviewed a diverse group of over 100 people including 25+ leaders and 15+ focus groups to provide insights into our audiences' needs, concerns, and motivations

Persona Development

Tailoring messaging to key audience segments to ensure high relevance and increased engagement that brings everyone along



Communications Plan

A year-long rollout plan across the holding company system coordinating communications and technology launch.