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case study / IP Media Network

International Paper knows that people hold the keys to customer satisfaction and profitability, and that's why they hired Williams/Gerard to help capture people in their company who were making a difference by reducing costs, increasing safety and driving innovation. We were given the challenge to share these success stories so that employees would be inspired and create their own ideas towards improvements.

In collaboration with International Paper, WG developed, shot, edited and prepared over 60 video stories from paper mills across the country that showed role models of employee engagement, imagination and motivation to be broadcast on IP's internal television network.

WG's main challenge was how to display the videos in the loud paper mills and still have their message reach the audience. Our solution - a step back in time to silent movies used graphics, text and descriptive footage to convey employee accomplishments without the use of sound.

Combining a strong mix of substance and inspiration that reflects International Paper's best business practices and encourages employee engagement, the culminating result was more than 30 videos produced by WG and a focus on what really makes IP a success: their people.

