

TITLE OF THE CASE STUDY: Luna \TBWA

Name of the organisation:

LUNA/TBWA

Country and sector of the organisation:

Slovenia, marketing & advertising

Type of organisation:

- **Business company**
- Public organization
- Private organization
- NGO
- Other:

Size of the organisation:

- small
- **medium**
- large

Brief description of the organisation:

LUNA/TBWA is Slovenian advertising agency. They create disruptive ideas that locate and involve brands in culture, giving them a larger share of the future.

Short description of the case study (500 characters)

LUNA/TBWA organizes workshops for stress management and meditation for their employees. They also enable many employees to "coaching" and "e-coaching" to develop skills and competences. All this requires active and targeted action, which has already taken for granted in Luna\TBWA. They respect their employees, their integrity and privacy and try their best to enable them to develop their potential. The company pay great attention to agency culture, as they believe that it is extremely important for long-term success. They are aware that all co-create organisational culture, therefore every opportunity, such as birthdays, anniversaries and turning points and business successes, has become a trigger for spontaneous socialising.

Key words:

Stress management, teamwork, training, competences

BEST PRACTICE PROFILE

DETAILED DESCRIPTION

Luna \TBWA is the most effective Slovenian communication agency, receiving five effie awards at the last festival of communication performance, as well as the prestigious euroeffie awarded by the European Association for Communication Efficiency to those campaigns that have demonstrated their effects in at least three different markets. Luna was founded in 1990, in 2003 it joined the international agency chain \TBWA and added its abbreviations to its name. The integration into the global communications company has brought new opportunities for development and progress for the agency.

Dali Bungič, the CEO, about corporative culture says: "Culture is what guides our behavior when executives are not in the office." In her opinion, culture is a kind of standard for good work, the way team treat colleagues and business partner is their common definition of 'fair play' – it is something that defines the values of the community to which they belong.

The Luna\TBWA agency pays a lot of attention to agency culture because they believe that it is extremely important for long-term success. They are aware that the internal culture is co-created by everyone, so they are constantly actively promoting it. Every occasion, such as birthdays, anniversaries and turning points, and business successes, has become a trigger for spontaneous socializing at the bar. The agency has a real professional bar with all the necessary presses. They know that only satisfied teams can achieve outstanding results.

In addition, they organise stress management and meditation workshops using the Master Change Training method, and together with Competo they also provide "coaching" and "e-coaching" for skills and competence development. All this requires active and targeted action, which has already taken for granted in Luna\TBWA.

Their approach is based on listening and empathy: they want to hear and understand what employees' problems are, identify the real causes of them, and co-create solutions that will lead to a more efficient organization and a more employee-friendly culture. Workshops empower teams and individuals to effectively address challenges based on their own potential.



RATIONALE

In addition to socialising and interconnectedness, adequate rest is also extremely important for job satisfaction. Burnout in the workplace has become a worrying phenomenon in Slovenia, so despite the fast agency pace, they are trying to give their colleagues enough time "without a job". Emails after working hours are really only the most urgent; the same with business communication during the leave period. At that time, colleagues who are not at work are deliberately excluded from running communication so that they are not greeted by a mountain of unread messages upon their return.

GOALS

The company's organisational climate largely reflects how satisfied employees are with different aspects of the working environment. Satisfied employees are those who work more efficiently, are innovative and make an important contribution to the company's success.

In the 2015 company lost a very big client so they have embarked on changes with a view to:

- reduce stress in the workplace,
- increase readiness for change and improve change management efficiency,
- effective flexibility in critical business situations.

IMPACT

Employees have started to think about more complex situations at work and major changes – how they adapt to them. They understand what is challenging for them in complex situations and how to establish the conditions for effective work in such situations. They have made awareness of the importance of quality relationships and communication, especially in situations where people feel insecure, scared or angry.

Employees have learned why change poses a bigger challenge – why people like to cling to familiar and well-known ways of working. They realized what they needed in periods of change to develop a sense of certainty and new forms of behaviour. Management came up with ways to encourage employees to coordinate effectively with change.

It was important that management understood what employees needed from a manager in such situations so that they could effectively continue the work process.

LESSONS LEARNED

Employees understand what stress is and what the function of stress is. They understand why stress is a very common occurrence in today's world and why long-term stress is harmful to health.

Employees realized what the function of emotion is and how they can manage them. They realized the concept of basic needs and their connection to perceived stress. In this context, they understand how they can manage stress and what ways to better cope with situations that they perceive as stressful. They know how to take care of themselves by restoring their personal energy reserves in the physical, emotional, mental and value areas.

In business crisis is crucial that employees work along each other when stressful situations appear and when a schedule is full of work. They constantly enhance the quality of relationships and interconnectedness.

In addition to that, management is aware of the importance of identifying the competences and behaviours through which employees live the values of the organisation.

MATERIAL



Source: Facebook profile Luna / TBWA

Luna \ TBWA The Disruption[®] Company

Source: <https://www.lunatbwa.si/>

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