

Case Study

Internal Comms for GlaxoSmithKline: E-NEWSLETTER containing articles on development of medicines and vaccines in the fight against diseases such as malaria, AIDS, and TB plus marketing best practice articles.



Tell the world... but don't forget your colleagues.

It's important to let staff know what's going on in their company. Particularly where there are those in far-flung outposts of the empire.

To keep the 100,000 GSK staff informed of what the company is doing in R&D, we write and design a regular Intranet magazine for GSK's Diseases of the Developing World, containing articles on the development of medicines and vaccines in the fight against diseases such as malaria, AIDS, and TB. Plus personal and uplifting stories, as well as marketing best practice articles.

'Personally, I find this to be one of the most interesting and thought-provoking publications produced by GSK.'

Dave Manning, European Clinical Compliance, ECC World Wide Regulatory Compliance.

"I absolutely love the way you have turned this into such an exciting story. I wish we had agencies in Kenya capable of doing that."

Thrity Engineer, Vaccines Product Manager, GlaxoSmithKline, Kenya.