

# Is your brand in powerful hands?

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Nedbank has observed successful communication drives to employees at all levels from icandi COMMUNICATIONS. Powerful messaging that both listens and is heard while stretching the Rand smartly - is how it's done.

As Nedbank Business Banking endorses climber Robby Kojetin's ascension of Mount Everest, icandi COMMUNICATIONS put in place an internal campaign to maximise employee buy-in using video podcasts, the organisation's intranet, emailers, branded gifts, standees and more. The campaign has been aligned to the ascent in theme and design and has already produced results for new business acquisition for Nedbank Business Banking.

icandi COMMUNICATIONS has enjoyed a nine year relationship with Nedbank, diligently producing all BTL communication required comprising internal communications, direct marketing and direct response for the Retail, Business Banking and Corporate divisions. This is also the fourth year that icandi COMMUNICATIONS produces 'Imbizo' - Nedbank Retail's employee facing publication that is distributed to over 16 000 employees.

"We have nurtured a strong relationship and gained an understanding of the environment, providing strategic insightful consultancy services that can be practically implemented using the appropriate channels to drive key messages within the business," says Ilona Fookes, icandi COMMUNICATIONS' strategist and account director.

Ilona reiterates that extensive research is key in icandi COMMUNICATIONS' approach to providing dynamic inside-out internal communication solutions. "By engaging with staff through relevant conversations, we are able to measure what works, what doesn't, what is useful and what is ineffective so that we can provide communication solutions that can then be implemented." This was the case with a recent communication audit executed by icandi COMMUNICATIONS on interviewing a segmented 92 Nedbank employees nationally.

While everyone is talking about the concern of budget and marketing spend, and the focus shifting to internal communications as the sales driver - does your agency know what they are doing? With 10 years under our belt, and a list of blue-chip clients, icandi COMMUNICATIONS confidently offers strategic insight, creative support, experience and expertise to achieve success in the internal communication function - maximising employee engagement and business success.

icandi COMMUNICATIONS. Results driven communication from the inside out.

## Editorial contact

Dylan Balkind  
icandi COMMUNICATIONS  
+27 11 234 8384

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