

**less administration and
more time communicating**



“ Our team manages 120 live projects and averages 1000 total in a year. We’re diverse, creative, we go fast and our team works across multiple time zones; it is a dynamic environment. We needed a system to work for us, we didn’t want to work for a system. Deciding what we needed, designing it and having EMG’s ongoing support to keep it up to date is helping us spend more time telling the Clariant story.

And because we can get a report on our activities 24/7, we can adjust instantly when we see additional opportunities. The system is helping us work smarter.”

Stefanie Nehlsen, Global Media Relations

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Clariant

Clariant, is a world leader in specialty chemicals based in Pratteln near Basel/Switzerland with 22,000 employees, 8 business units, 100 group companies, 6 key markets, and operations around the world.

The Challenge

Clariant's communication team is spread across business units and regions. It's a busy team; communicating Clariant's key messages across multiple channels, in multiple languages, to a variety of audiences. That translates to a mountain of documents, in various stages of completion, sitting on a variety of hard drives or servers. The team needed a process to effectively manage and provide an overview of their many activities, freeing them to spend more time on communications and less time on administration.

The Solution

Clariant is working with the EMG Portal, a communications management system developed by EMG and designed to help manage and monitor client communications activities. The system provides tools to organize, track, and share information about events, campaigns, and media relations activities. It provides the global Clariant team with a complete overview of all activities and is accessible 24/7.

What We Did

To deliver value from the system, EMG first brainstormed with the Clariant team to understand their objectives, their way of working, and their administrative requirements.

The team needed a complete overview of all business unit and region activities showing progress and deadlines, as well as upcoming opportunities – in real-time. They also needed a single source of monitoring, measuring and reporting results quickly without the administrative hassle of multiple spreadsheets. 24/7 access was a must for their team, business unit and regional managers.

Armed with this information, EMG worked together with Clariant to tailor the portal to their unique requirements, and provided system training. A user friendly dashboard was created that was easy to understand and navigate, and is designed using the

Clariant brand. It is called the Clariant Media Portal. For the Clariant team, the system manages global media relations activities including press releases, interview schedules, Q&As, briefing documents, as well as distribution dates and global coverage. Events and campaigns are also managed in the Portal keeping the team on task and on deadline.

EMG provides ongoing support to Clariant by ensuring the Portal is up to date and by streaming in company coverage from online and traditional media.

Clariant controls who can access the Portal and a unique login ID is provided to each user.

The Results

The benefits have been both practical and strategic for the Clariant team. Over 30 users now have line of sight to all global activities and results, which are easily located in the Portal, enabling the team to:

- increase their productivity by eliminating hours of work searching for documents
- increase their efficiency by not duplicating work, and with more focused meetings based on pressing items in the global overview
- increase their effectiveness by identifying stories and feature material that can be adapted for other regions
- align positioning and messaging throughout the organization, with everyone working from the same materials
- eliminate communication silos
- transfer and maintain knowledge with all relevant information stored in one place

Developed content is maximized to deliver a consistent communications message. The team is spending more time delivering the Clariant company story and helping build and maintain Clariant's global brand.



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