



BergHind Joseph®  
Building reputations®

An introduction to BergHind Joseph,  
a leading creative communication practice.

# Our clients



# About us

BergHind Joseph is a creative communication practice that helps ambitious businesses with an international outlook to build stronger reputations.

**We specialise in branding, employee engagement and corporate communications.** Research and knowledge drive our creative thinking.

At BergHind Joseph, we believe in imagination, collaboration, flexibility and honesty. We build long-term client relationships based on trust, transparency and mutual respect.

We have a local project management presence in Zurich, Switzerland and a partnership with Nexxar, a world-leading online reporting agency, which is based in Vienna, Austria.

To learn more about us and see examples of our work please visit: [www.berghindjoseph.com](http://www.berghindjoseph.com)

**To talk to us please call 020 7407 7788 and ask to speak to Ian Brownhill (Managing Director) or Pete Meadows (Business Development Manager)**

## Brands: what's the business case?

### Our services:

- Brand strategy
- Naming
- Logos and wordmarks
- Collateral including stationery, corporate literature and websites
- Employee communication materials
- Environmental design
- Brand guidelines
- Sub-brands
- Ongoing brand support

In the markets for customers, capital, people and reputation, a strong brand will help your company compete. A weak brand will slow you down, and may even drag you backwards. It's really that simple.

So what makes the difference? Well, it's mostly down to you. An attractive value proposition, consistently delivered over time, makes for a strong brand. But there's more. You can get it 100% right on the business side and still fail to get the message through to your customers and stakeholders.

Does your brand identity cut through the noise? Does it help people appreciate what's special and different about you? **At BergHind Joseph, we can help you build a brand that's as strong as your organisation – one that accurately reflects its values, culture and competitive strengths.**

We think about brands through the eyes of the people that really matter: your customers, employees, shareholders and stakeholders. We expect our clients to have a firm grasp of the strategic issues that drive the business forward; what we bring to the party is an external perspective, fuelled by research and knowledge development, and our passion for applied creativity.

# Employee engagement: why you need it more than ever

“If you want your people to be on the same page, you have to let them write on that page,” says employee engagement consultant David Zinger. It makes sense to everyone who works for a living. Who doesn’t want to be included, when change is in the air?

But the temptation to set the agenda from on high can sometimes prove irresistible. Far too many internal communication initiatives are driven by an exclusive group of managers and communicators, with minimal input from the people who will be directly affected. The result can be surface compliance, accompanied by widespread cynicism and even covert sabotage.

It doesn’t have to be that way – and in today’s marketplace, it shouldn’t be, for sound business reasons. It’s a truism that employees make the best brand ambassadors; and in today’s climate, when competition is intense and advertising budgets are being slashed, their loyalty is needed so much more.

At BergHind Joseph, we’ve dealt with engagement initiatives with widely varying aims: to build team spirit; to foster innovation; to encourage employees in many countries to feel part of one company.

In every project, we seek to involve employees from the outset, giving them a real stake in change.

## Our services:

- End-to-end employee engagement campaigns
- Employee awards
- Employee competitions
- Health & Safety initiatives
- Internal communication collateral
- Engagement events
- Intranets

# Corporate communications: it's about quality, not quantity

## Our services:

- Communication strategy
- Stakeholder research
- Corporate websites
- Print and online annual and CSR reports
- Corporate brochures
- Events

Budgets may have been cut and communication departments may be slimmer, but stakeholders are no less demanding. Corporate websites are hungry beasts that need to be fed constantly. It's increasingly difficult to prevent annual and CSR reports from growing year on year. And then there's the AGM, the investor roadshow and the Chairman's innovation award...

How can communicators respond to these demands while keeping a firm grip on budgets? Less really should be more in today's over-supplied information marketplace, helping communicators to keep a lid on costs. But the difficulty lies in managing the trade-off between simplicity and an adequate level of transparency.

**At BergHind Joseph, we make it our mission to help companies extract greater value from their investment in communications.**

In everything we do, we aim to:

1. Focus content and messages on the essentials. We build our knowledge of stakeholders' needs so that we can advise our clients on what they should retain and what they can afford to throw out.
2. Inspire the people you need to reach. We use our applied creative skills to ensure your target audience is motivated to engage with you - because if no-one's listening, your investment is wasted.
3. Keep it simple.

**You can depend on BergHind Joseph to hold out for quality over quantity, every time.**

## Research & strategy: understanding the context

Twenty-five years ago, life was simpler for corporate communicators. For most listed companies, a handful of journalists, analysts and investors made up the target audience. As one UK board director told a member of our team: "there are only 15 people I need to communicate with and I know exactly who they are." Then came cross border investing, NGOs and the internet.

By the end of the 1990s, 'stakeholders' had arrived and CSR reports, corporate websites and opinion research were almost mandatory for large companies. Now the rise of social media and the blogosphere has further expanded the target audience and given communication professionals even more channels to watch.

It no longer makes sense – if it ever did – to embark on communication or branding projects without considering stakeholders' perceptions and the social climate. And in today's rapidly changing world, it's wise to adopt a forward-looking approach in order to 'future proof' our plans and ideas.

**So at BergHind Joseph, we offer research and communication strategy services, both as part of our creative projects and as a stand-alone service.**

We conduct interview-based research and online surveys; we carry out website benchmarking studies; and we devise and lead workshops and discussion groups. Armed with the findings of our research, we are in a much stronger position to create durable brands and communication programmes that get results.

### Our services:

- Qualitative research
- Quantitative research
- Website benchmarking
- Corporate report benchmarking
- Diagnostic "Communication Futures Workshop™"
- Facilitated workshops

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