



Cadbury

Audience

- Select few high performing employees
- Key talent in senior roles
- Global multi-lingual workforce

Objectives

- Distinguish between the two awards
- Emphasise the prestigious nature of the HiPRA
- Explain the PSP's complicated performance criteria
- Promote ownership culture

Messaging

- Created original share plans brand with plan-specific sub-branding
- Developed plain English messaging and copy
- Communicated the value of the award
- Incorporated employee feedback
- Included a personal message from the CEO
- Translated summaries of key points into French and Spanish

Media

- Print – letters, booklets, translated summaries
- Illustrations and diagrams - simplified messaging

Delivery

- Implemented the new Cadbury branding and ToV guidelines
- Introduced project efficiencies – saving time and client resource effort
- Delivered within tight timeframes
- Enhanced project management with the Copperfield client extranet
- Reduced distribution costs by using internal networks

Quote from Client

“We have worked with Copperfield for the last two years to help deliver our PSP and HiPRA awards. We are really pleased with how smoothly the project is managed and know that the design and content ensures our employees understand that Cadbury values and rewards high performance.”

Steph Hallett,
Share Plans Manager

Crafting Communication

Cadbury plc

Rebrand of the Performance Share Plan
and High Performance Recognition Award

- ✓ Share Plan Communication
- Financial Education
- Total Reward

Contact

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