

SnapComms Internal Communications Tools Empower Abacus to Foster Internal Brand Engagement

Digital brand management tools such as screensaver messages, brand tutorials, desktop newsfeeds and staff quizzes help Abacus share its new vision consistently and guide ongoing brand management as the business evolves.

([PRWEB](#)) March 24, 2010 -- [Abacus International](#), Asia's leading provider of travel solutions and services - has signed a contract with SnapComms to use the SnapComms's [internal communications tools](#) to foster brand engagement amongst its employees.

As part of internal brand building, Abacus was looking for an effective communications channel, other than the usual below-the-line activities, to drive long-term brand involvement and communications across the company. Abacus wanted to maximize the role of the workforce in creating and managing brand value

Linda Koh, Director of Corporate & Marketing Communications, Abacus International, says "Brands can't and shouldn't exist in just logo, ads or collateral. In order for employees to embrace the brand, they need to live in the hearts and minds of those who work with them. Only then, the brand can become genuine and create positive experiences."

Together with this new communications channel, Abacus has aligned its [internal brand campaign](#) via brand excellence practices. Koh reiterates, "The SnapComms internal communications tools will allow us to educate employees around key brand messages and values, using not only a push strategy to facilitate brand dialogue, but also executing the program in a sustained manner."

Abacus uses the following SnapComms internal communications tools:

- [Screensaver Messages](#) are leveraged with internal brand teasers deployed during the pre-launch and launch of the campaign. The screensaver messages contain count-down clocks, images, text, flash animation and video content to build momentum towards the launch of the campaign. Embedded hyperlinks allow staff to interact with specific messages and/or follow links to more information on the intranet or network.
- [Staff Magazine Tool](#) is used to publish weekly internal brand tutorials to educate employees on the new brand messages and values.
- [Scrolling News Feeds](#), which are executed on the employees' desktop as "tickers", help to remind staff of the weekly internal brand tutorials as well as any brand "Alerts". Furthermore, they are deployed on an ongoing weekly basis to motivate staff on Abacus' brand culture and values.
- [Staff Quizzes](#) are used to "test" for understanding of key brand messages and lessons shared through the weekly brand tutorials.

Abacus appointed Gosh Advertising as the brand communication agency to develop the strategic positioning of the brand and to help to define the values and personality that would launch the newly created campaign

Kelvin Tan, General Manager of [Gosh Advertising](#), says, "Abacus chose to partner SnapComms because it has innovative internal communications tools that are easy-to-use and SnapComms offer excellent customer support."

He continues, “The SnapComms tools also provide a range of ways to encourage and motivate staff to actively participate with the brand, and allow us to go beyond just internal communications – it allows us to inspire the confidence of its stakeholders too.”

Delivering the project from brief to rollout within three months, Gosh Advertising, in partnership with SnapComms, has been able to leverage on this digital communications platform to demonstrate that brands are capable of creating added value for each individual employee.

About SnapComms:

SnapComms provide internal communications and solutions to ensure that employee communications have more impact and become more effective, via channels such as; screensaver messages, desktop newsfeeds, visually branded pop up alerts, staff magazines featuring employee generated content, staff survey and quiz tools and employee discussion forums. The SnapComms content management system allows for targeting of messages and provides full reporting on readership and uptake. SnapComms offers hosted and non-hosted solutions.

SnapComms has government and private organisations as customers in the UK, USA, Canada, South Africa, the Middle East, Australasia, Asia, the Caribbean and South America. The company’s offices are in Auckland, New Zealand and Goleta California. It is represented in Asia by [Azynex](#).

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Contact Information

Sarah Perry

SnapComms

<http://www.snapcomms.com>

+6494880099

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