



SUCCESSFUL ROLLOUT TO THE NEW CI FOR ALL PRESENTATIONS

UNITED GRINDING Group, headquartered in Bern, has expanded in recent years, and now comprises eight corporate brands. Their corporate identity has evolved with a subtle rebranding, to offer an appealing, homogenous user experience across their communication and information assets.

The Group's image across PowerPoint presentations was a key part of a holistic move towards the new CI. The look and feel of the former, somewhat rigid and outdated presentation master was updated and new tangible elements, such as infographics and highlighted figures, were created.

Every presentation slide, old and new, was to adopt the new design, and the company needed fresh templates to flexibly integrate new features. This is where Strategy Compass stepped in. To advise – and implement a successful roll-out.

QuickSlide and the new CI

UNITED GRINDING had already been using QuickSlide for about four years. Myria Aeschbacher, Corporate Marketing, says, "PowerPoint is used heavily in our group, especially by the sales teams for the individual brands. Many employees have clearly seen the value of the QuickSlide add-in to their work." However, Corporate Marketing wanted to go a step further: every one of their 2,500 employees around the world should represent the company consistently in their new CI at a whole new level.

Solid master

The team worked with an external agency to incorporate the new CI into their PowerPoint master presentation.

Strategy Compass was then asked to optimize this further. A whole family of masters – one for the entire corporate group and individual ones for each sub-brand was created. Seamless compatibility between slides for each of these brands enhanced the usability of PowerPoint for every employee.

One-click wonder

Converting old presentations to a whole new look and feel – if done manually – is a real pain point for many companies, and often leads to unprofessional-looking inconsistencies. Thanks to the support of Strategy Compass and their special QuickSlide function, the UNITED GRINDING Group's past PowerPoints can all be aligned with the new corporate identity in just one click. This saves tons of time and frustration – and allows everyone to show the company in its best light during presentations, with one clear, unified brand, as opposed to the risk of showing a mix of slides from old and new designs.

Slides for every need

UNITED GRINDING's QuickSlide Slide Pool was updated to include a wide range of usage and format options. Templates with diverse charts and tables, and with specific elements, like quotes and infographics, are all in the central slide repository at UNITED GRINDING employees' fingertips, as is an icon library. Every one of them is already compatible with the new brand identity, and content can be added easily.



First impressions

What do UNITED GRINDING employees think of the new QuickSlide version? Aeschbacher reveals, “Feedback has been very positive. Everyone is happy with the new templates and uses them consistently, and they know where to find everything.”

Overall, Aeschbacher has really enjoyed seeing the “smooth and successful” transition and rollout of the new masters and slide templates so far.

“I was impressed with the collaboration with Strategy Compass. They go way beyond the services of a software provider – particularly the fact that they made the company’s objective – to bring the new CI to life in every presentation – their own and were there every step of the way of the successful transition. This is a great outcome, and I would definitely recommend Strategy Compass to others.”

Myria Aeschbacher

Manager Marketing-Communication

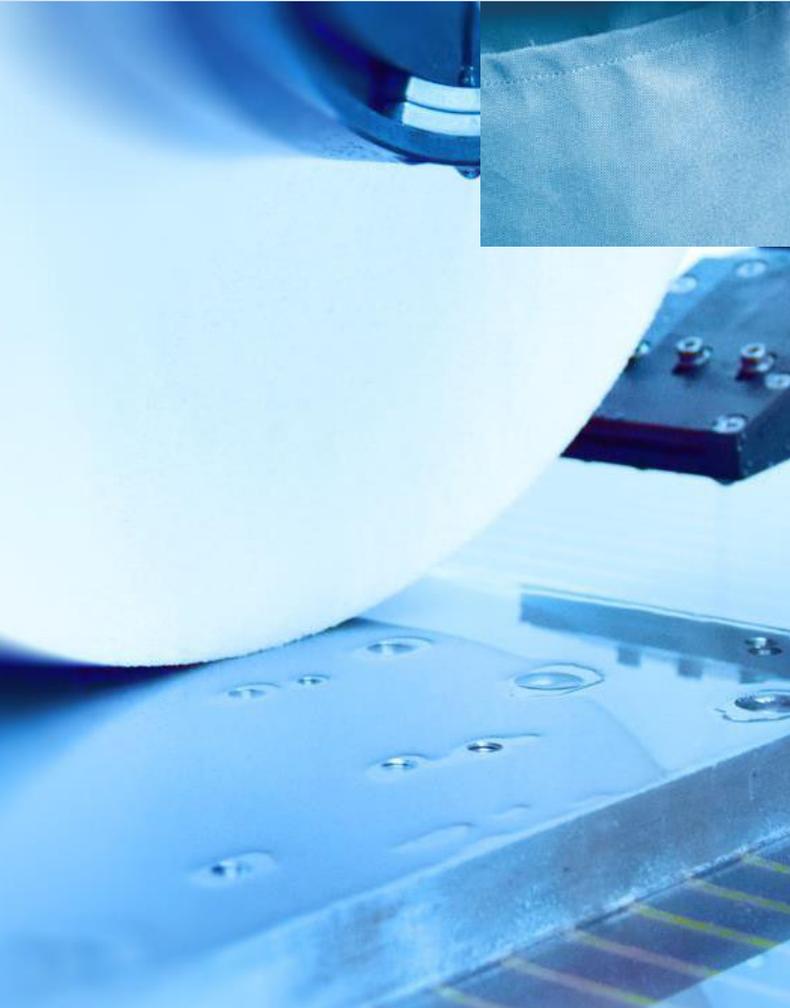
Positive change in mindset

The satisfaction has even extended to how people view presentation creation in general. Aeschbacher explains, “Strategy Compass embedded QuickSlide for us and conducted training webinars, so people are using it a lot more, now they know how much it helps them. There’s even been a whole change of mindset from, ‘now I have to do something with a stupid template,’ to a much more positive ‘I’ll just tinker with it a bit and I know it will all look great!’ They really like the ability to swap from the old 4:3 to the new 16:9 format without much effort as well.”

The roll-out and training is ongoing. Tailored sessions are in the pipeline for specific departments, so even more employees can make the most of UNITED GRINDING’s freshly branded presentation resources.

Summary

- New-look presentation masters within the UNITED GRINDING Group's CI
- QuickSlide Slide Pool upgrade – new look and feel, with templates for every type of presentation
- Smooth transition to the new design, with automatic slide conversion, training and continuous support
- New, positive mindset around presentation creation at all levels of the company
- Excellent adoption of the new brand guidelines across all presentations



„By working with Strategy Compass, not only have we established our corporate identity but also a whole new mindset in the company. Demand for creating professional presentations has grown significantly.“

Myria Aeschbacher
Manager Marketing-Communication