

THE POWER OF WRITTEN COMMUNICATION

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Musgrave

Today's Agenda

1. Understanding corporate **culture**
2. Role of communication in **corporate strategy**
3. **Visual** communication supporting written communication
4. **Digital/social** communication
5. How to better **prepare** graduates for corporate life

Musgrave

Who we are



We feed one
in three
people on
the island of
Ireland

SuperValu

Centra

Dialprix

Daybreak

MACE

MUSGRAVE
MarketPlace

Dialsur 
tu cash & carry


CHIPMONGERS
FOR CHIP LOVERS


FRANK AND HONEST
GOURMET COFFEE COMPANY

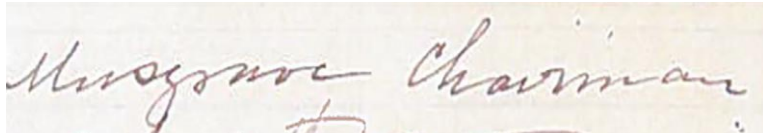
We employ 45,000 people, 35,000 here in Ireland making us the largest private sector employer



140 year old family
business

Musgrave

The Musgrave logo



Musgrave Chairman



Musgrave logo
origins



*Understanding
Corporate Culture*



sky



Disney

NOKIA



Coca-Cola



IBM

Cadbury



Google

amazon.com

極度乾燥(しなさい)
Superdry.



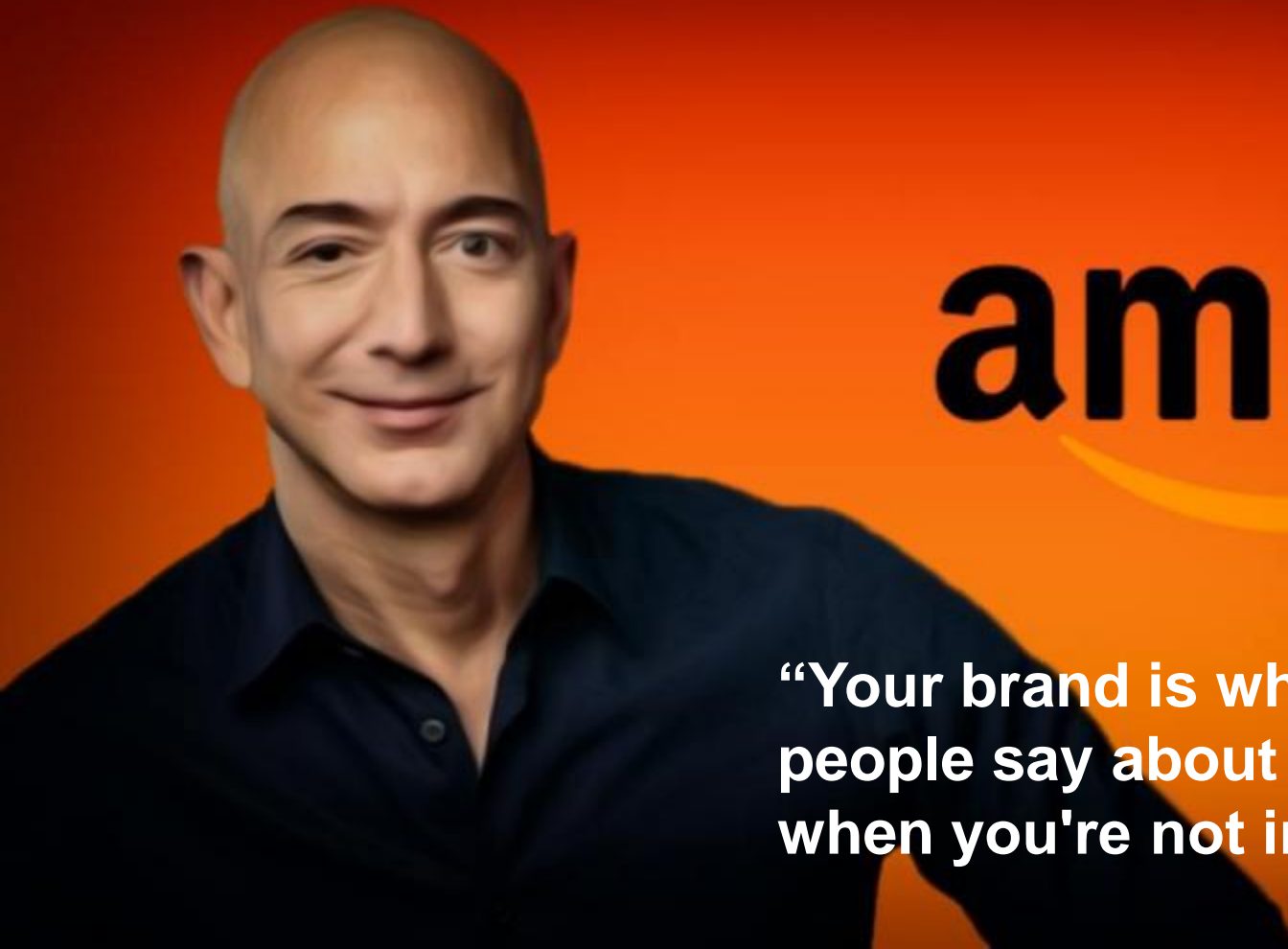
PlayStation.



pepsi

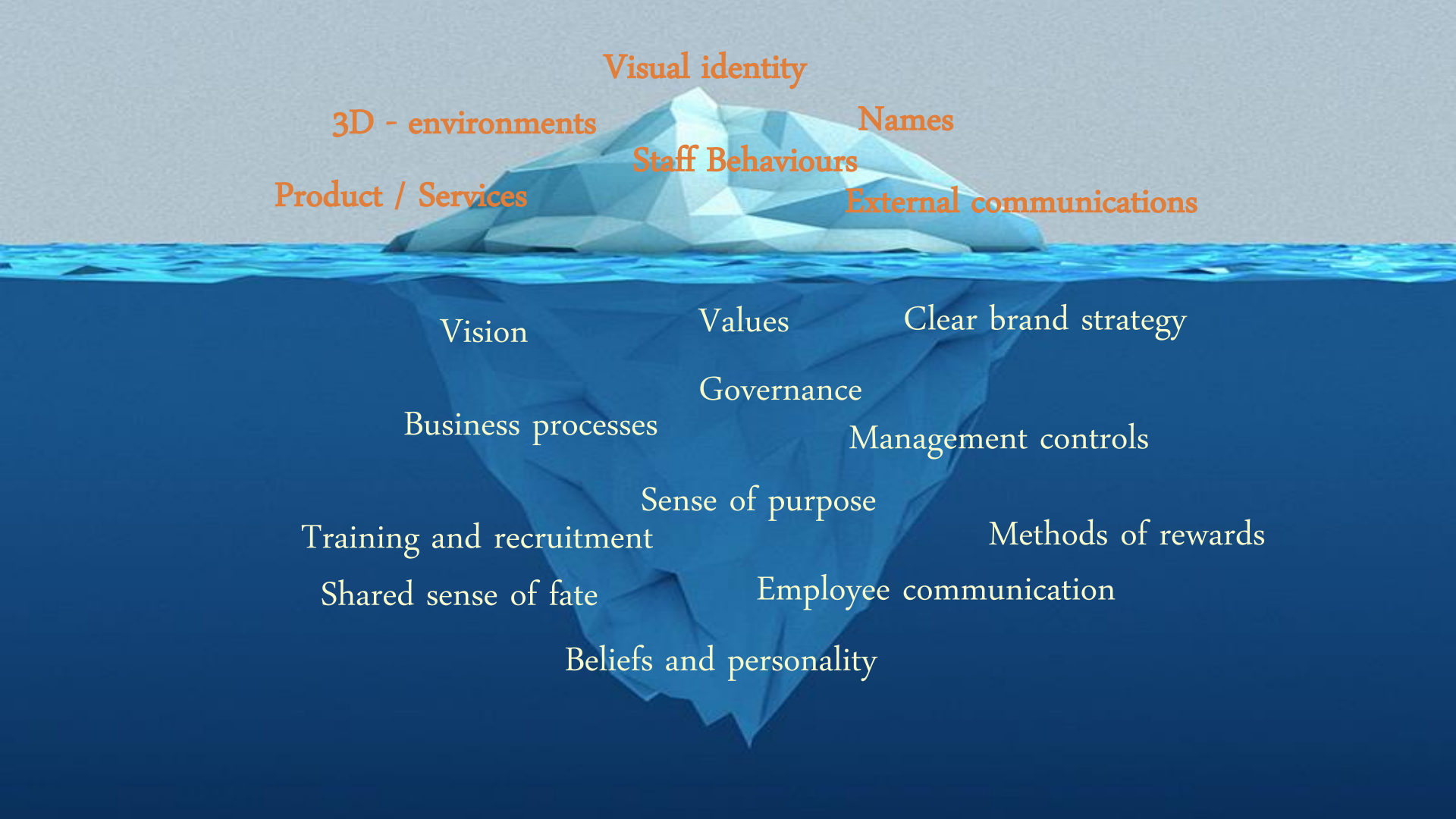
facebook.





amazon

“Your brand is what other people say about you when you're not in the room.”



Visual identity

3D - environments

Names

Staff Behaviours

Product / Services

External communications

Vision

Values

Clear brand strategy

Business processes

Governance

Management controls

Training and recruitment

Sense of purpose

Methods of rewards

Shared sense of fate

Employee communication

Beliefs and personality

Our Values

*Long-term
stable
relationships*

*Not being
greedy*

Honesty

*Working
hard*

Achievement

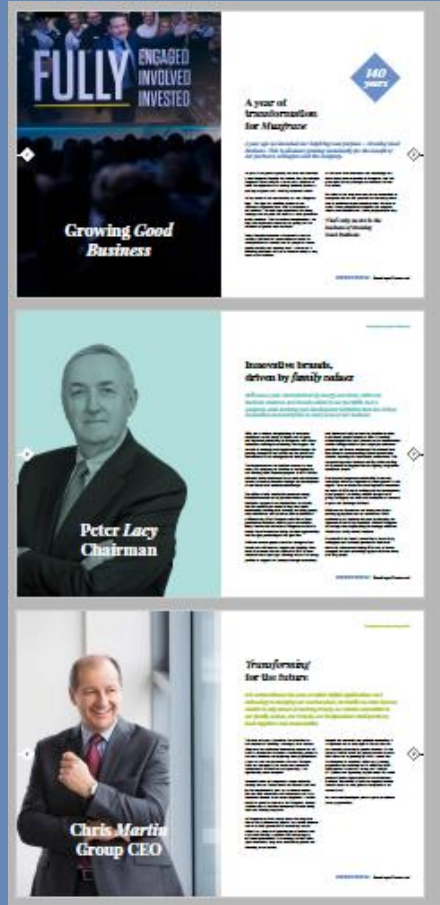
Musgrave

The background is a solid green color. On the right side, there are several large, white, abstract, curved shapes that resemble stylized letters or brushstrokes, creating a dynamic and modern feel.

*Communication in
Corporate
Strategy*

Delivering the Brand Strategy





*Visual communication supporting
written communication*





Growing *Good* Business



People

Being a destination place to work where talented people can grow and thrive



Partnerships

Supporting retailers, businesses and communities



Building better brands

Building profitable, omnichannel brands that are different and better



Food leadership

People icon examples



Mentor



Graduate



Training



Career
development

Partnership icon examples



Retailers



Community



Suppliers



Support

Digital/social
communication





LinkedIn

Currently 11,800 followers



Twitter

Currently 1,030 followers

We'll be rebranding the graduate website for September



Brand elements

logo

Musgrave

Typefaces

Headings

Aa

Times New Roman

Body

Bb

Calibri

For Email and Word documents colleagues are recommended to use Calibri 12pt

Colour palette



Green

PMS 2300
C40 M0 Y89 K0
R169 G194 B63
#A9C23F



Blue

PMS 7682
C63 M37 Y2 K0
R103 G135 B183
#6787B7



Orange

PMS 7577
C2 M55 Y69 K0
R224 G126 B60
#E07E3C



Teal

PMS 7472
C54 M0 Y27 K0
R92 G184 B178
#5CB8B2



Grey

PMS Cool Grey 11
C44 M34 Y22 K77
R83 G86 B90
#53565A



Black

C0 M0 Y0 K100
R0 G0 B0
#000000



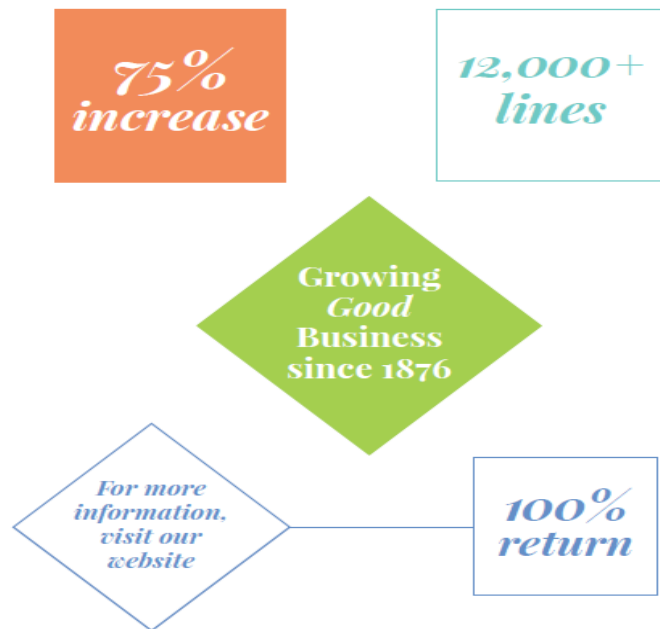
White

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Green

is to be used when a
single colour is required

Graphic devices



These supporting graphic devices are to be used sparingly and not crowded together

Typography

Copy is always *white* when it appears on a *coloured background*

Copy is *black* or *in colour* when it appears on a *white background*

Headlines and large quotes are in **Times New Roman** and **Times New Roman Italic**

Colleagues use **Calibri** for all applications, i.e. Email, Word, PowerPoint and Excel

Principles

Brave

We are experts

We are leaders, and we project that presence with our words. We are bold, we speak with authority and we are serious about quality.

Warm

We are down to earth

We are friendly and genuine in our tone, and we speak from the heart. We are a values-driven, family business, and we give credit where it's due.

Clear

We are authentic

We are a business with principle. We are honest and fair, and we are tough negotiators. We are straight-talking, real people; we use everyday language.



*Preparing for the
corporate world*

Preparing for Writing in a Corporate World

1. Quickly find out the preferred communication method in your team and business e.g. is it IM, email, face-to-face, etc.
2. understand the organisation's guidelines on email
3. Understand the brand guidelines on communications especially if dealing with external customers.
4. Embrace brevity and clarity in your written communications
 1. use bullet points and tables if appropriate to present data clearly.
5. Use a spelling and grammar check!
6. Add any company specific acronyms or words to the dictionary e.g. SuperValu is not spelled Supervalue!
7. Embrace collaboration

Enactus

Enabling progress through
entrepreneurial *action*



Questions?