

#3

Raiffeisen

Story highlighted: Raiffeisen Hive

Overview: *Learning should be fun, interactive and in line with our aspirations. We know that the E-Learning platform is a first step in creating an active learning mindset but what if we thought about more than that? To be a place that inspires you, that stirs your curiosity in a new way, smart, fun? If it were a place where you could choose what to develop, depending on what is important to the company, but also to you? And if what you learn would improve your relationships not only at work?*

Our objectives:

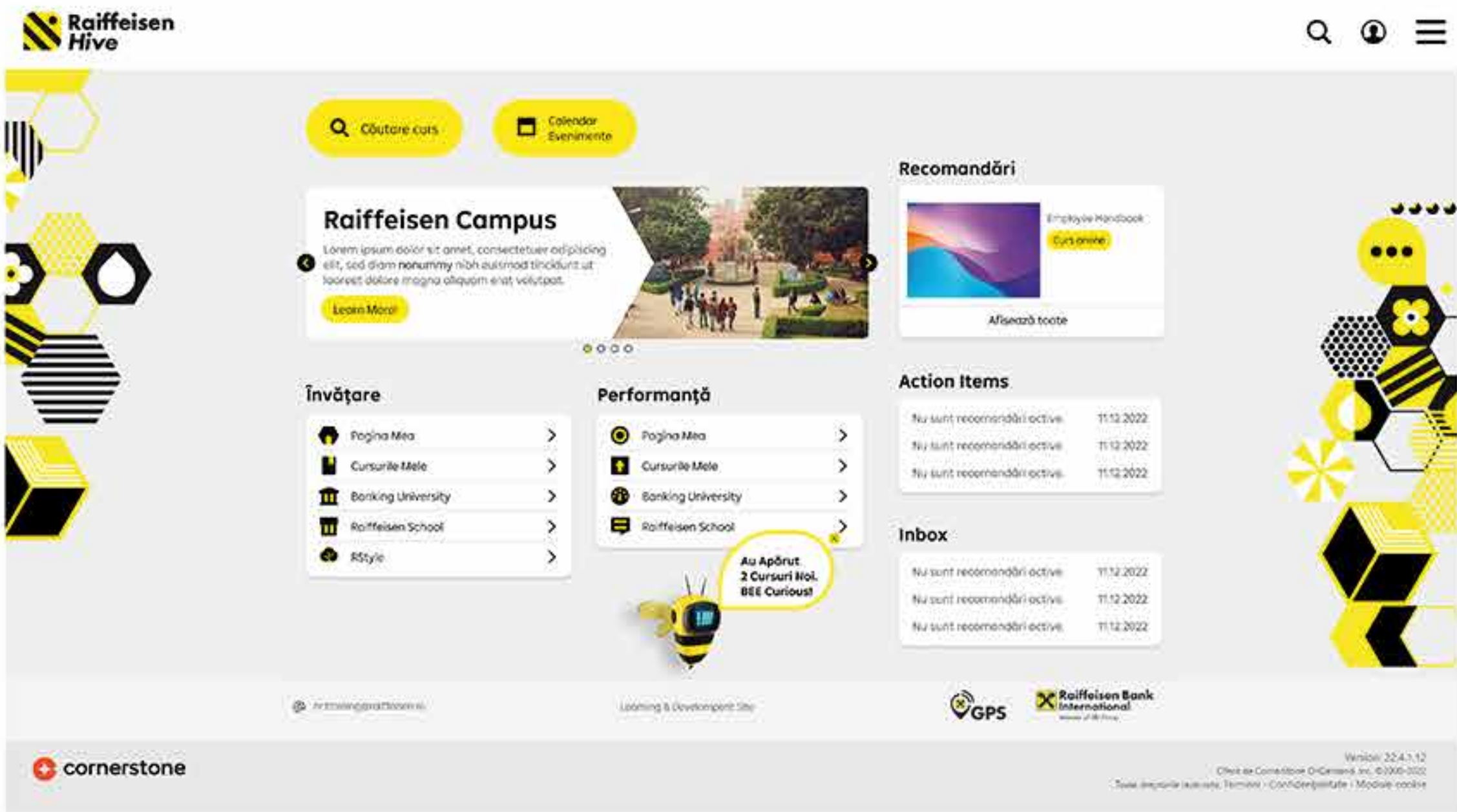
- > *To develop a visually attractive and relevant universe for the employees, creating a character that represents the platform: drawing it and shaping its personality*
- > *To create awareness and engagement around a new platform intended for Raiffeisen employees by creating a feature visual identity, a name and a character*
- > *To develop a communication plan for a 6 months timeframe*

Our answer:

- > *A visual identity for the new platform and declination in all communication materials.*
- > *A visually attractive and relevant universe for the employees, creating a character that represents the platform. We have chosen to digitalize the bee to make direct reference to the digital environment in which it and the new platform will exist.*
- > *Through it we will be able to transmit messages, questions and emotions by using expressions, texts and various icons.*

Outcome:

- > *Enhancing employees' curiosity, without disclosing to them what is going to happen.*
- > *Generating awareness of the new platform, communicating the benefits and role of the platform.*
- > *Building long-term enthusiasm leading to a proactively usage of the platform on a day-to-day basis.*



Ce e mai util decât un Excel și mai șmecher decât un tabel?



Află în **16 ianuarie 2023**

Ce te ține up to date, dar nu e buletin de știri?



Află în **16 ianuarie 2023**

Ce te învață, dar nu te plictisește?



Află în **16 ianuarie 2023**

E HIVE!

E digital și ușor de accesat.
E util și prietenos.
E o sursă de dezvoltare și cunoaștere.

E al nostru. Începând de astăzi.

