

Imperial Tobacco  
Canada

*Brief*

Conceptualise, manage and execute a strategic communication intervention to inspire, motivate and create "line of sight" for employees of a leading Canadian company.

*Solution*

To support the company's vision for the future, a creative platform based on the idea of "Perspectives" was developed to support the key themes of "inter connectedness", "variety & diversity" as well as "innovation".

A vibrant and interactive communications language, in-line with the overarching corporate brand, supported the highly successful implementation of the event in Montreal.

PERSPECTIVES<sub>08</sub>

