

case study

Amplifon – the Voice newsletter

Challenge – Amplifon is the world's largest hearing aid dispensing Group and in July 2006 welcomed long established British companies Amplivox+Ultratone, SieTech and Hearing Health, into the Amplifon family. As a result, Amplifon now has 144 branches across the UK and employs more than 750 people. Effective internal communication during a time of change has been a key priority as well as finding ways to reinforce the Amplifon brand across an already established UK network.

Approach – The UK operation, with the help of **agenda**, had previously launched an internal newsletter called the Voice, which was issued quarterly to all employees. The new Amplifon management asked **agenda** to refresh the magazine and help reinforce the Amplifon brand values. Each edition, which visually reflects the new corporate identity, tends to be a mix of material drafted by employees and edited by **agenda** and material sourced and written by **agenda** consultants who then seek the necessary approvals.

Outcome – the Voice is a well-designed, quarterly, full-colour newsletter which has become a key mechanism for getting information to Amplifon employees across the UK. Said HR Director Sue Donley: 'The Voice is very important to the management team as one of our key 'vehicles' for internal communication. We use it to introduce key personalities, celebrate successes and alert everyone to up and coming business initiatives. **agenda** works with us to make sure we have a good balance of content pitched at the right level which they then present as a high-quality publication.'

