

Becoming Gallagher

ROC rebrand

March 29 – LIVE



Activity overview

On March 29

- ROC Group and MyDayWon websites redirected to www.ajg.com/employeeexperience
- ‘Final post’ on ROC Twitter and LinkedIn account.
 - Twitter account to close a few days later
 - LinkedIn account rebranded to reflect the rebrand
- Office locations updated in Google
- No centralized client communications

In the following weeks

- Office signage and stationery
- Industry events:
 - Client roundtable, Minneapolis – May 2
 - MBGH annual conference – Chicago, May 9-10
 - World at Work annual conference – San Diego, June 12-14
- Ongoing blog content, case study and social media updates to reflect ROC services
- Refine sales and marketing collaterals

How you can help

On March 29

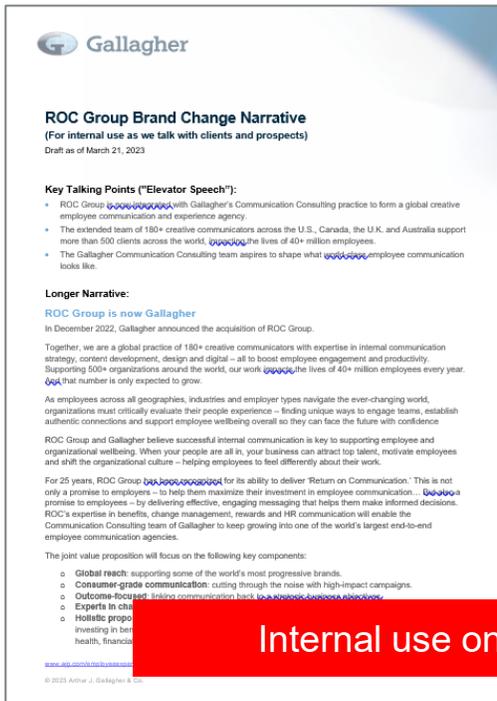
1. Update email signature (in both ROC and Gallagher mailbox) – see Resources Guide in Brand Change Narrative
2. Update LinkedIn profile – see Resources Guide in Brand Change Narrative
3. Share LinkedIn/Twitter posts announcing the rebrand
4. Inform clients and contacts of the rebrand – via email or verbal update (doesn't have to be on the day!)

In the following weeks

1. Help promote Gallagher content on LinkedIn/Twitter
2. Help create case studies
3. Suggest ideas of blog content
4. Win awards!

What's available to you...

Brand change narrative & FAQs



How to guides

1. Updating your email signature
2. Updating your LinkedIn profile
3. Using the Gallagher MyCompany tab

Templates

1. Word and PowerPoint templates
2. Service proposition – GBS-wide and Communication practice
3. About us slides
4. Brand guidelines and logo