

VATICAN NEWS

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IS LIVE****THE CHALLENGE****CLUTTERED COMMUNICATIONS**

The Holy See is one of the most recognizable institutions in the world, with followers speaking more than 75 languages. But with a history spanning thousands of years, and under the direction of several Popes, the Catholic Church found itself with an array of independent communication channels. Those included a radio station, multiple media entities, social media handles, websites and a 150-year-old newspaper – all in a multitude of languages. And given that these channels were created at different times and for different reasons, it was difficult to ensure effectiveness in the Vatican's inspiring messages and harness the power of digital to amplify these across the globe.

Pope Francis knew this system needed rethinking and firmly believed that the Vatican needed one voice. So he created a Dicastery of Communications (Secretariat for Communication) to reorganize and revamp their channels under a single brand – Vatican News. By introducing up-to-date digital technologies and reshaping the team's structure, the Holy See could develop a new and accessible way of reaching out across the world.

HOW WE HELPED**THE VATICAN'S DIGITAL MAKEOVER**

During this digital transformation, it was important to keep the needs of the Vatican's followers at heart. So we worked hand-in-hand with The Holy See's Ministry of Communications to build Vatican News from initial concept. **Together** we identified pain points that hindered the Church's followers from finding the information they needed and turned them into actionable insights. For example, separate editorial teams focused on specific languages were combined into one multi-language, multimedia, multi-device and multi-cultural editorial team. And all those websites and social handles? They were consolidated into a single website with corresponding social handles. We even looked at the most widely searched terms relating to the Church to ensure that information was readily available online – helping increase SEO, improve web analytics and drive through more relevant traffic.

What's more, the Vatican was given a defined online look and feel. The website was rebuilt using the latest in user experience and interface design, making it easier for visitors to interact with. And we designed the new logo and other brand elements with the institution at the core, but with a modern twist. What's more, we ensured consistency between the new brand elements, website and social media graphics. So, now the Vatican offers a new end-to-end experience for today's digital era. Importantly during this transformation, we designed a change management program to make sure their organization transitioned seamlessly into their new digital roles and responsibilities.

THE RESULTS**ONE SPIRITUAL WORD**

This ancient, worldly institution has completely reshaped its communications, from internal operations to external messaging, both written and visual. And it's truly shown how to use the power of digital for the greater good of its followers. For instance, while new capabilities now allow the Vatican to more seamlessly reach followers through new social channels, they also allow for adjusting to local internet and radio bandwidth to allow the Pope's message to reach Catholics living in underdeveloped regions.

All this has created new familiarity with The Holy See, and has given Pope Francis a voice closer to the people. It has enabled the Vatican to not only create a new online identity, but a digital source of content where one spiritual word is more simply and fluidly reaching believers of diverse cultures, all over the world.

