



dg&a / Illinois Tool Works – Refreshing the Company’s Global Newsletter to be More Strategic and Relevant

Challenge

Illinois Tool Works (ITW) produced the same quarterly global newsletter for years – and the look, feel and content seemed outdated and uninspiring for its 60,000+ employees. ITW engaged dg&a to refresh the newsletter.

Strategy and Action

dg&a injected life into the newsletter with a modern design that more accurately captured the cutting-edge nature of ITW’s products and culture. We also positioned the content to more strategically connect the dots between leadership, business priorities and employees.

Results

The global newsletter has become a point of pride for leaders and employees and is receiving rave reviews. dg&a also produces ITW’s Community Relations newsletter.