

// CASE STUDY 2017 - 2018 //
Focus: Benefits communications

Our client ALTANA

ALTANA AG is a German specialty chemicals company with headquarters in Wesel that comprises ALTANA AG plus four operative business divisions: BYK, ECK ART, ELANTAS and ACTEGA. Founded in 1977, the company develops, produces and sells innovative products in the special chemicals sector for paint manufacturers, paint and plastics processors, the print and cosmetics industries and for the electronics industry. ALTANA AG products are sold in more than 100 countries around the world. Approximately 6,200 employees work in over 100 production sites and service and research laboratories worldwide.



“Lebensarbeitszeitkonto (LAZ)” print brochures.

// BENEFITS FOR EMPLOYEES //

Long-term accounts and company pension schemes

In order to give employees more freedom and flexibility, and thus increased overall job satisfaction, ALTANA created so-called “Lebensarbeitszeitkonto (LAZ)” long-term accounts, which were then expanded in 2017. The working model allows employees at ALTANA to save working time or remuneration in their own account. Participants in the program have the chance to build assets that they can then redeem in the form of free time. Details were provided for remuneration, holiday entitlement or overtime work. As an example, time saved in the account can be used to finance a variety of time-off options such as a sabbatical, parental leave, personal care leave or even early retirement.

As another benefit ALTANA offers its employees a comprehensive company pension scheme (betriebliche Altersvorsorge). It consists of two parts: The foundation is the “ALTANA Vorsorgekapital (AVK)”, an employer-financed pension capital plan. Eligible employees automatically take part in the AVK portion, which means the employer pays a certain amount every month into a pension fund. The company also offers an employee-financed pension plan in the form of deferred compensation, the “AltersvorsorgeAktiv mit ALTANA (AAA)”. Both, the AVK and the AAA offer employees two investment formats to choose from with varying risk structures.

// THE AGENCY'S TASK //

Unequity's work with ALTANA AG began in summer 2017. In the first project, the agency was given the task of developing a brochure explaining in a simple and visually attractive way how the long-term accounts work. Unequity came up with content and design concepts for the brochure and was then asked to take it all the way through to the print phase.

In June of 2018, building on that first joint project, the next task was for Unequity to create a communications campaign for the company scheme plan. It included replacing two brochures that were still in the old corporate design with more modern media that would use concise messages and a look based on the long-term account brochures to raise awareness for the increasingly important topic of retirement planning. In the conceptual phase for the various media, great attention was paid to optimising the campaign for digital usage and ensuring that the content would be applicable for years to come.



The Unequity team at work.



The modern style element represents the different "life paths" of employees

// IMPLEMENTATION //

For the long-term accounts, Unequity developed the "life path" as a style element, a vibrant colour progression that flows from page to page throughout the brochure. From the very beginning, this life path was conceived such that it could be finished using one of ALTANA's proprietary paint products. The stock photos used in the brochure were selected to reflect the diversity of the target group and their various phases and conditions of life. The contents of the brochure were concise and easy to understand, and the landscape format on A5-size paper made them stand out from other company documentation. The PDF versions of the media were created as interactive documents with links to other chapters and external resources.

The ALTANA pension scheme communication was to be visually related to the long-term account communication. As such, the "life path" was also used as the central style element for the AAA and the AVK brochures.

A colour code provided an at-a-glance way of differentiating between the different topics. In order to then visually emphasise the association between the two company pension plan models, the "life path" was placed on the cover such that it flowed dynamically between the two covers as one path.

Because young people often don't give too much thought to their retirement plans, and thus fail to take advantage of vital savings time, the images showed different people in very different phases and styles of life. Both the AAA pension plan and the AVK capital plan brochures were set up for digital optimisation as well. The print versions were finished using ALTANA paint and feature a back-cover pocket with an insert containing contribution limit calculations and rules governing the company pension scheme. The insert itself is limited in terms of time (but can be updated) while the rest of the brochure stays valid for a much longer period.

// RESULT //

The brochures were sent to employees, handed out at information events and made available to HR personnel as a supplement for new hires. The media that Unequity developed were praised for their simplicity and attractive design, and help ALTANA in both internal communications efforts with employees as well as with differentiating the company from the competition in its recruiting efforts.

Lebearsbeitszeitkonto (LAZ) brochure, A5 paper, landscape format.



Two company pension schemes build on each other and are visually linked by the continuing "life path" ribbon that flows across the different covers. Both brochures on A5 paper, landscape format.





The mood was created using stock photos on the inside of the brochures.



The back-cover pocket of the company pension plan brochures can be supplemented by an updated insert.

// FACTS & FIGURES //

Client:

ALTANA AG



Project management client:

Christian Dibowski
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Project duration:

August 2017 – December 2018

Agency lead:

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// SO WHAT CAN WE DO FOR YOU? //

Unequity takes a great idea and uses optimised communications to make it a success. Whether it's employee shares or management programmes, bonus plans, company car arrangements or offers for pension plans, we make your compensation & benefits programme a big win – for your employees and for your company.

Unequity. Good communications for good ideas.

UNEQUITY
communication



The Unequity Team.

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