



Situation

Addressing drugs in the workplace requires a careful but consistent approach. Employers need to know that establishing a strong drug-free work environment empowers employees and improves the workplace culture. The first challenge is to confront a sensitive topic without focusing solely on the penalties associated with being “caught.” And the second challenge is to help employers not only establish effective drug-free workplace programs, but maintain and improve them over time, as well. Overcoming both of these factors requires a new, employer-friendly approach that emphasizes training, employee involvement and ease-of-administration.

Strategy

After having decided to reposition an existing drug-free workplace offering while transitioning from an in-person training and deployment model to the potential benefits of an online approach, the team behind Drug-Free WorkPlace Solutions selected Wendt Partners to serve as a strategic counsel as well as a single-source execution team. Wendt Partners advised and facilitated the entire process, including name selection,



strategic consulting

branding & messaging

organizational development

integrated communications



advise

design

engage

deliver

“Wendt Partners assisted us in re-branding our workplace program and created a new campaign that successfully communicated our message. To accompany our new program, they developed an interactive website that gives our clients access to all of our services online—and provided outstanding customer support along the way.”

■ **Melissa Rau**

Business Development Director
Drug-Free WorkPlace Solutions

logo and identity development, brand system design and messaging to market. In addition, a completely integrated value proposition was devised that Wendt Partners then customized for six specific target markets in the business-to-business arena. New learning materials—including scripts and visuals for more than forty-five individual training videos—were produced.

Solution

With the strategy and content firmly established, Wendt Partners then moved into execution. A complete online environment was designed and built for the new program, including a public-facing website; member registration and e-commerce system; online learning application; and administrative tools for employers and program personnel. This state-of-the-art platform then served as the centerpiece of a restructured service offering consisting of five integrated services. Deliverables included print materials, direct mail, video production, trade show displays, an interactive mini-DVD, workplace posters, billboard and outdoor designs, and the editorial, photography and design for a new business magazine, targeted at executive audiences. The results? Dramatic increases in market interest, a steady stream of new leads, and the rapid acquisition (and retention) of new members.

Sectors

Business-to-Business, Education, Nonprofit, Technology, Workforce Development

Services

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications

wendt Partners

Implement **innovation**™

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