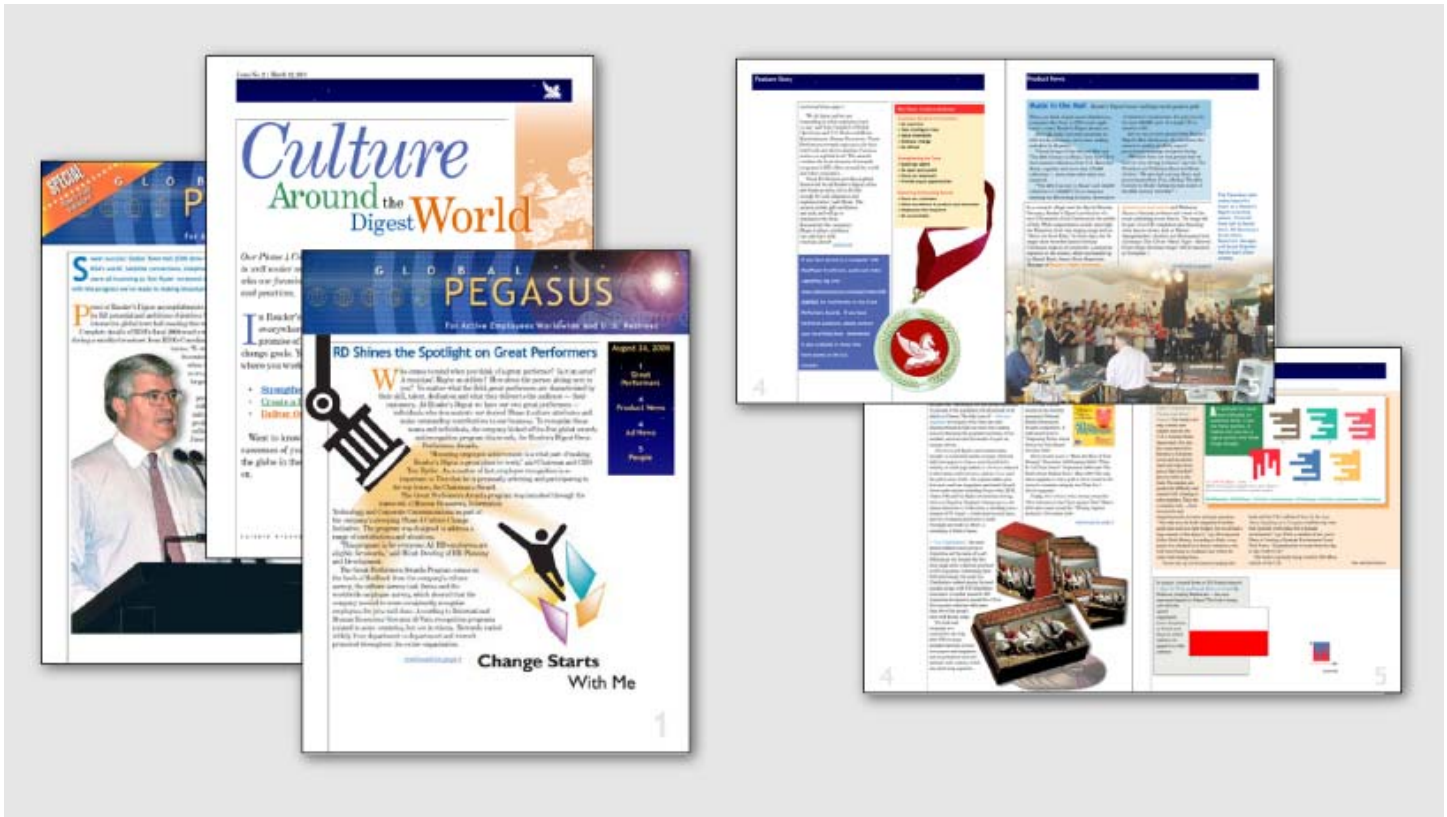




Where in the world is your newsletter?
Conceptualeyes** helps put your publication on the map.**



The Reader's Digest Association, Inc.
Internal Newsletter – *Global Pegasus*

Situation:	Objective:	Strategy:	Results:
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Reader's Digest, one of the world's leading publishers, was not delivering to its internal audience — its employees — the calibre of publication it was delivering to its customers. The employee newsletter, Global Pegasus, was old, tired and in need of an overhaul. It also needed to reflect the company's new global business and not just its U.S. headquarters.

Bring the look, feel and effectiveness of Global Pegasus in line with Reader's Digest's new direction as a leading global publisher of timely and modern electronic information vehicles, thereby increasing readership and employee knowledge about company initiatives and events, while at the same time reducing production costs. Ensure timely delivery of the newsletter so translation in non-English speaking offices could be done quickly and easily.

Make use of Reader's Digest's extensive e-mail system by creating an electronic version of Global Pegasus that could be at every employee's computer at the same time, and imbed in the newsletter live links to both internal and external Web resources, such as video libraries of corporate speeches, information about new products and third party reports of Reader's Digest's success stories. Increase contributing staff by showing dedication to global company issues through the newsletter's look and content selection.

Within six months, Global Pegasus became the vehicle of choice for delivering both important and everyday internal communication to employees. In this time, contributors increased from a handful of loosely knit writers to a group of dedicated correspondents from various countries, and publication went from one issue a month to two a month, plus half a dozen special issues a year.