

OUR BENEFITS AT MEDIA-SATURN

How about a little more?!



Benefits communication for Media-Saturn-Holding GmbH

BACKGROUND

Media-Saturn-Holding is the largest electronics speciality chain in Europe, with around 980 stores and 65,000 employees in 15 countries (as of 2014). The company owns Media Markt and Saturn, and internet service provider redcoon has been part of the company since 2011.

Due to the increased significance of online shopping, Media-Saturn is currently going through some major changes. In order to position itself over the long term as an attractive employer for existing and future employees, Media-Saturn offers numerous voluntary benefits in addition to employees' salaries. However, employees were not well enough informed about the wide range of benefits that were available to them – and that needed to change.

CHALLENGES

In the past, communication measures regarding individual benefits had indeed been implemented but not as part of an overall strategy based on company values. Previous benefits communication campaigns had focused primarily on "Job and Family", and while employees with children felt that the benefits had something to offer them, people with families in the broader sense – for example, those with care-dependent family members – did not feel addressed, even though offers are available for them too.

Although both brands, Media Markt and Saturn, belong to Media-Saturn-Holding, many employees identify with only one brand and its corporate identity. As such, one objective of the benefit campaign was to make all employees feel that it was relevant to them regardless of what area or brand they are part of. A further challenge was that the company's employees are located at many different work sites and their workplaces vary in structure – from the headquarters in Ingolstadt to specialist retailers all over Germany. It was therefore very difficult to reach all employees via the same communications channel.

The administration of benefits is carried out in different departments within the company. Using uniform processes and joint organisation, the aim was to create synergy within these departments and generally encourage cooperation.

PROJECT DETAILS

CLIENT:

Media-Saturn-Holding,
Ingolstadt Headquarters

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PROJECT TIMEFRAME:

March – November 2014

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AGENCY TASK

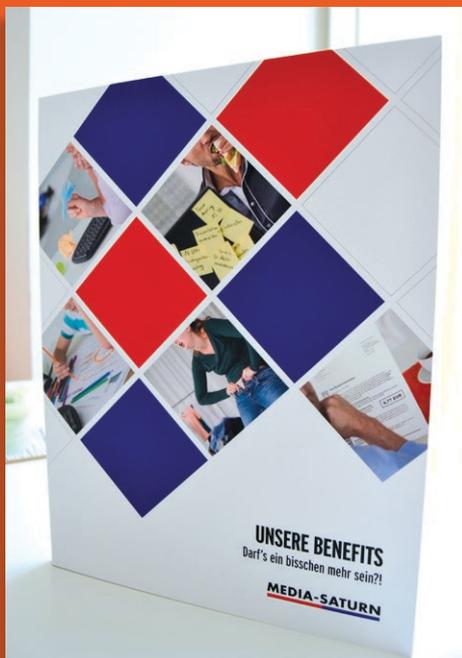
Development of an attractive, transparent, clear communications campaign for all internal target groups around the topic of Media-Saturn's benefits programme.

COMMUNICATIONS OBJECTIVES

Initially, the campaign was directed at all Media-Saturn employees at the Ingolstadt headquarters. It needed to present the entire range of benefits on offer at Media-Saturn and give the employees an overview of the whole portfolio. The employees could then become familiar with the benefits, take advantage of them and appreciate them.

In future, every single employee, regardless of age, gender, marital status or job should be able to find benefits to suit their individual needs and take advantage of them. To do this most effectively, the existing look and feel of Media-Saturn needed to be expanded and its recognisability strengthened.

Media-Saturn aims to create a pleasant work and living environment, retain employees for the long term as well as readily attract new employees. In its benefits communication the company also needed to be seen as a responsible and attractive employer that people are proud to identify with and to whom they will stay loyal.



Creative realisation

Unequity developed a comprehensive communications strategy and then a creative concept based on that. First, an analysis of the available benefits was carried out, including their areas of impact and their objectives. Lifecycle benefits were identified to broaden the previous focus from “Job and Family” to include additional spheres of life and work, so that in future every single employee would feel they were being addressed.

The various benefits were then organised into five categories (= spheres of life), relating to an employee’s work as well as private life, from “My workplace” to “My health”. Employees would be able to find the support they needed within these five categories and all communications in future would be organised around those categories to make the overall offer more recognisable and understandable.

For each category an eye-catching example was created, showing a “problem situation” from the relevant sphere of life. The example was slightly exaggerated and presented with a bit of humour in the text and illustrations, but in each case the respective benefits were portrayed as possible solutions. The images were taken during a professional photo shoot in order to focus on the “problem” at hand, that is, the particular sphere of life rather than on the individual person – faces are only partially visible.

To create an overall theme for the campaign, a claim was developed and then used throughout the various channels of communication. The common German question “Darf’s ein bisschen mehr sein?” (“How about a little more?”) plays on an “in-shop sales situation” to create a simple, informal relationship between the employee and the wide range of benefits.



Folder for new employees to collect all existing communication materials on the subject of benefits. The folder is divided according to the five categories.

Realisation

As a foundation for the campaign, a high-quality brochure was produced for the employees, in which all the benefits on offer were presented in detail along with contact information for people within the company, and relevant links. The brochure was divided into five chapters, one for each of the five benefit categories, which are introduced with their own motifs. These brochures were distributed to all Media-Saturn-Holding employees at the Ingolstadt headquarters.

The special motifs were also used for large-format posters which were hung up at the headquarters to coincide with the distribution of the brochures. This was intended not only to draw employees' attention to the brochures but also in general to promote interest in the topic of benefits.

Information was also posted on Media-Saturn's intranet at this time to awaken curiosity and interest. The existing intranet pages were restructured and expanded to include the five spheres of life, each of which was then linked to further information.

Main multipliers in the company were involved in the communication before the brochures were distributed. They were kept informed and up to date in multi-level email communication, and were well prepared for the anticipated interest from the employees.

In future, new employees at the company will receive an attractive folder containing all existing communication materials on the subject of benefits.



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We'd love to hear from you!

