



Long standing client, Aramco Overseas Company B.V. (AOC) is a subsidiary of the Saudi Arabian Oil Company (Saudi Aramco), based in The Hague, the Netherlands.

THE BRIEF

FireDog was invited to pitch for the contract to design and produce the Overseas internal newsletter. After winning the contract, we were tasked with designing the communications publication template and producing it quarterly across the year.

THE SOLUTION

After rolling out three highly successful and creative editions of the newsletter, Aramco Overseas decided to invest in a greater frequency of editions, and we now design and produce the publication on a bi-monthly basis. Rather than being restrained purely to the corporate guidelines, and due to the internal audience, we have created each edition with editorial style features which ensure an entertaining and engaging read. We have also created

a special double edition, celebrating and documenting the company's return to the original home in The Hague, after moving from Leiden.

THE RESULTS

Due to FireDog's success with designing and collaborating with the Aramco Overseas PR team, we have been fortunate to secure an exciting further remit of communications for the firm, including a corporate brochure, a history brochure, engagement and welcome literature as well as a retiree's magazine.

SEE THE PROJECT IN FULL AT:

www.firedog.co.uk/creative-results/aramco/internal-comms