COMM
UNITY

COMM
UNITY
INTERNATIONAL

WE ARE PROUD MEMBERS

Evelyn Carlson
klaro media

Jakub Kováč
JANDL

Johan Bergqvist
Navigator

Katharina Rauch
Hartinger Consulting

Mille Fastholm
WeThink Nordic

Sebastian Holler
klaro media

Vlado Čabák
Visibility

CREATIVE STRATEGY

TASK

Create a strategy for internal and external communication of CommUnity International.

- Member agency teams (internal)
- Potential new members (external)
- Potential clients (external)
- Marketing & advertising media (external)

LET US TELL YOU A STORY

SOLUTION

What is our product?

SOLUTION

What is our product?

„The access to know-how from more than 1,000 advertising professionals from 31 countries.“

SOLUTION

What is our product?

„The access to know-how from more than 1,000 advertising professionals from 31 countries.“

Our new strategy: More than a network.

SOLUTION

What is our product?

„The access to know-how from more than 1,000 advertising professionals from 31 countries.“

Our new strategy: More than a network.

Just kidding!

SOLUTION

What is our product?

„The access to know-how from more than 1,000 advertising professionals from 31 countries.“

Our new strategy: More than a network.

Just kidding!

This is not our product.

SOLUTION

What is our product?

„The access to know-how from more than 1,000 advertising professionals from 31 countries.“

Our new strategy: More than a network.

Just kidding!

This is not our product.

It is our strength!

SOLUTION

What is our product?

„The access to know-how from more than 1,000 advertising professionals from 31 countries.“

Our new strategy: More than a network.

Just kidding!

This is not our product.

It is our strength!

But if not used right, it means nothing!

SOLUTION

What is our product?

„The access to know-how from more than 1,000 advertising professionals from 31 countries.“

Our new strategy: More than a network.

Just kidding!

This is not our product.

It is our strength!

But if not used right, it means nothing!

Our product is **Unity**!

INTERNAL COMMUNICATION

ISS
UE

The problem with internal communication is ...

– that it does not exist right now.
– the lack of information flow (besides management).
– no access platform to CommUnity.
– very little engagement options.

STRATEGY

With that in mind we based our strategy on the most pressing issues.

- Establish communication channels with regular agency team members, provide info & content.
- Create knowledge platform for members to access.
- Create more engagement options for members.

IDE
AS

Newsletter

Blog

Knowledge platform

Slack

Awards

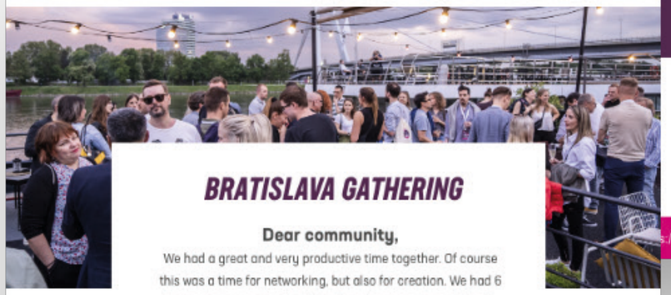
Coordination

Newsletter

IDE
AS

COMM
UNITY
INTERNATIONAL

Suturday, May 13, 2022



BRATISLAVA GATHERING

Dear community,

We had a great and very productive time together. Of course this was a time for networking, but also for creation. We had 6 teams with people with different professions, from different agencys, from different countries from all around europe put together to create a concept on how to improve the communication within the community as well to new members or potential clients. And of course we want to share the results and the winning concept with you.

FUTURE STEPS FOR THE COMMUNITY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin est nulla, fringilla at aliquet in, porta malesuada dolor. Vivamus pellentesque rutrum ipsum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris blandit fermentum nulla, id hendrerit nisl laoreet a. Nullam facilisis fermentum dictum.

sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris blandit fermentum nulla, id hendrerit nisl laoreet a. Nullam facilisis fermentum dictum. Nam nec scelerisque augue.

WELCOME TO NEW MEMBERS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin est nulla, fringilla at aliquet in, porta malesuada dolor. Vivamus
esque rutrum ipsum. Class aptent taciti
u ad litora torquent per conubia
per inceptos himenaeos. Mauris
fermentum nulla, id hendrerit nisl
a. Nullam facilisis fermentum dictum.
c scelerisque augue.

View More

://community-international.com

IDE
AS

Newsletter

Blog

Knowledge platform

Slack

Awards

Coordination

Blog

COMM UNITY

HOME | ABOUT US | AGENCIES / PARTNERS | SERVICES | NEWS | MEMBERS ONLY PAGE | CONTACT US

STORIES / NEWS

John Doe- May 3, 2022

5 insights of pan European branding

John Doe- April 7, 2022

Managing social media strategies in a multi-language corporation

John Doe- March 23, 2022

Turning geographical market differences into commercial opportunities

IDE
AS

Newsletter

Blog

Knowledge platform

Slack

Awards

Coordination

IDE
AS

Newsletter

Blog

Knowledge platform

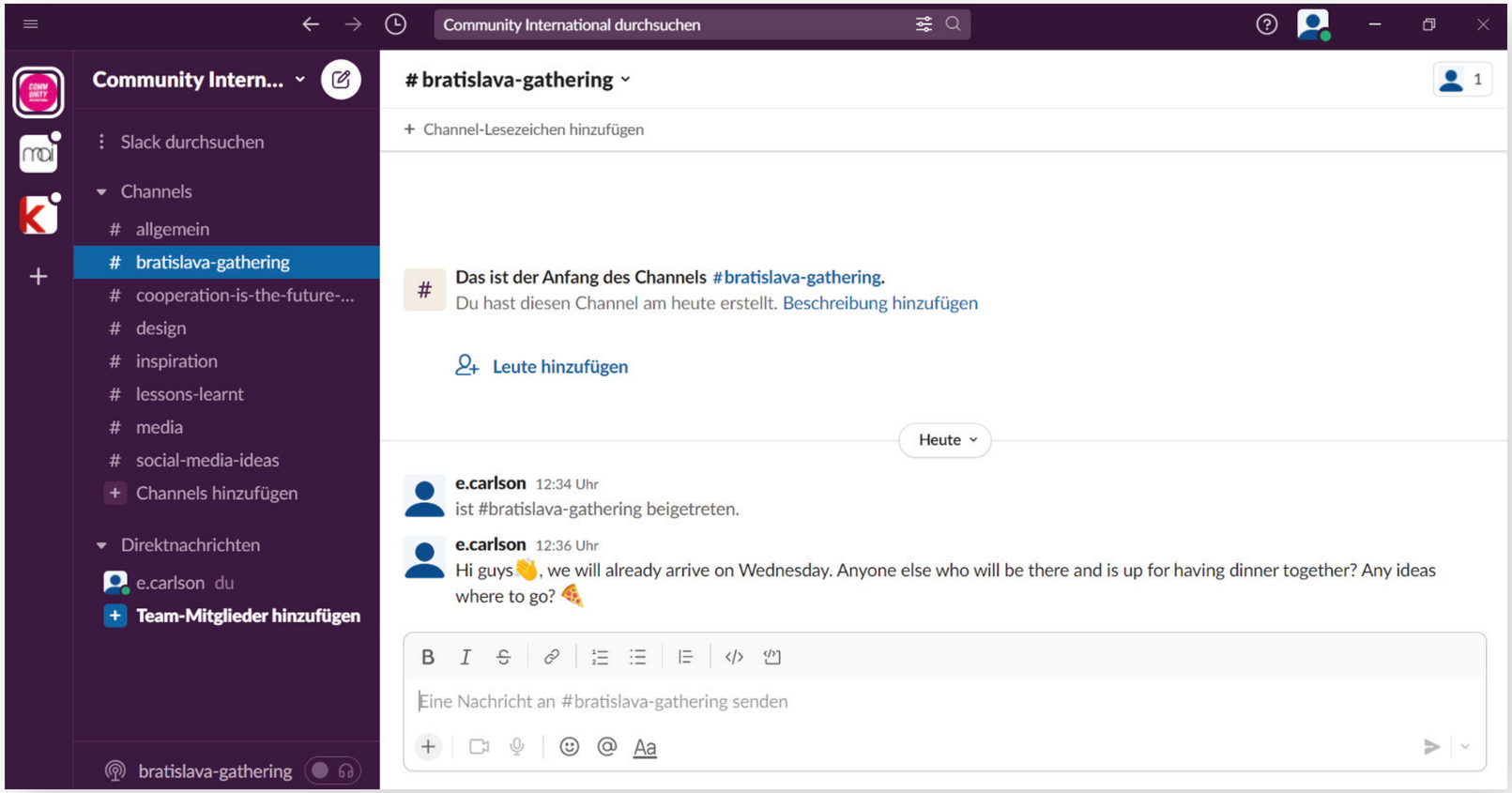
Slack

Awards

Coordination

Slack

IDE
AS


Community International durchsuchen
Community Intern...
Slack durchsuchen
Channels
allgemein
bratislava-gathering
cooperation-is-the-future-...
design
inspiration
lessons-learnt
media
social-media-ideas
Channels hinzufügen
Direktnachrichten
e.carlson du
Team-Mitglieder hinzufügen
bratislava-gathering
bratislava-gathering
1
Channel-Lesezeichen hinzufügen
Das ist der Anfang des Channels #bratislava-gathering.
Du hast diesen Channel am heute erstellt. Beschreibung hinzufügen
Leute hinzufügen
Heute
e.carlson 12:34 Uhr
ist #bratislava-gathering beigetreten.
e.carlson 12:36 Uhr
Hi guys👋, we will already arrive on Wednesday. Anyone else who will be there and is up for having dinner together? Any ideas where to go? 🍕
Eine Nachricht an #bratislava-gathering senden
Aa

IDE
AS

Newsletter

Blog

Knowledge platform

Slack

Awards

Coordination

IDE
AS

Newsletter

Blog

Knowledge platform

Slack

Awards

Coordination

EXTERNAL COMMUNICATION

ISS
UE

This is where the fun part begins.

- Challenges in external communication also present opportunities for CommUnity.
- We have a huge potential in what we can show but very little that we do show.
- We have three very different target groups but limited resources.

STRATEGY

Strategy background for external communication.

- We need a PR strategy not a creative campaign
- Specialized media are means not an end.
- Let our work speak for ourselves.
- To demonstrate the real strength of our alliance.

IDE
AS

Internal content

COMM
UNITY

Common identity

Social Media

International campaigns

IDE
AS

Internal content

COMM
UNITY

Common identity

Social Media

International campaigns

IDE
AS

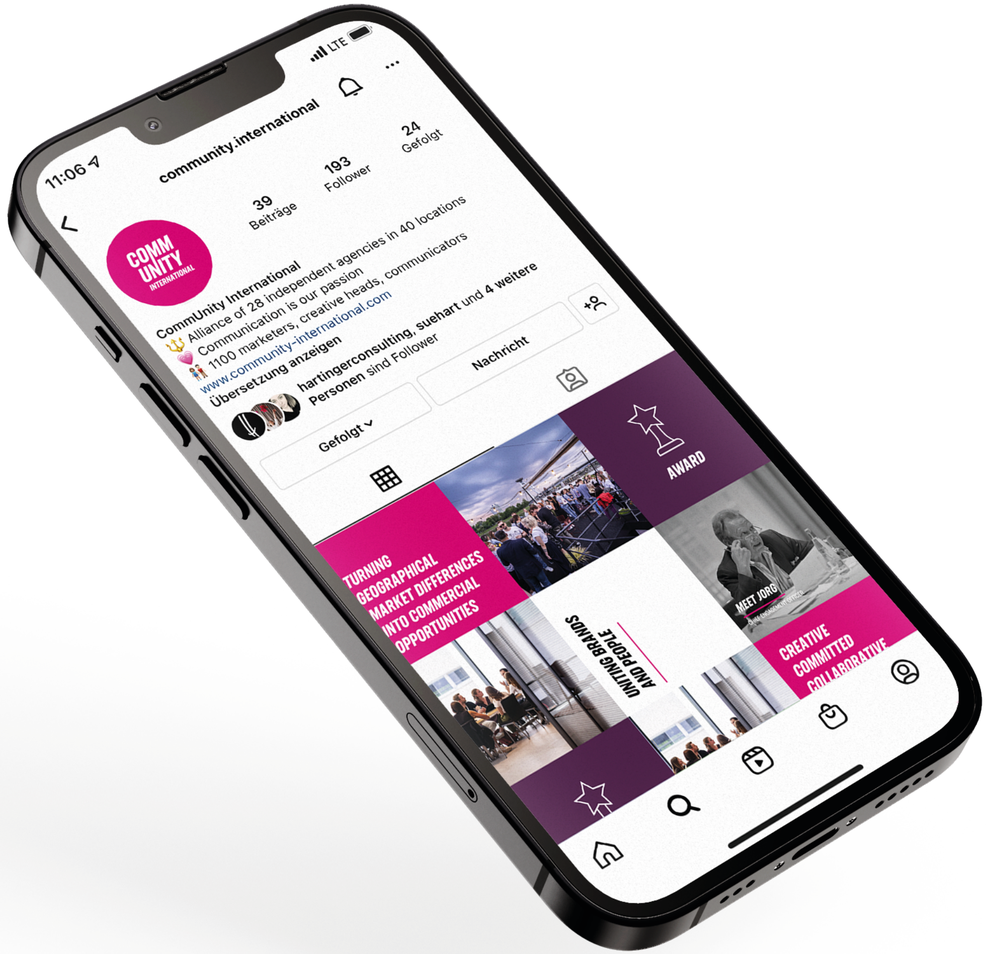
Internal content

Common identity

Social Media

International campaigns

Social Media



IDEAS

IDE
AS

Internal content

Common identity

Social Media

International campaigns

International Campaigns

IDE
AS

Best PR?
Showing the skills!

International Campaigns

IDE
AS

Best PR?
Showing the skills!

Yes, the best
proof is our work.

CONCLUSION & REFLECTION