



GEORGIA-PACIFIC BETTER COMMUNICATED.

Custom publications spoke to the needs of disparate employee groups.

CHALLENGE » Georgia-Pacific, one of the world's leading manufacturers and marketers of building products, asked Soloflight to help them expand their employee communications by splitting Soloflight's successful Building Solutions employee newsletter into two publications.

SOLUTION » Tasked to create two distinct publications for two segments within the Gypsum employees group, Soloflight started the project by requesting a discovery meeting with the client team. Once we understood the goals, objectives and the expected outcomes of the communications, we set out to create newsletters that responded to specific employee feedback. This included using more photography of employees, adding charts and graphs, and streamlining the amount of content.

RESULTS » Both Gypsum Matters and Splinters were well received by our client and their respective audiences. With more employee photos and more targeted content, both employee groups found the communications to have greater relevance.