

DBA Design Effectiveness Awards

Internal Communications: tips for evaluating effectiveness

Examples of the type of data that can be used to support a case for design's contribution to commercial success:

- 1) Improvement of employees perceptions towards the brand
- 2) Increased employees understanding of various brand messages:
 - Knowledge and understanding of what the brand's purpose and principles are
 - Knowledge and understanding of what the brand's promises are
- 3) Changed attitude and behaviour of employees, alignment with desired brand objectives
- 4) Increased employee moral:
 - Increased productivity
 - Reduction in employee turnover
 - Improved recruitment
- 5) Increase in ideas from employees on how to improve the brand's performance
- 6) Increased market share/brand value as a result of changed employee behaviour and/or innovation
- 7) Increased share price
- 8) Reduced brand communication costs
- 9) Reduced organisational costs
- 10) Increased inter departmental/team sharing of brand initiatives/ideas

Please note, these are only examples. Add your own as appropriate and also refer to the entry criteria in the Call for Entries.

Internal Communications continued

Influencing factors

Entrants are asked to identify factors other than the design which could have influenced the design's success. Here are some examples specific to this category:

1. Consumer and/or Corporate Advertising/PR
2. Improved distribution
3. Sales promotion
4. Competitor activity
5. Product improvements
6. Price changes
7. Market trends
8. Improved pay conditions/employee incentives