



Learning & Development

Change Marketing™
at work



The Challenge

How do you future-proof your company and enhance digital fluency across all employee levels when time for personal development is limited?



Our Audience

95,000 employees from the C-suite to the frontline



Key Insight

P&G employees don't have a singular understanding of what digital means, causing confusion and misaligned initiatives.



Our Story

We're connecting digital skills to your individual ambitions, and design learning to work within your busy schedules.



Creative Craft

A communications plan and creative assets for Ignite P&G - a personalized learning tool that offers a tailored learning path in easy, 5-minute lessons that can be completed on the go.





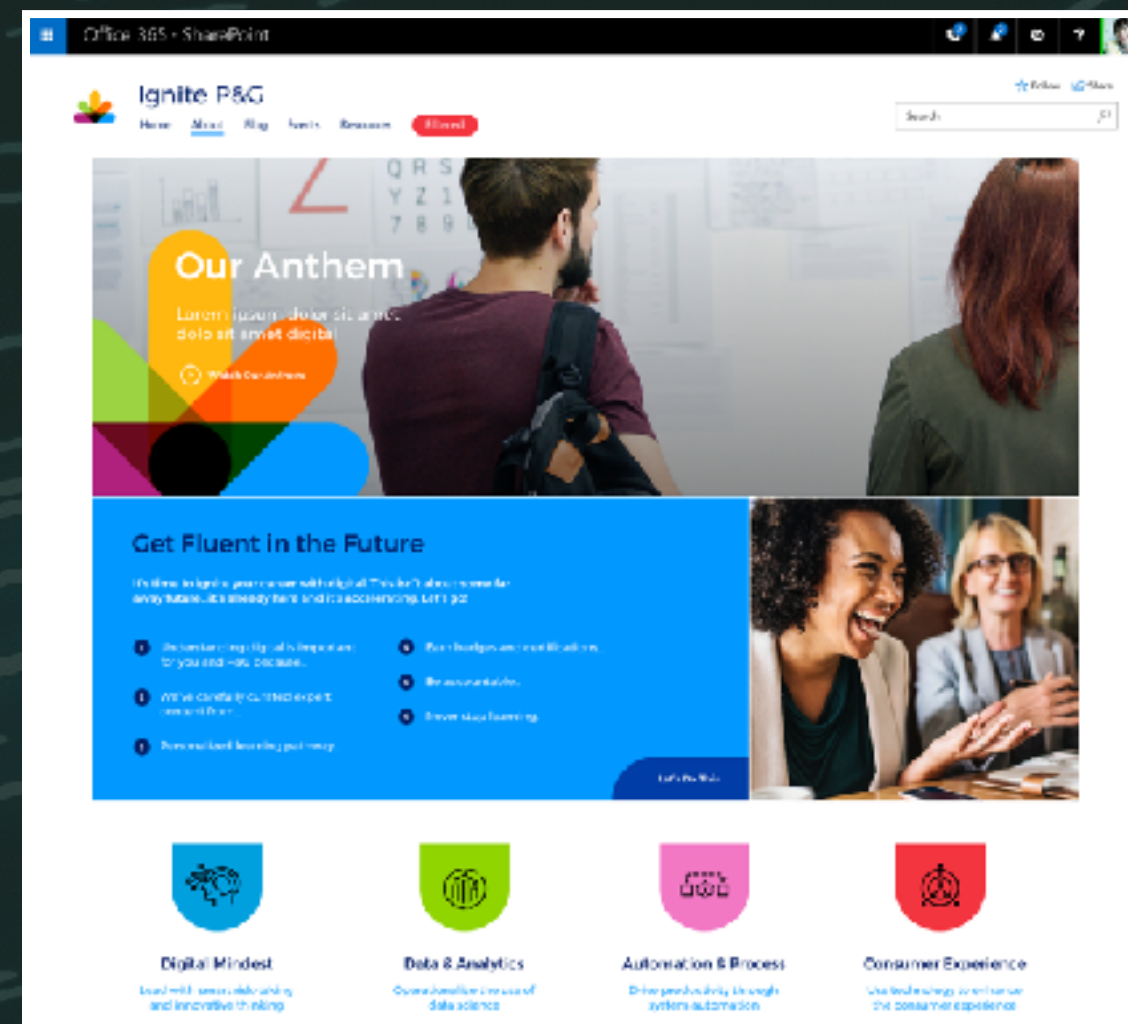
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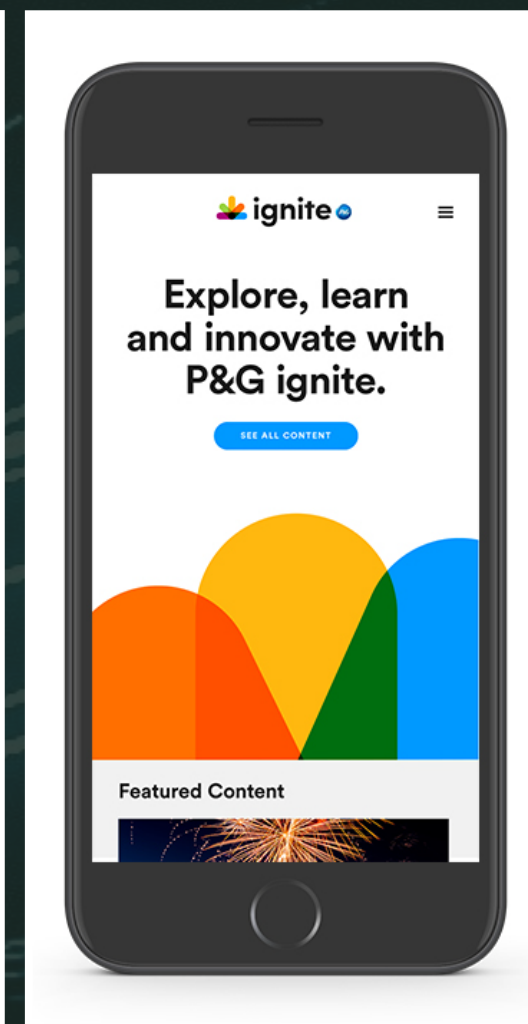
Platform Branding

Creation of new Ignite icon and color palette, building from the master P&G brand.



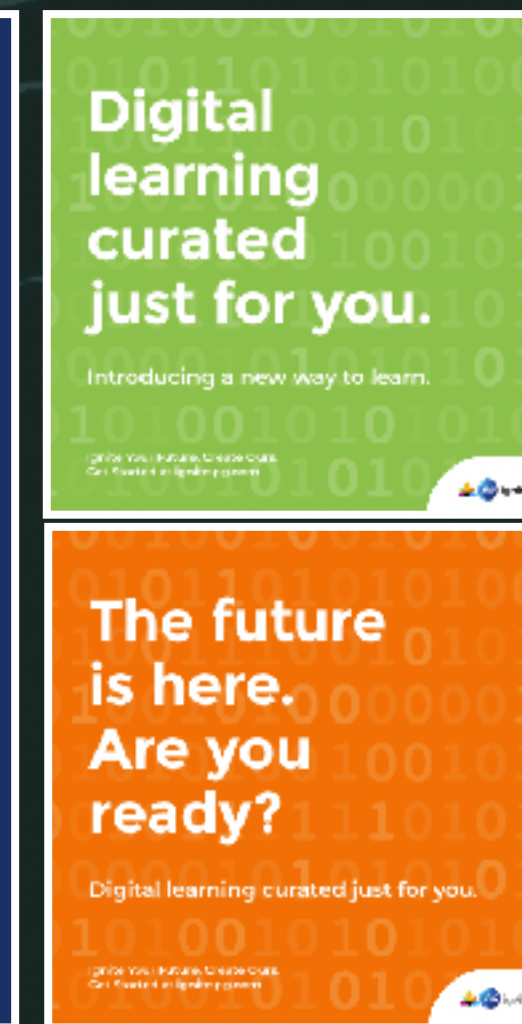
Ignite Learning Platform

Design, UX, content, collaboration with P&G developers to create a desktop and mobile accessible learning hub.



Digital & Print Signage

Intranet, email, and poster assets designed to raise awareness of the new Ignite Platform.



Toolkit

Leader and employee user guide to ensure reach and adoption across teams.