

## TBWA\CHIAT\DAY

Customer:  
TBWA\CHIAT\DAY

Industry:  
Advertising

Business Challenge:  
Connecting thousands of employees worldwide to increase collaboration and bridge communication silos.

Results:  
Movable Type has shifted TBWA's communication paradigm and resulted in:

- Increased collaboration and communication among employees
- Reduced communication costs
- The creation of new client communication channels
- More effective delivery of company news

For more information, visit:

**TBWA**  
[www.tbwa.com](http://www.tbwa.com)

**Movable Type**  
[www.movabletype.com](http://www.movabletype.com)

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— Laurie Coots, Chief Marketing Officer Worldwide, TBWA

### Movable Type Connects 258 Worldwide TBWA Offices

A leading advertising agency adopts Movable Type to foster collaboration, and open new lines of communication among its 9,700 employees.

### Customer Profile

TBWA is a global advertising network that provides brand management, communications and marketing solutions. The company is a recognized leader in the industry, winning countless awards for its innovative work. Named Global Agency of the Year 2006 by ADWEEK, TBWA's clients include Absolut, Adidas, Apple, Mars, McDonald's, Michelin, and Nissan.

### The Challenge

With 258 offices in 77 countries, TBWA continually strives to grasp its collective knowledge, and encourage collaboration among its employees. They were searching for a way to easily connect thousands of employees worldwide, to help increase collaboration and bridge communication silos. “We want working at our 9,700-person company to feel like working at a 25-person company, with the same level of intimacy and connection,” says Chief Marketing Officer, Laurie Coots.

Until adopting Movable Type, TBWA communicated internally in a way similar to that of many large organizations today: with a lot of duplicative publishing. Employees spent hours compiling work data and thought leadership articles, which were then copied and distributed to peers around the world.

To conduct coordinated employee meetings, the company shipped DVDs and talking points to every one of the agency's 258 offices, at a very high cost. “It felt very one-way,” says Coots. “Plus it didn't allow us to tap into the pool of talent we have in our company.”

### The Solution

To shift the company's internal communication paradigm, TBWA selected Movable Type to create a new online communication portal. Movable Type's authentication controls are popular with the project's administrators. The robust permission tools make it easy for large companies to identify different types of users and groups and provide them with selective access to the channels. Just four months after adopting Movable Type, TBWA launched its new internal communications hub with 27 channels and several hundred posts on each one—almost 5,000 pages of information.

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– Laurie Coots, Chief Marketing Officer Worldwide, TBWA

**The Change**

“Compared to the intranet we had before, which took over a year to build,” says Coots, “Movable Type has given us a better solution in a fraction of the time, and we already have a 20-fold increase in participation.” Movable Type’s easy-to-use interface has provided a format that employees really like to use and it has resulted in participation numbers that far exceeded TBWA’s expectations. “Our CIO, Ted Colgate, has a very strict rule, and that is, ‘Any technology solution we introduce must simplify and amplify the use of what we already offer.’ Movable Type has achieved this,” says Coots.

Movable Type has significantly reduced TBWA’s communication costs. The worldwide choreographed meetings carried a high price tag. Coots says, “Thanks to Movable Type, we’ll save hundreds of thousands of dollars in this first year alone on physical publishing we didn’t have to do, and meetings we didn’t have to have.”

Finally, TBWA has achieved a new level of community engagement among its employees. Movable Type now provides the structure for a “virtual hallway” that TBWA employees pass through every morning. “Everyone experiences the portal everyday,” says Coots. “They come in, get their coffee, log in, and access all the tools they need. What was once a myriad of bookmarks and applications is now a unified experience and destination.”

**Future Uses**

TBWA is now starting to provide clients with limited access to portions of the portal, dedicated to the client. Says Coots, “What clients find most impressive is being able to log into a channel dedicated to their project and seeing a large number of postings from TBWA employees around the world. It’s more than a tool—Movable Type helps us build a unique community experience for our clients. Our clients believe Movable Type is the new gold standard in client communication.”

**The Bottom Line**

TBWA connects thousands of its employees worldwide to share ideas and information, and more effectively communicates with their clients.

