

Work Samples: Internal Communication

Please note:

- These campaigns were run at multi-channel level. However, these designs are representative of one or maximum, two channels.
- A thorough communication strategy is designed prior to execution that chalks out the phases of communication, channels, and messaging.

Objective: Turn lacklustre policy communication into something that employees will enjoy reading.



The infographic features a white robot character with green eyes and a green speech bubble that says "Good health is non-negotiable." Below the robot is a green circular icon with a white heart and a hand. To the right of the icon is a dark grey bar with the text "WE CARE. about you and your health." Below this bar is a dark grey box containing the following text: "Prevention is always better than cure. As you juggle your day-to-day responsibilities, we encourage you and your dependents to make time for health check-ups, once a year for people above 35 and once in two years for those below 35. Additionally, in case of a medical emergency, the organization can assist you with financial support of up to six months' basic salary or 1 lakh rupees. To learn more about the Health Check-up and Salary Advance policies, please visit the Infohub." At the bottom of the infographic is a green bar with the text "BE AWARE OF YOUR RIGHTS TO EXERCISE THEM RIGHT."

Good health is non-negotiable.

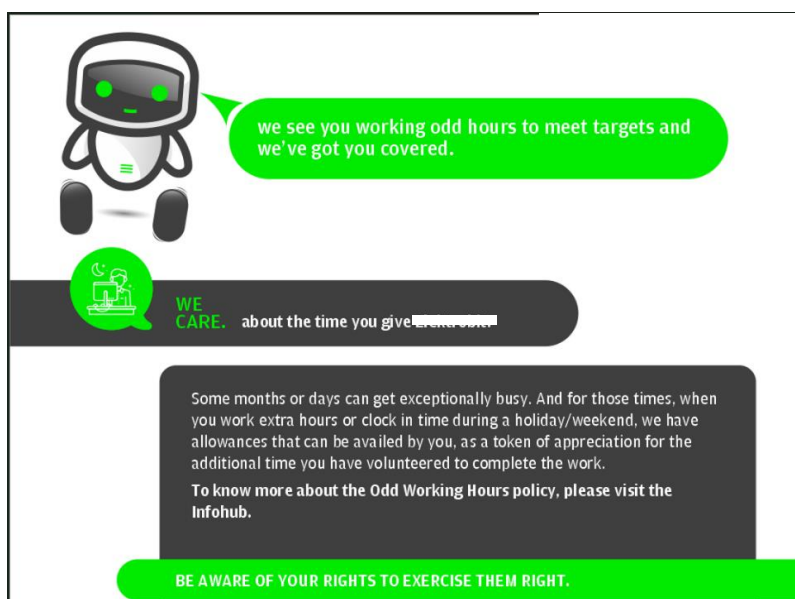
WE CARE. about you and your health.

Prevention is always better than cure. As you juggle your day-to-day responsibilities, we encourage you and your dependents to make time for health check-ups, once a year for people above 35 and once in two years for those below 35.

Additionally, in case of a medical emergency, the organization can assist you with financial support of up to six months' basic salary or 1 lakh rupees.

To learn more about the Health Check-up and Salary Advance policies, please visit the Infohub.

BE AWARE OF YOUR RIGHTS TO EXERCISE THEM RIGHT.



The infographic features a white robot character with green eyes and a green speech bubble that says "we see you working odd hours to meet targets and we've got you covered." Below the robot is a green circular icon with a white clock and a hand. To the right of the icon is a dark grey bar with the text "WE CARE. about the time you give." Below this bar is a dark grey box containing the following text: "Some months or days can get exceptionally busy. And for those times, when you work extra hours or clock in time during a holiday/weekend, we have allowances that can be availed by you, as a token of appreciation for the additional time you have volunteered to complete the work. To know more about the Odd Working Hours policy, please visit the Infohub." At the bottom of the infographic is a green bar with the text "BE AWARE OF YOUR RIGHTS TO EXERCISE THEM RIGHT."

we see you working odd hours to meet targets and we've got you covered.

WE CARE. about the time you give.

Some months or days can get exceptionally busy. And for those times, when you work extra hours or clock in time during a holiday/weekend, we have allowances that can be availed by you, as a token of appreciation for the additional time you have volunteered to complete the work.

To know more about the Odd Working Hours policy, please visit the Infohub.

BE AWARE OF YOUR RIGHTS TO EXERCISE THEM RIGHT.

Objective: Create a communication campaign on job progression opportunities



QED baton™
FROM CONTACT TO CLOSURE

Transform Your Job > into a Promising Career @ QED.



Look beyond day-to-day targets.
Dream big, achieve bigger.
Embrace growth, create success.

Reach out to your Manager / HR support today to learn more
about career opportunities @ QED.

#WeareQED

QED baton™
FROM CONTACT TO CLOSURE

Stay Ahead of the Curve > with a Fast-track Career @ QED.



There is no looking back.
Tread forward with a strong performance.
And, opportunities will come knocking at your door.

Reach out to your Manager / HR Support today to learn
more about career opportunities @ QED.

#WeareQED



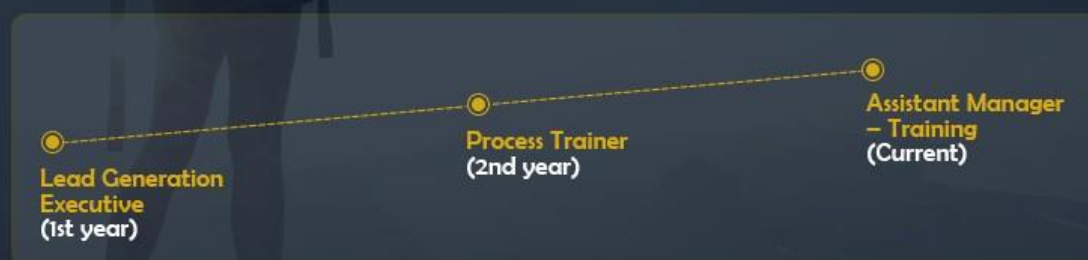
Tanveer Syed

EMBRACE A FAST-TRACK CAREER

@ QED

"QED, as an organization, is continuously growing and so are the opportunities of growth for employees. The challenges, learnings and opportunities accompanying this growth journey is tremendous and opens up a lot of possibilities for me."

Like Tanveer, you can have a fast-track career @ QED too!



Contact your Manager/HR Support to know more about career opportunities for you.

#WeareQED



Sneha Nalawade
Program Manager

BUILD A PROMISING CAREER @ QED

"I was able to transform my job into a promising career under the able guidance of my managers who helped me explore my potential to be a team leader and taught me the qualities of a true leader."

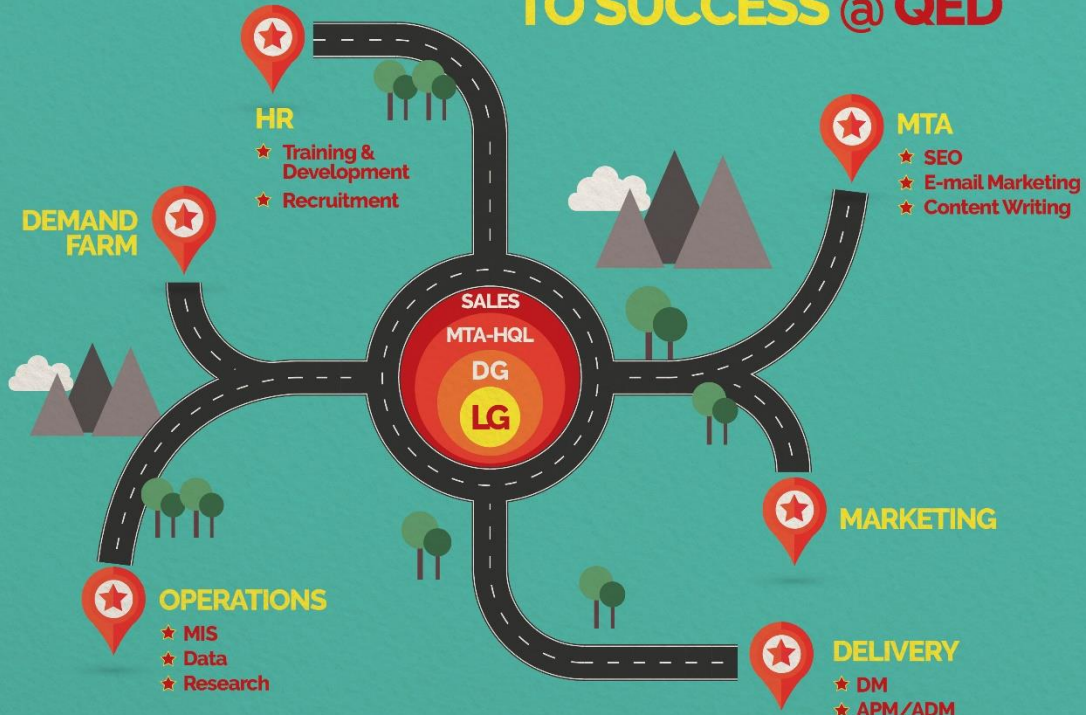
Like Sneha, you can have a promising career @ QED too!



Contact your Manager/HR support to know more about career opportunities for you.

#WeareQED

START YOUR JOURNEY TO SUCCESS @ QED



Objective: Promote a selfie contest



QED batonTM
FROM CONTACT TO CLOSURE

LAUNCHING THE QED SELFIE CONTEST

 → 

Click a selfie at your desk and send the picture as a message to QED page on Facebook with your name and employee ID.

 → 

Best photographs will be posted on QED's Facebook page and the selfie with the maximum likes will win a **QED-BRANDED SELFIE STICK!**

RULES:

- Photograph to be taken within QED premises
- Photograph should be of individual employee only
- No submission after the final date will be accepted

LAST DATE FOR SUBMISSION:
MONDAY, FEB. 22

THE QED SELFIE CONTEST

480
TOTAL NUMBER OF
'LIKES' ON ALL
SELFIES...

But, Is Your Favourite Selfie at No. 1?
Get maximum 'Likes' to win a QED-branded selfie stick.

THE QED SELFIE CONTEST



YOUR SELFIES ARE NOW UP ON
THE QED FACEBOOK PAGE FOR VOTING!



INVITE YOUR FRIENDS AND FAMILY
TO 'LIKE' YOUR PHOTOGRAPH.



SELFIE WITH MAXIMUM 'LIKES' TO TAKE HOME
A QED-BRANDED SELFIE STICK.



VOTING CLOSES: **THURSDAY, MARCH 3.**