

CASE STUDY

Energizing Performance

To ensure the success of any organization, it is critical to influence internal communication effectiveness, channel platform productivity and employee motivation, building loyal and influential communities.



‘CONFEDERATION DE L’ARTISANAT ET DES PETITES ENTREPRISES DU BATIMENT’ (CAPEB)

CRAFT & BUILDING FEDERATION/ FRANCE

Challenge

The Power of an Aligned Brand Message

Challenged with a lack of visibility and cohesive brand image for external stakeholders, such as new prospects and existing governmental institutions, CAPEB had to rethink its communication strategy towards not only its members but also towards its national local entities (Affiliates).

development of new prospection tools including advertising material, prospection booklets, membership forms and presentations to help Affiliates align their branding and message throughout all prospection collateral. Sales tools were created including membership leaflets and flyers to simplify and facilitate the recruitment of prospects and ensure a cohesive approach across Affiliates. Marketing collateral for sales pitches and a best practice guide for the Affiliates were also made to maximise their use of each new tool and educate the Affiliates on the power of a strong, unified brand approach.

MCI’s solution

Working closely with CAPEB, MCI developed a *Communication Strategy for Growth*, focused on improving the process for the prospection and recruitment of new members and the retention of existing members. Responding to the various needs of each local entity, the strategy would also provide functional, organizational and structural recommendations for these diverse entities. MCI worked alongside CAPEB to identify priority target audiences and analyse market trends in order to define and develop CAPEB’s unique selling proposition. Thorough analysis of CAPEB’s needs and expectations led to the

Lasting Results

“MCI clearly understood our expectations and obligation towards our members as well as the needs of the Affiliates. MCI provided an innovative approach that put our target audience at the centre of our communication strategy. The result is a better understanding and use of CAPEB’s recruitment messages; and with a unified brand strategy help our affiliates present a strong, cohesive image faced against the competition.” Jean-Michel Bottineau, Responsible for CAPEB’s Network Development Fund.

Why MCI?

CAPEB needed a partner to help unify its message and raise brand awareness to present a strengthened approach in a competitive marketplace. Wishing to highlight its value as a professional partner and keen in establishing efficient ways to share information between Affiliates, CAPEB choose MCI for its expertise in association management to develop customised and efficient solutions in line with its association and union culture.

