



**Corporate  
Communication**

**Energy & Utilities**

A global pioneer in electrical energy wanted to align all content emerging from the corporate communication unit into a single standard in terms of tonality and style. Due to several global acquisitions and mergers, the conglomerate struggled with inconsistency in the content being churned out across units.

Netscribes developed SOPs specific to each business unit and collateral type that enabled an expedited life cycle of all marketing content from ideation to publishing stage.

A screening unit established within the process by Netscribes allowed the client to implement guidelines and style sheets more effectively.



01



02



03

Netscribes conducted a deep dive on the business units, understanding the requirement and challenge of each unit.

**A comprehensive structure of the SOP was prepared and was mapped to each collateral type which not only made the process of approvals faster, but also simplified the process of collateral development**