

Making a merger into a...

great employee
experience

In 2016, our client took part in a mega-merger of two life sciences companies; they approached us to help make the two companies integrate and retain their talent through the changes.

Acquisition and integration

Acquiring another company and actually becoming united in your culture and processes are two different challenges.

After three arduous years of regulatory and legal hurdles, the deal was completed. By this point, the employees of both legacy companies were fatigued – and rattled by plunging stock price.

The acquisition journey was over... and integration could finally begin.





Day one


This exciting new beginning was named the 'Day One' campaign – reflecting how important these first moments would be in establishing the way the two companies would become 'one'.

As our client's communications partner, we proactively managed multiple workstreams leading up to the 'merger moment' of Day One. We focused our efforts on designing and delivering an employee experience that would open up a meaningful dialogue for employees from both companies.

Activations

We planned and implemented everything our client needed to make their merger a huge success with employees from both sides – so they'd feel part of one company, from Day One. This included...

- Day One campaign materials
- Welcome kit
- Global celebrations
- Communications toolkit
- Employee activation packs
- Executive speeches
- Video production
- Digital content for intranet and mobile app



Our multimedia communication strategy guaranteed that a steady stream of relevant content reached all employees, from the manufacturing floor to the field force to the office, convincing them of the long-term logic of the combined company.

Better together

Our client was able to keep hold of their best talent from both companies, giving the partnership a successful start and enduring benefits from the combination of their different strengths.

Employee responses

Employees received the communications well: they reported that the tone of our campaign made them feel welcomed and appreciated. Plus, it gave them the information they needed to each play their individual parts in the success of the new, powerhouse of an organization.

