

## case study

# Indesit Company UK

## Internal communications, trade and local PR

Peterborough-based Indesit Company is the largest white goods supplier in the UK, with their main brands being Indesit and Hotpoint. The company currently employs more than 3,000 staff in the UK.

### Athene's Approach

Athene has been working with Indesit Company on a range of internal communications projects since 2008 and, in January 2010, was appointed to manage their trade and local community PR activity.

### Internal Communications

Our internal communications support for Indesit Company has included:

- A full internal communications audit leading to development of a new internal communications strategy
- Development of formats to present company strategy and monthly progress updates in a clear, concise way
- Developing slides and feedback forms for monthly cascade briefings
- Developing site structure and content for the company's new intranet
- Preparation and delivery of training sessions on 'writing for the intranet' and 'taking a better photo'
- Hosting staff at the company's annual product launch event
- Copywriting for internal newsletter, Flash News UK

### External PR

Our trade PR is targeted at the electrical retailing, kitchen specialist and house design & build media, Activity includes:

- Issuing proactive news including product launches, marketing campaigns, financial results, awards, events, staff news and market comment

- Tracking of forward features and writing / submission of material and images for consideration
- Writing advertorials
- Handling reactive media enquiries
- Media relations - maintaining strong positive relationships with key trade journalists to ensure that Indesit Company's brands are front of mind
- Hosting of journalists at company trade shows, held this year in Spain and Dublin, pre and post event publicity, invitations and logistics, briefings for directors ahead of media interviews
- Monitoring of press coverage, reporting and evaluation

In the first six months alone, Athene has made a significant impact, achieving media coverage in target trade publications with a return on investment of 7:1.

We also maintain proactive contact with local media for placement of news stories such as staff and company successes, new initiatives, charity and sponsorship initiatives.

### Testimonial

*"Nothing phases Athene. Whatever we ask for is done, done quickly and to the very highest standards. They take a professional, dedicated approach to everything they do and, having quickly got to grips with our company and product range, are delivering some truly outstanding results for trade PR within months of coming on board. Athene have also built strong and lasting relationships with trade journalists that are certainly helping to maximise PR opportunities for us."*

Emma Fountain,  
UK PR and Communications Manager,  
Indesit Company

