



# Leading High Street Bank Tackles Distribution Challenges with Comms Planning Tool

**“As a business, we had many comms challenges, yet the Forward Planning team immediately understood what our planning needs were and have been able to build a bespoke solution for us. I don’t know if another organisation could achieve this level of success for a business like ours.”**

Corporate Affairs & Strategic Planning Lead



## The Challenge

Like many enterprise organisations, in order to maximise its media impact and earned coverage, it needed to align its global comms distribution. They had gaps in their internal communication and planning processes which lead to the following challenges:

- The Corporate Affairs & Strategic Planning team had no clear visibility of external comms activity from other external facing departments. Collating this information across the global business was a huge undertaking, which required a lot of time and resource to manage. They lacked a cohesive structure that could be used to collect information and combine it with their own on a daily basis.
- The team was working from inaccurate comms distribution data across throughout the bank, resulting in external teams sending comms that served opposing agendas. The ability to schedule and align activity was minimal, resulting in departments stealing each other’s coverage and competing for the same audience.
- Lack of collaboration between teams left a greater margin for error, produced less cohesive comms campaigns, and missed opportunities for innovation on a global scale. Without a tool or service to support them, getting people to think beyond their division and consider the projects taking place across the entire bank, was difficult to achieve.

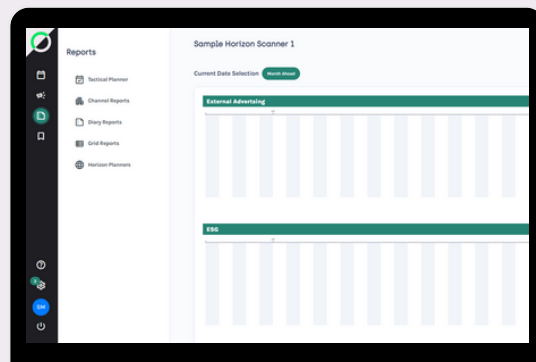
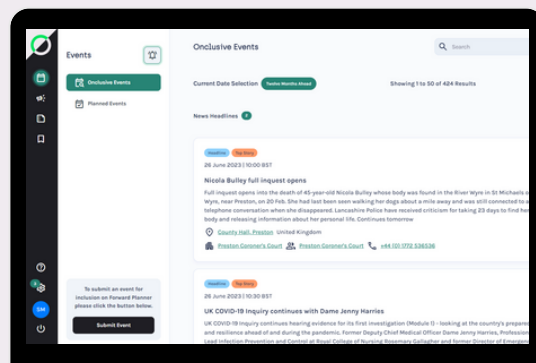
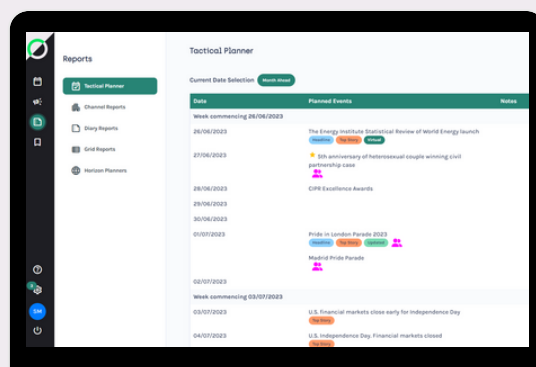
## Why Onclusive – Forward Planner?

This high street bank has been using our Forward Planner service since 2010 and their solution has grown and expanded as the brand has pivoted to service an ever-changing financial market. The Forward Planner team worked very closely with the Corporate Affairs & Strategic Planning team to build a solution that fit the customer's key challenges.

## Our Approach & Solutions

We provided a suite of features that serve to enable better visibility of projects and comms across the entire banking group and improve distribution management and ownership. We offer:

- Access to external editorial data that allows the Strategic Planning & Comms teams to plan the best time to launch their campaigns.
- Planner Plus adds custom APIs and feeds to deliver data straight to the customers internal planning tools so they can make even more use of our rich database of 120,000+ news items and events.
- Parent and child grids give teams across the organisation ability to align their activity. The grids allow you to discern the importance of information straight away by prioritising and categorising projects.
- Bespoke filters allow the bank to view a news agenda that is of interest to them. An example of this is the cost-of-living crisis that has deeply affected their clients' finances. A bespoke filter allows them to see the upcoming comms related to this topic.
- Tagging ensures that the customer can clearly label their comms projects by theme and track whether their long-term activity fits their overall purpose. They can also see which themes had the most impact and pivot their comms accordingly. This is important from a reporting and stakeholder research standpoint.
- An outlet for communicating with the media that allows the bank to get their comms in front of key journalists and news desks. National newspapers and broadcasters also monitor the Forward Planner system for their news agenda; we are, therefore, a conduit for getting information in front of key media outlets by adding our clients' relevant comms to the Forward Planner system.



## Results

**“It's a real partnership! We are taking experience and knowledge from both within the bank and Onclusive and leveraging that to create something that allows our bank to have greater visibility of every type of comms we're doing.”**

Corporate Affairs & Strategic Planning Lead

With Onclusive's comprehensive Forward Planning system & dedicated support, the Corporate Affairs & Strategic Planning team is now equipped to effectively plan their comms distribution and improve time management and efficiency across the whole organisation.

### Changed the way people work

Forward Planner puts the ownership of comms planning into everybody's hands. Giving greater visibility to comms distribution and how it aligns with external events means comms campaigns and activities can be more cohesive across the entire organisation.

### More relevant content

Projects and campaigns can be added to Forward Planner grids and categorised into parent and child views so the central teams can prioritise activity whilst still having a wider view of all comms.

### Open productive conversations

Rather than scheduling meetings to list off department activity, external facing teams within the banking group can meet discuss project alignment and collaboration. Forward Planner has taken away the manual task of updates.

### Improved internal comms visibility

Forward Planner has created a culture of two-way information sharing, where collaborating outside your team is easy.

### Better insights for reporting

We provide the customer's Insights team with actionable data on the issues coming up in their sector or market. With this, they can prepare reports and content that resonate with their broad client stakeholder base. Forward Planner enables them to talk about topics that are important to their customers, and that the bank must be seen to engage with and to respond to.

[Arrange Demo](#)

## About Forward Planner

Onclusive is a global partner for PR and Communications success. We combine industry-leading data science with an international consultancy and best-in-class PR workflow tools.

Forward Planner is our news and events planning tool that covers over 250,000 future news stories and events around the world. It's frequently used by journalists, editorial staff and marketing teams to view a complete news agenda that looks up to 12 months ahead. Our rich database covers 140 categories across news and current affairs, entertainment, culture, consumer, economy, and sports.

Features:

- Search news and events by date, business, industry, event type, geography and more
- Use intuitive filter and alert functionality
- Combine your own events and AP Planner items for a single view of upcoming activity
- Custom APIs and feeds to deliver data straight to your internal planning tools

[www.onclusive.com](http://www.onclusive.com)

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## About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications, and Marketing professionals. We deliver leading-edge innovation, human expertise and unmatched media reach in a suite of media management, monitoring and analytics solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.