

Excellent business communication does much more than inform. It captivates, motivates and drives desired behaviors.

Our services include:

- Strategic planning
- Research
- Identity and branding
- Copywriting
- Translation
- Graphic design
- Print and distribution services
- Web and video production

Custom Communications develops strategy, message content and visuals that engage target audiences and drive the outcomes our clients seek. Over 15 years, we've kept pace with technology and trends, building robust communication solutions. We find the right mix of print and on-line tools that maximize impact and add value.

Our process starts with listening. So we understand your objectives, communication channels and what approaches work best in your organization. Then our staff develops targeted communications aligned with your goals. When the work is complete, we measure it's efficacy against your desired outcomes.

It's a process that underpins our effectiveness in communicating about:

Benefits

- Annual enrollment presentations
- Employee self-service campaigns
- Ongoing education through newsletters, brochures, e-mail campaigns and on-line resources

Compensation

- Presentations and training modules
- Print guides and on-line resources
- Reward and recognition programs

Health and wellness

- Campaigns about healthy habits and practices to avoid
- Messaging about disease prevention/early detection
- Promotion of company-sponsored weight loss, exercise, smoking cessation and other programs

Recruitment and retention

- Brochures, Web sites, e-mail campaigns and presentations
- On-boarding toolkits and microsites
- Talent management training modules and print collateral

Retirement

- 401(k) and pension plan brochures and presentations
- Retiree update newsletters

Change

- Presentations, training and toolkits that support restructuring initiatives
- Merger and acquisition communication strategy and deliverables
- Presentations, training and collateral supporting policy changes or business initiatives

To learn how Custom Communications can help you drive any human resource communication project forward, contact Kellie Riccelli at 860.602.3914 or kriccelli@custom-comm.com.