



The new **GLOBUS** : with Gloria and Paul on a discovery tour

A brand relaunch becomes a playful experience - in a mobile learning application

A complete brand relaunch ranges from vision and claim to logo and corporate design to target group definition and strategic customer approach.

It is therefore a complex project that can only be successfully implemented if it is also understood and supported internally: by the employees. In the case of the retail company GLOBUS, this means around 20,000 people.

In addition to classroom training, a mobile learning application was to introduce them to the contents of the brand relaunch. And not in fancy marketing phrases, but in everyday language - and in an exciting and playful way.

Product description // The story

GLOBUS is one of Germany's leading retail companies - and even after almost 200 years of history, it is still one of the few independent family-owned retail companies. The comprehensive brand relaunch is based on the company's traditional core values and repositions it for the future. The core message is "Really well done".

Such a brand relaunch only works holistically, not from the top down - it was crucial to get the company's approximately 20,000 employees on board. They had to internalise the core message, understand the mission, know the brand design and be able to comprehend the communication with the customers.

Internally, the task was to train the entire team in an area that was new and unfamiliar to them: marketing. The staff workshops around the brand relaunch were to be consolidated through an e-learning offer. Regardless of age, position in the company and level of education, the employees were to identify with the new brand messages.

Product description // The concept

In three learning modules, users embark on a journey of discovery in the new GLOBUS, where they are presented with the relevant content. Two drawn characters act as "tour guides" and serve as identification figures: Gloria and Paul - mother and son - are typical GLOBUS customers and enable users to see "their market" with completely new eyes.

Thanks to these two likeable characters, the complex, sometimes very theoretical learning content can be broken down to everyday level without coming across as condescending. The content is conveyed at eye level, so to speak, and in a clear, concrete and down-to-earth language.

The e-learning experience becomes even more personal when Gloria and Paul address the learners personally. When the first learning module is started, the user name is taken from the LMS. The name is then inserted wherever there is a direct address in the texts. Through the personal address, the user becomes part of the dialogue and involved in what is happening.

Project structure // The contents

Each module contains slides with dialogues by Gloria and Paul in which they describe their impressions or ask questions and summarise their findings. In addition, there are others in which the work is done without these two characters and which convey pure facts. Finally, there are playful elements such as guessing and quiz questions or creative tasks.

While the first module focused on the aspects of vision, mission, brand message and brand pyramid, the second module concentrated on brand design - from logo and typeface to colours, shapes and imagery. A third module is currently in preparation, which deals with the topic of customer groups (personas).

Project Features // The Team

The learning application was designed preferably for mobile devices and relies fully on the pleasure of playing. When e-learning is fun, not only does acceptance increase, but learning success is all the greater.

Innovation Campus Xtended Learning Solutions GmbH was in charge of the conception and implementation, and once again worked with its proven network partners from the areas of storytelling, graphic design and programming on this project. On the GLOBUS side, the General & Digital Development team was instrumental in the internal coordination and feedback during the development process.

On 23.06.2022, the project was awarded a Comenius Award in Berlin in the category of [in-company education and training](#).

The Comenius EduMedia Award goes back to the educator Johann Amos Comenius (1592 - 1670). Comenius was a pioneer of education that was close to the people and appropriate for children, and pro-pagated the systematic use of pictures and vividness for didactic purposes.