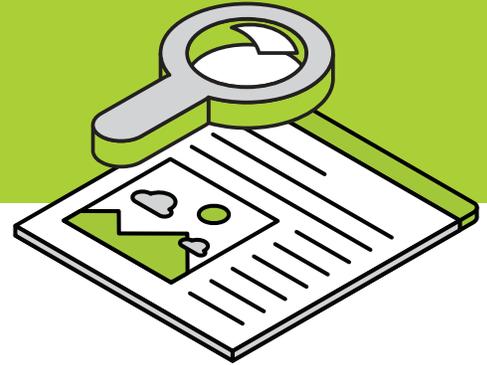




case study



Texas Instruments Educates and Engages Employees in New Digital Format

With more than 30,000 employees worldwide, Texas Instruments Inc. needed an effective, efficient way to communicate its ever-evolving HR policies to company leaders and managers around the globe. Frustrated by the limitations their previous communications platforms, Texas Instruments turned to madison/miles media to help deliver its messaging via an innovative, engaging digital format.

about Texas Instruments

Texas Instruments is a global electronics company that designs and makes semiconductors, which it sells to electronics designers and manufacturers around the world.

[read more](#) →

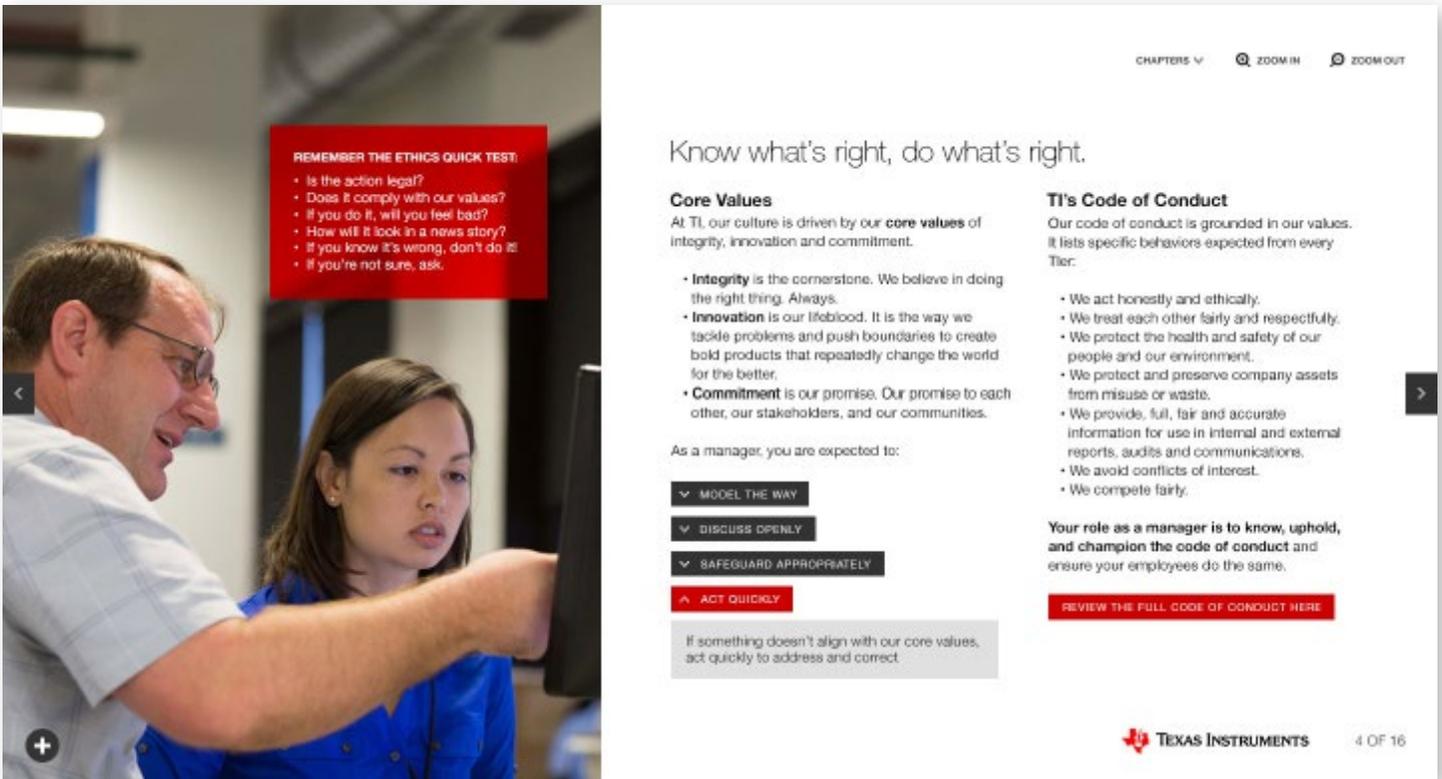


communications challenges

Texas Instruments initially tried distributing its high-level HR policy information and updates to management via printed pieces, but this route proved to be costly and slow. Eager to reduce costs, the company tried so-called “flip books,” which converted the print pieces into a digital format. However, employee response to the cumbersome, difficult-to-read format was less than enthusiastic. Texas Instruments needed a way to deliver messaging digitally in an engaging, easy-to-read format that could be updated frequently and efficiently.

how madison/miles helped

madison/miles rebooted and repackaged the semiconductor manufacturer’s content into our award-winning “e-zine” format, an innovative, HTML-based platform that combines a traditional “end-to-end,” linear reading experience with the versatility and connectivity of web-based content. We provided Texas Instruments’ IT team with hands-on training on how to easily update the platform with new content as needed.



the results — so far

With madison/miles' help, Texas Instruments' HR messaging is now distributed in our e-zine format to thousands of company leaders and managers around the world in a half-dozen languages. With our platform build complete, the company now can keep its HR content current with minimal effort and no external costs.



Are you interested in discovering new ways to grow your organization's audience, profile and revenue?

Call us at (817) 908-7827 for a free consultation.

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