



Case Study - Marks & Spencer Employee Magazine

Hands-On Support

Marks & Spencer is one of the UK's leading retailers with over 400 stores located throughout the UK, including the largest store at Marble Arch, London. In addition, the Company has 150 stores worldwide, including over 130 franchise businesses, operating in 30 countries.

As part of a wider review of internal communications channels, Marks & Spencer wanted to improve the design and photography of the magazine to reflect the quality of the customer-facing brand. The magazine was put out to tender to find the most appropriate way to achieve this aim.

HarknessKennett was invited by Robert Nuttall, Head of the Internal Communication team at Marks & Spencer, to provide project management support for the process. Alongside the in-house team, we developed a timetable and process framework, interviewed key stakeholders, summarised research among employees, located potential suppliers, and managed the various stages of selecting a preferred supplier.

The successful supplier and a new design for the magazine were chosen at the end of 2005 in time for the first issue of 2006.

"So many internal communication agencies and consultancies take the brief and come back with a prescribed solution. With this project, HarknessKennett worked very much as an extension of our team adding an invaluable external viewpoint and rigorous project management skills."

Robert Nuttall
Head of Internal Communication
Marks & Spencer