

A Wrightwell copywriting case study

Working with multiple teams



The client's project

A company that has grown both organically and by acquisition wanted to create a clear single brand across the company.

The challenge

The business units of the company were operating very much independently, with their own strengths and target markets, some in specific UK markets and some globally.

The CEO wanted to create a single messaging platform across the company and called in a highly experienced branding and marketing agency to help. The agency quickly discovered through workshops that the BU heads had very different ideas about the goals of the business and the direction it should take.

Having talked extensively to the BU leaders and the CEO, the agency team put together a draft version of the corporate goals, mission and values that they felt reflected successes right across organisation. The plan then was that the BU heads would get together to agree any feedback. However, as we were well into the Covid-19 pandemic, sitting around a table to hammer out the detail wasn't possible. Instead the BU heads reviewed the draft separately, putting forward very different ideas about the company's profile and priorities.

Somehow the external agency needed to get the BU heads to find their way to an agreed set of principles.

My approach

I was going to be working as the consultant copywriter at a later stage of the project. The agency thought this would be a good time to call me in and see if I could help the client on their journey.

It was clear to me that it was really important to demonstrate that everyone's view had been heard and taken into account. So I decided to 'show my workings out'. I created a spreadsheet that matched up every piece of feedback to the elements of the proposed draft. Then I explained how I saw each of those comments being incorporated into the next draft

From that spreadsheet I produced a one-page Word document that really wasn't far away from the original, while gently building in the views of the BUs.

We held our breath.

When the client came back with amendments, we were surprised and delighted. There was no debate. The changes the BU heads had agreed upon were straightforward and meaningful. We seemed to have overcome the barrier of disparate opinions by demonstrating that they were all important.

This was excellent news. Not only did it allow us to move forward to the next stage in the branding exercise, but it was also a valuable step in bringing the silos of the Business Units together into a more integrated company.

Photo by [Andrea Piacquadio](#) from [Pexels](#)

I'm Kathy Lawrence and I'm a hugely experienced copywriter working directly with clients and agencies across a wide range of B2B and B2C industries. Do



*get in touch to find out how I can help your business with its marketing words
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