

Inside-Out Branding

The Challenge

How can a company align and engage employees for a new phase of growth after a major restructuring and brand repositioning?

Our Audience

More than 10,000 employees across 140 countries — from the C-Suite to IT, sales and the manufacturing floor

Key Insight

The company secured over 80% market share with minimal focus on brand strategy, making a relaunch necessary to drive future growth. But a major restructuring to support the new approach left employees uncertain about what the changes mean for them.

Our Story

Our One ResMed Commitment reflects leadership's promise to provide transparency, ensuring you understand how new initiatives and processes support your growth, ResMed, and our customers.

Creative Craft

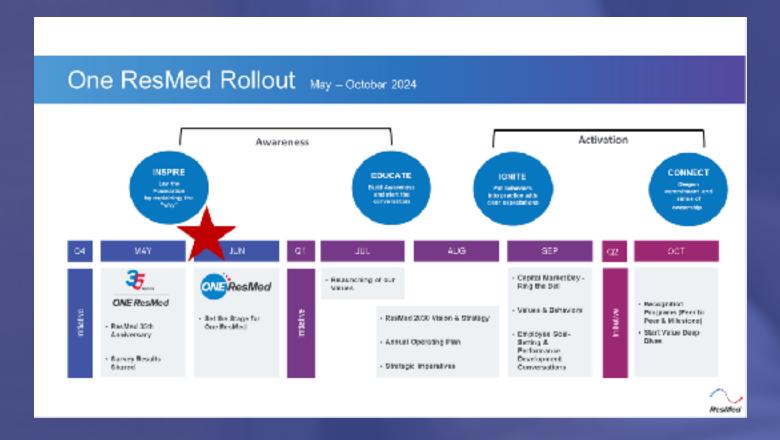
A comprehensive guide for rolling out One ResMed communications, including 2030 strategic imperatives, refreshed values and behaviors, and new employee development and recognition programs

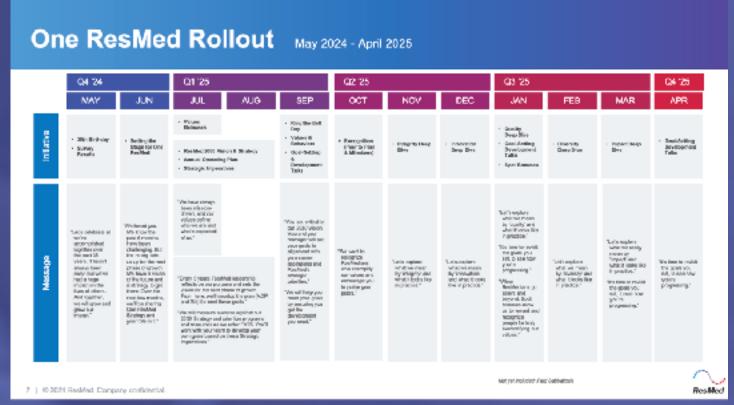


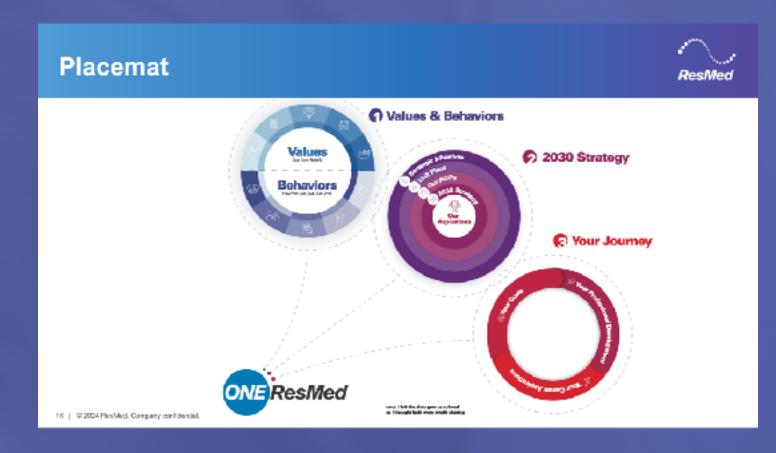
Let's dive in



Inside-Out Branding







	Content	Description	Objective	Detail
Summary	Lead Creative Execution	A lead creative idea to communicate the 2030 Strategy	Drive awareness of the 2090 strategy	See Creative slides for proposed concepts
When rolling out the 2030 Strategy, our content aims to darify: Our aspiration and big ideas for	Strategy One-Pager (Infographic	A simple one-pager of the 2000 strategy	Quick reference guide to educate employees	RayMed team to build
the next 5 years Our AOP - how we will organize, operate and make decisions	Email from Mick	An inspired email from the CEO to introduce the 2030 strategy	Drive awareness of the ASP, importatives, and unit planning	ResMed team to draft
 Our Strategic Imperatives – the priorities we'll focus on and how that trickles down into Unit 	Talking points for Mick	Talking points derived from the main narrative with a nod to the bell ringing	Equip Mick with key messages to put Into his own words as needed	Raskled team to draft
Plans Build excitement about Ringing the Bell	Engage Content	Copy and design assets for the ENGAGE platform	Ampity the video, one- pager and Mick measures	RasMed team to draft
	Manager Toolkit	A simple toolkit with the one-page handout, talking points, and Unit Plans	Equip managers to educate their teams and reinforce awareness	Rankfied team to build

	Content	Description	Objective	Detail
Summary	Lead Creative Execution	A lead creative idea to communicate our values and behaviors.	Drive awareness of the values and behaviors	See Creative slides for proposed concepts
In this phase, our content aims to: • Introduce our new values	Email from Nick	An erroll from the CHO to contextualize the values and behaviors as an evolution of the ones his father first wrote down	Drive awareness of the values and why they matter	Resilved team to draft
 Show people how those values are lived out in daily life through behaviors 	Talking points for Mick	Talking points derived from the main namative	Equip Mick with key massages to put into his own words as needed	HesMed town to draft.
 Make a call to action for ResMedians to show us how they live out these new values (to be used for future content) 	Manager Tool Nit	A simple toolkit with sides for each value, talking points, and a one-page handout	Equip managers to educate their teams and reinforce awareness	Resided team to build
	Engage Content	Copy and design assets for the ENGAGE platform	Amplify the video, placemat design and Mick messages	ResMed team to draft.
	Digital SWAG	Digital artwork for each wake (Digital signs, Teams backgrounds, email signature, Slack graphics)	Drive engagement with fun artwork people can share	ResWed team to design

our Journey						
	Content	Description	Objective	Detail		
When rolling out the Goal-Setting our content aims to clarify: Each ReaMedian plays a role in the 2030 Strategy and the success of the company We're invested in your success, and we're offering new ways to help you build your career with ResMed because we want you to stay with us for the long haul. You'll meet with your manager to discuss your goals — goals that align your strengths and career objectives with your team's goals and ResMed's larger strategy.	Leud Creetive Execution	A lead creative idea to communicate the 2080 Strategy	Drive awareness of the new goal-softing process	See Creative sides for proposed concepts		
	People-leader Training	Webinar or video with supporting molorials	Teach people-leaders how facilitate goal-setting with their direct reports	ReyMed Ivam to build		
	Email from Nick	An inspired email from the CEC empathizing that every ResMedian has a role to play.	Make Resided and feel proud and arched about hair role in bringing the Strategy to the	Resided team is draft		
	Talking points for Nick	Tailing points derived from the main manuface with a locus on Has Mediams as the heart of Backfed.	Equip Mick with key messages to put into his own words as needed	Resided learn to draft		
	Engage Content	Copy and design assets for the ENGAGE pilatform	Amplify the viceo, and Misk messages	ResMed learn to draft		
	Manager Toolkit	A simple toolid: with the one-page handout, talking points, and goal-eating workshoot.	Equip managers to educate incir teams and reinforce owereness	Resided team to build		
2024 Raskfed, Company confidential.		1		I		

One ResMed Rollout Strategy

A program strategy featuring a 12-month content calendar and recommendations for channels and creative approach including messaging about ResMed's updated business strategy, refreshed values, and new employee growth and development practices