

Want to engage employees?

Refreshing Southeastern's
staff magazine

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by **small back room**

southeastern.

Voyage is the quarterly news magazine for all staff working at Southeastern, the train operator in the south east of England. The internal communications team wanted to refresh the magazine and align it with a new corporate identity.



Situation

Our challenge was to design the magazine in a way that made it appropriate for all employees, ranging from people working at stations to train drivers to office-based staff. These groups are diverse and have differing communications needs and interests.

Solution

Working in partnership with the internal communications team at Southeastern we created a professional and fresh layout for Voyage that appealed to a broad audience. By structuring the magazine with a balanced blend of articles and consistency in tone and layout, we met the brief and the challenge of designing a relevant and engaging publication.

Outcome

The new, refreshing approach provided greater clarity for messages and a greater sense that the magazine was speaking in a personal way, rather than risk appearing as top-down communication. The variety of articles and features gave a balanced and engaging read. This meant core messages for policies and training, celebrations of staff successes, a focus on the work of specific teams was combined with general interest pieces, competitions and quizzes for entertainment.