



## Case Study - Allied Domecq

### Building leadership commitment to internal communication

In June 2002, Allied Domecq invited us to undertake a stocktake of internal communications with their leaders across the world. Their aim was to understand how well leadership communication was supporting the goals of the business.

We undertook over 40 in-depth interviews with directors and senior executives, ran focus groups from Horsham to Madrid, used existing employee opinion data and reviewed the current internal media. We were also asked to benchmark internal communications at Allied Domecq against 'best in class' global brands including BP, Microsoft, PepsicCo, Unilever and Vodafone.

We are now working with the company on the development of its communication strategy. As a result of the research there is a better understanding of stakeholder needs enabling effective planning of the roll-out of Allied Domecq's employer brand.

*"This was a really comprehensive piece of work which enabled us to establish our baseline. The benchmark study provided an excellent insight to best practice and demonstrated to the Allied Domecq board what is possible in this critical area.*

*As a result of this work we now have a logical roadmap for the way forward which has provided an excellent 'kick start' for our new Director of Corporate Communications."*

Andy Newall  
Global Director - Change Management & Delivery Centres  
Allied Domecq